



National Alliance to
END HOMELESSNESS

McKinney-Vento Site Visit Campaign Launch

August 2, 2012

*Encouraging your Members of
Congress to visit your program
during the upcoming recesses.*

Presenters:

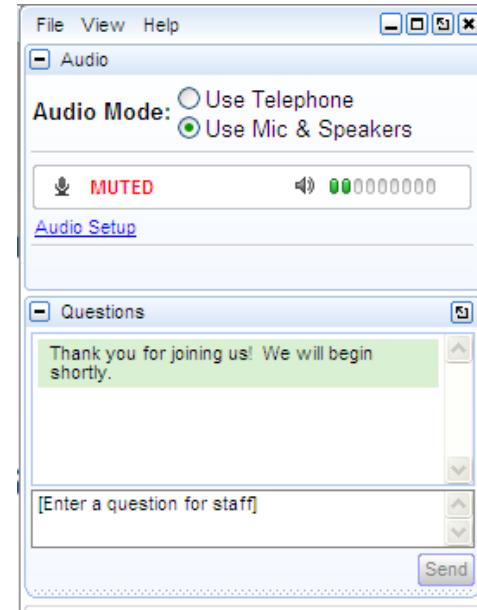
- Steve Berg
- Kate Kelly
- Kate Seif

Introductory Logistics

Submit Questions!

Lines are muted to facilitate this call.

A recording of this webinar will be posted online / emailed early next week.



If you have questions during the webinar, submit them in the question box on your control panel. We will answer as many questions as possible at the end of the webinar.

Agenda

- Overview of Site Visit Campaign
- Update on Administration, House, and Senate funding proposals
- Explanation of House funding proposal
- Impact of Site Visits
- Site Visit Campaign Overview and Timeline
- How to Conduct a Site Visit
- Wrap-Up / Questions



Why Site Visits? Why Now?

- Timeline
 - Congress in recess until September 10, but likely out much of October for campaigns
 - May continue work on appropriations at some point post-election
 - Sequestration and other big events post-election
- Site Visits – Members of Congress rate site visits as one of the most valuable ways to collect constituent views and opinions



McKinney-Vento Funding Proposals

- Administration
 - Proposed \$2.231 billion – a 17% increase over FY 2012
 - Enough to fund all CoC renewals and make further progress in implementing HEARTH
- Senate
 - Proposed \$2.146 billion – approximately \$150 million above FY 2012 level
 - Enough to cover renewals and ESG funding
- House
 - Proposed \$2.005 billion – **not enough**



House Proposal – “More is Less”

Why is an *increase* actually a funding *cut*?

- Some CoC grants use multiyear contracts
- Congress provides ALL money upfront for multiyear contracts
- HUD spends money over the course of multiple years
- When contracts expire, Congress has to provide more money so that HUD can keep spending the same amount on homeless assistance



Why Site Visits Are Important

- Make the connection between the policy and implementation
 - Members can see McKinney-funded programs doing good things in their community
- Attract good publicity
 - Press opportunities for the Member and your organization
- Build stronger relationships



Kate Kelly – Monarch Housing



The Impact of Site Visits: Building & Strengthening Relationships with Your Elected Officials



Why Host a Site Visit?

Site visits are:

- Easy to host and
- Worth the effort!

And a great way to:

- Build relationships with your elected officials,
- Show off your programs' success, and
- Impact federal funding and policy.



Making the Most of a Site Visit

- Consider including a discussion/presentation
 - Opportunity for Member to speak, or for a consumer to share his/her story
- Showcase outcomes data for program
- Review contextual issues (i.e. need to cover all renewals in final funding amount)
- Connect the dots to a specific federal policy issue (McKinney-Vento funding)



Making the Most of a Site Visit

Connect the dots to a specific federal policy issue

- What can Congress do?
- Constantly reiterate connection between federal policy and site visit
- Use the Alliance's Toolkit! Found here:
<http://www.endhomelessness.org/content/article/detail/3710/>



Key Strategies for Conducting Site Visits

- **Planning**

- Be prepared to put in an appropriate amount of effort
- Consider which Member to invite
 - The Alliance can help you decide!
 - Work with his/her scheduler and/or the appropriate staff person
 - Be flexible in your timing!
- Get partners involved as well
- Consider getting media representation for the event



Key Strategies for Conducting Site Visits

- **Conducting**
 - Make the tour a two-sided conversation
 - Be prepared to answer questions
 - Connect what your Member is seeing to your policy issue
 - Take pictures
 - Consider consumer involvement
 - Know *who* to follow up with and *when*



Key Steps to Success

- Site visits are an extremely valuable tool
- Focus on a specific federal policy issue (McKinney-Vento funding)
 - Make the connection!
- Invite key stakeholders and ask them send letters of support
- *Follow up* after a site visit



Timeline for Campaign

- Site visits over August and other Fall recesses
 - Members are home for long period, interested in connecting with constituents
- Alliance will follow up next week with tools and next steps
- Will provide regular follow up and assistance through Autumn



Contact Information

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Site Visit Toolkit

[http://www.endhomelessness.org/
content/article/detail/3710/](http://www.endhomelessness.org/content/article/detail/3710/)

