



Chicago Alliance
making homelessness history

SITE VISIT CAMPAIGN 2012

MAKING CONNECTIONS BETWEEN POLICY AND PEOPLE

Introductory Webinar October 15, 2012

Presented by:

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Information

- **GoTo Meeting Format**
 - If you have technical difficulties, please exit and retry your call. Be sure you are entering the correct **audio pin number**
- Meeting will last approximately **30 minutes**.
- **Questions**
 - There will be an opportunity to ask questions at the end of the presentation. You can also email Amanda with any questions after the meeting at aborta@thechicagoalliance.org



What is a Site Visit?

- Getting your elected officials out to see your agency or program firsthand
- Not all site visits are the same
 - Can include:
 - ✓ Tour of your program/agency
 - ✓ A brief presentation
 - ✓ Meeting with consumers
 - ✓ Photo opportunities



Why are Site Visits Important?

Site Visits allow you to:

- Make a connection between policy and real people in the community
- Create and build a relationship with your representative
- Show the impact your program has on the community
- Advocate for needed resources and show the impact of funding



Why Plan a Site Visit Now?

- Many elected officials are on recess or are spending time in their districts over the next several months
- Site visits can be especially important during challenging budget times
- Plan 2.0 was just released and endorsed by Mayor Rahm Emanuel and the City of Chicago



How Do We Get Started?

- *Small Effort, Huge Impact*


Step 1: Choose your Representative

Step 2: Send an Invitation

Step 3: Plan and Execute the Visit

Step 4: Follow-up

- ✓ **Remember, the Chicago Alliance is here to help at any step to make sure you achieve an effective site visit!**



Step 1: Choosing Your Representative

- Any level of government
 - Alderman
 - State Representative or Senator
 - U.S. Representative or Senator
 - Other policymakers
- Determine most appropriate representative for your agency



Step 2: Sending an Invitation

- Formally invite your chosen representative to visit your site
 - Sample Invitation Letter
- Be sure to include:
 - ✓ Short description of your program
 - ✓ Impact you have on the community
 - ✓ Purpose of the visit and who will attend
- Follow-up with representative's office to schedule the visit
 - Be flexible with dates/times
 - Check legislative calendars or schedules
 - Make note of who the contact person will be



Step 3: Planning the Visit

- Get an idea of who might participate
 - Staff
 - Consumers
 - Other community members/stakeholders
- Include a tour of your agency/program
 - Entire facility or one particular program
- Opportunities to meet with consumers
 - Share personal testimonies or stories!
- Give a brief presentation
 - Reiterate the impact of your programs and give an overview of what you do for the community



Step 4: Follow-Up!

- The most important step comes after you complete your visit
- Continue to build the relationship
 - Maintain regular communication
 - Phone calls
 - Emails/Letters
 - Meetings
- ✓ **Be sure to send a formal thank you letter!**



We are Here to Help You!

- **The Chicago Alliance is eager to help in any way we can**
 - ✓ Choose which representative to invite
 - ✓ Determine tentative scheduling options
 - ✓ Send an invitation and follow-up with his/her scheduler
 - ✓ Put together materials about your program and community
 - ✓ Prepare talking points and frame a policy issue to discuss
 - ✓ Help consumers prepare their personal story
 - ✓ Contact the media, if you choose to do so
 - ✓ Send a thank you letter
 - ✓ Determine how best to stay in contact with your representative

Thank You!

- The Chicago Alliance is very excited that you are interested in a site visit!
- We will be following up with you after this meeting to get started
- If you have any further questions, you can contact Amanda at aborta@thechicagoalliance.org or (312) 379-0301 x 22
- ✓ **Help us spread the word! Let other agencies know they should do a site visit, too!**

Questions?

