



Good Neighbor Messaging Checklist:

**A quick planning tool for housing
advocates and organizations**

Housing conversations are deeply personal. Effective messaging starts by meeting people where they are, honoring their experiences, acknowledging their concerns, and inviting them into a shared vision of community. This checklist is designed to help you plan persuasive, values-based messaging. Not every message will address every item, but across your communications, these questions can help you strengthen trust, reduce resistance, and build durable support.



The Colorado
Health Foundation™

Good Neighbor Messaging Checklist:



1. Who are you trying to move?

- Supportive Base (activate and equip)
- Conflicted Empathizers (address internal conflict)
- Concerned Skeptics (calm concerns, prevent drift)

What lived experiences or concerns are likely shaping their views right now?

Remember, the Opposition Base is not a high-priority target for messaging, as they are unlikely to be persuaded.

2. What is the intended result of this message?

- Shift perspective
- Increase openness
- Equip supporters to talk to others
- Build acceptance or reduce opposition

3. What emotions are likely present?

- Fear or anxiety about change
- Concern about safety, stability, or fairness
- Frustration with government or systems
- Desire to protect family, home, financial assets, or community

How will this message acknowledge those emotions before persuading?

4. How will you build trust first?

- Is the messenger credible and relatable to this audience?
- Do they name shared identities (parent, neighbor, worker, homeowner)?
- Do they explain why they care personally?
- Is their language plain-spoken (no policy jargon)?

5. How will the message acknowledge complexity?

- Does it recognize common concerns without dismissing them?
- Does it avoid “us vs. them” framing?
- Does it clarify to whom policies apply (for example, corporate vs. small landlords)?

How does the message first acknowledge concerns, then explain why action is still needed?

6. How will concerns be calmed?

- Is there a change-of-heart story or example?
- Does the message show how concerns were addressed?
- Does the message avoid judgment or shaming?

7. Who is brought into the “circle of care”?

- Are people affected by housing shown as relatable, contributing community members?
- Are shared values (family, safety, work, community) highlighted?
- Are asset-based frames used instead of deficit frames?

8. How will hope be activated?

- Does the message show that change is possible?
- Is there a concrete example or proof point?
- Are outcomes realistic—not overpromised?
- Does the message end on a forward-looking note?

Is this goal realistic for this audience and moment?

Want more support-building tools?

The full Good Neighbor Toolkit includes:

- Deeper guidance on audience segments and messaging principles
- Audience-tested examples and stories
- Trainings and additional planning tools

Explore the full Good Neighbor Toolkit at Coloradohealth.org/neighbor

