



Core Messaging

2019

Core messaging is a guide to creating cohesive, consistent and effective messaging for LHA marketing & communications. All written content or messaging should be anchored by the copy included in this document. The use of this core messaging ensures that the external perception of our organization matches our purpose and values.

Mission Statement

{A mission statement is a written declaration of an organization's core purpose that usually remains unchanged over time.}

The Lanterman Housing Alliance fosters innovative public policies and public-private partnerships that result in sustainable investment in affordable housing for people with developmental disabilities.

Slogan

{A slogan is a short and striking or memorable phrase used in advertising.}

The catalyst for creating homes for people with I/DD.

Vision Statement

{A vision statement describes the clear and inspirational long-term desired change resulting from an organization or program's work.}



People with intellectual and developmental disabilities have access to diverse, affordable housing opportunities that fulfill the Lanterman Act’s promise of integration into the mainstream life of the community.

Value Proposition

{The unique, tangible value people get from a product or service.}

We connect the housing & community development industry and the I/DD service system to resources and people that enhance their ability to create inclusive, affordable homes for people with intellectual and developmental disabilities (I/DD). Bringing businesses, nonprofit organizations, and government agencies together to collaborate on housing models that meet the diverse needs of the population we serve is at the heart of what we do. LHA facilitates the sharing of actionable data, best practices, innovation, and multisectoral knowledge. Finally, we partner with thought leaders, policy makers, and elected officials to create the new resources our alliance members need to meet their housing goals.

Elevator Pitch

{The elevator pitch is a 30-second response to the “what do you do?” question and should fall directly out of the value proposition.}

The Lanterman Housing Alliance is a catalyst for the creation of affordable, supportive housing for Californians with intellectual and developmental disabilities. Together we have secured more than a thousand units. LHA’s ability to bring together builders, funders, social service providers and policymakers allow us to meet our objective to increase housing opportunities for people with I/DD. In this way, LHA is excited to be a part of the solution to the housing crisis in our state.

Boilerplate

{Boilerplate is the short 2-3 sentence description of who you are and what you do and again falls right



out of the value proposition. Boilerplate copy is most frequently used in grant applications, press releases or short online directory submissions.}

The Lanterman Housing Alliance is a statewide organization that serves as a catalyst for the creation of affordable, supportive housing for Californians with intellectual and developmental disabilities (I/DD). Our members collectively have secured more than a thousand units reserved for this vulnerable population. LHA's ability to bring together builders, regional centers, funders, policymakers, and other key stakeholders uniquely positions us to meet our objective to increase housing opportunities for people with I/DD.

Audience/Stakeholder Pains and LHA Solutions

{An exercise that allows us to identify our audience and stakeholders goals/objectives, potential pains and our solutions to their pains. Completing this exercise will enable us to keep our messaging to our audience/stakeholders laser focused and relevant.}

- LHA members, partners, and affiliates
 - Objectives and goals: Meet leaders in the industry and build relationships, professional development, industry updates (e.g., DDS, RCs and housing agencies), learn trends and how other agencies are adapting, maintain a competitive edge, advocate for industry-wide policy and legislation to benefit collective missions.
 - Pains and challenges: Isolation in industry, being the last to know, not having access to necessary resources or collaborative partners, not knowing how to access training or learn needed skills, no access to information on new models, losing out on potential projects/opportunities, only being one agency with one voice to advocate.
 - LHA solutions: Create opportunities to engage colleagues and decision makers at bi-annual summits. Instantly expands networks by giving access to LHA contact list, publish newsletters that provide updates on trends, stories and LHA activity, creating a larger megaphone for our collective advocacy, and offer education, workshops, and webinars.
- The housing industry



- Objectives and goals: Decrease the affordable housing shortage in their region. Increase housing stock for target populations, garner community support for mission (e.g., RCs, local elected officials, and housing authorities, community members), develop good partnerships (e.g., RCs, property managers, contractors, accountants), acquire financing, land, and property, and fill all vacancies in portfolio.
- Pains and challenges: Restrictive land-use policy, cumbersome referral/renting processes, difficulty identifying good partnerships, hardship in securing funding for capital, operating and service expenses, lack of good data on housing need to inform planning, shifting and non-permanent funding programs and guidelines, not enough funding available, lack of coordination between partners (RCs, developers and service providers), rising property values, slow-moving nature of bureaucracy, and lack of skilled project managers and contractors.
- LHA solutions: Provide education to I/DD service system and developers to better streamline referral process, housing development, etc..., familiarize the housing industry with the I/DD services system and the I/DD service system with the housing industry, provide information about existing and new revenue streams, advocate for better data, create access to strategic partnerships through committees and engagement with DDS and other regional associations, offer recruitment ground of skilled workforce, and expanding “partnership” level vendors as potential strategic partners for developers.
- Elected officials, policymakers, housing authorities
 - Objectives and goals: Represent interests of constituents, manage public institutions and resources, actively address needs and make improvements to society through legislative and policy solutions, win re-election, push forward long-term public policy goals and objectives, support economic growth, ensure public health -- including that housing stock is meeting market demand.
 - Pains and challenges: Divided electorate with differing views on policy solutions, complex community challenges, large geographic / population responsibility, limited resources, slow-moving institutions, special interest groups monopolizing campaign finance.



- LHA solutions: Provide community support/advocacy on housing-related legislation/policy, provide expertise on policy development, and highlight statewide/local initiatives through LHA media channels.
- DDS, Regional Centers, and service providers
 - Objectives and goals: Ensure rights/entitlements of people with I/DD are met, provide needed services, supports, and access for clients, advocate for increased resources to meet growing service needs, and manage limited statewide resources.
 - Pains and challenges: Changing federal and state policy, budgets and priorities, limited resources, lack of housing options for clients.
 - LHA solutions: Work to reframe housing as a human right and an entitlement under the Lanterman Act, actively bridge the knowledge gap between the housing and community development sector and the I/DD service system, provide education on developing strategic housing plans, hiring housing specialists, and partnering with affordable housing developers.
- Consumers, families, and advocates
 - Objectives and goals: Identify stable, affordable housing options for friends, family members, and individuals with I/DD. Work with elected officials, policymakers, and Regional Centers to ensure housing options are provided for this population.
 - Pains and challenges: Limited resources of family and friends to afford housing in CA, Regional Centers not all equipped to meet the housing needs of clients, housing industry on its own not building necessary units to meet demand of people with I/DD, limited resources for advocacy.
 - LHA solutions: Partner with families, friends, and advocacy groups to lobby I/DD service system, housing & community development industry, elected officials, and policymakers to create solutions to address affordable housing needs of people with I/DD, provide knowledge of available resources, including lists of available NPO's to contact for possible vacancies.