20,000 Homes Campaign Registry Week Toolkit

Before You Start

You are about to embark on the work of a lifetime. If your community decides that they are really committed to ending homelessness, you have in your hands everything you need to get started.

This Tool Kit is designed to help you plan for a Registry Week. It is a living document; one that will change with new innovations and ideas that come from communities, so if you develop resources during the process of planning and implementation in your community, please connect with us by emailing Andi Broffman (abroffman@cmtysolutions.org) so we can add your materials to the Tool Kit and assist other communities as they embark on this work. Read the following Tool Kit and review the attachments. Print out and customize the ones that will be helpful for you to complete your work. Print out the checklist and check things off as you complete them! Please use the checklist as your step-by-step guide to what you should do and when.

This Tool Kit has everything you need to do a Registry Week, an intensive survey of all your neighbors who are currently experiencing homelessness. The intent of the Registry Week is to be a jump-start to your campaign to end homelessness.

Getting Started

In this folder, you will find materials and resource that will help you understand the scope of what a Registry Week entails and plan for each step in the process. Please note that all documents mentioned in the below are in this Tool Kit. They are also available for download on our website (www.20khomes.ca/resources/).

1. If you haven't already, please take some time to read through the campaign website.
2. Please read the 20K Homes Community Agreement. Community campaign leaders will need to sign the community agreement and information sharing agreement.
3. Make sure you have clarity on your campaign leadership. Most communities will put together some form of leadership committee. Please see the section Building a Strong Local Team for more information on this.
4. Think about your housing and advocacy objectives for the campaign. What do you want your campaign to achieve? What is your housing goal? How can you use the campaign to advance your advocacy goals (for example bring new partners to the table; encourage federal or provincial investment in housing)?
5. Review the Registry Week Prep Checklist. Read this through carefully and note the suggested timing of different steps in the planning and implementation process

6. Determine how you will stay on task and meet your deadlines. There are a variety of tools that can help you plan for this. Please see the following resources: Hamilton Registry Week Workplan Template, Ottawa 20K Checklist (critical path) and San Diego Logistics Planning Spreadsheet
7. Craft key messages for your campaign. In the coming weeks you will certainly be answering a lot of questions related to your Registry Week and the 20,000 Homes Campaign. To draft your key messages we'd ask you to use the 20,000 Homes Campaign backgrounder and key messages. We have included examples of how other communities have done this with the following resources: Waterloo's General Key Messages for Registry Week, Waterloo's Key Messages for Why Doing a Registry Week, FAQ & key messages, Registry Week-Fact Sheet and the 20,000 Homes Brief
8. Recruit a project manager to oversee your Registry Week. It is nearly impossible in most communities to plan and organize a Registry Week off the corner of your desk; you will want to identify a project manager who can be dedicated to the task for 8 to 10 weeks. Please refer to the 20,000 Homes Campaign Local Team Project Manager document.

Registry Week Prep Checklist

Enrollment and Early Planning Phase

- ☐ Recruit a campaign leadership team
- ☐ Identify target date for Registry Week
- ☐ Begin search for project manager (mentioned above) to support your Registry Week team (Getting Started Section)

10 weeks prior to Registry Week

- ❑ Convene campaign leadership team and create task forces to divide up the work. Templates for task forces and information on who should be on your team are available in the Building a Strong Local Team Section.
- ❑ Set up meetings with key elected officials to secure their support for the project. Show them the inspiring videos! (20,000 Homes Campaign Video, 100,000 Homes Campaign Video)
- ❑ Create Facebook and Twitter accounts for the work (Volunteer Planning and Recruitment Section)
- ❑ Plan the scope and strategy behind your survey. What impact do you want to achieve with your campaign (e.g. reduce rough sleeping, emergency shelter use etc.)? Who do you want to make sure to survey (street homeless, shelter, youth, Aboriginal peoples, women etc..,)? Where are they or will they likely be? *Estimating how many people you will most likely interview is a critical step in the process*. You may also want to consider engaging or consulting homeless people. This can help you find people and understand when and how to most effectively engage them. (Volunteer Planning and Recruitment Folder)
- ❑ Hold discussions about any local modifications to the VI-SPDAT (like adding questions). Note: no scored questions can be changed but we can add other non-scored questions (Clarifying Your Demand Folder)
- ❑ Assemble media contact list with the names, email and phone numbers of media who cover homelessness plus the assignment editors
- ❑ Decide whether or not to have t-shirts made for Registry Week Staff and Volunteers

- ❑ Complete initial budget for Registry Week project (Budgets & Supplies Folder)
- ❑ Modify sponsorship sheet and Sponsorship Request Letter (Budgets and Supplies Folder) to use to solicit support

8 weeks prior

- ❑ Design volunteer recruitment flyer (Volunteers Planning and Recruitment Folder)
- ❑ Create a volunteer sign up form to capture volunteer information
- ❑ Meet with community leaders to recruit volunteers
- ❑ Review CAEH data sharing agreement (Building a Strong Local Team)
- ❑ Review 20,000 Homes Sample Consent Form allowing VI-SPDAT results to be shared with participating organizations and CAEH (Survey Packets)
- ❑ Decide geographical area for surveying during Registry Week (Maps Folder)
- ❑ Decide whether or not to survey in institutions (hospitals, jails, emergency shelter, detox beds, jails)
- ❑ Design t-shirts
- ❑ Assign a person/agency to be the "keeper of the registry" for the community
- ❑ Begin thinking about where you will house the people you will survey. Can surveyed people be referred to Homelessness Partnering Strategy Housing First programs? Is there housing available with local agencies? Can you recruit new landlords? Can you find supports from new partners like the health authorities?
- ❑ Advocate for housing providers and landlords with existing units to prioritize/accept into their units the most long-term and vulnerable as found by the VI-SPDAT
- ❑ Connect with Apartment Association or other real estate trade group to ask landlords how they might be able to participate – examples include waiving application requirements, discounting apartments, accepting housing allowance or rent supplement, or promoting volunteer participation.
- ❑ Coordinate with elected officials and other VIPs for participation in Registry Week (Speak at training? Volunteer to survey? Speak at Community Debrief?)

4 weeks prior

- ❑ Decide which geographical areas and facilities to survey (Maps Folder) and populate matrix with hot spots, number people to survey, number of teams needed
- ❑ Identify how many team leaders you can count on
- ❑ Divide geographical area and facilities into the number of team leaders you have – this is how many teams you'll have!
- ❑ Secure early commitments for mainstream housing resources (Lining Up Your Supply Folder)
- ❑ Secure early commitments from existing housing providers to accept people into vacancies as they become available (Lining Up Your Supply Folder)
- ❑ Identify potential sources of housing and supports for people

3 weeks prior

- ❑ Secure a facility for your Registry Week Headquarters
- ❑ Secure a facility for training
- ❑ Secure a facility for data-entry (computer training lab is ideal)
- ❑ Security a facility for community debrief

- ❑ Communicate with volunteers about training details
- ❑ Recruit more volunteers or close out volunteer list
- ❑ Order t-shirts for volunteers (if applicable)
- ❑ Finalize organizations to be included in the 20,000 Homes Sample Consent Form (Survey Packets Section)
- ❑ Coordinate with police: make sure they don't do any sweeps the mornings you will be conducting your street surveys and arrange for police support to the effort if desired
- ❑ Order bulk $5 food cards from Tim Horton's, McDonald's or Subway etc.

2 weeks prior

- ❑ Coordinate with Communications Director and send out media advisory
- ❑ Decide whether to inform people experiencing homelessness of the RW and if necessary, have outreach teams inform people on streets that survey will be happening soon and encourage them to participate.
- ❑ Leadership team meeting
- ❑ Tailor Volunteer commitment card (Volunteer Planning and Recruitment Section)
- ❑ Finalize date/time/place for community brief-back on Thursday or Friday of registry week
- ❑ Submit any additional questions to Community Solutions so that your database can be ready for data entry during your Registry Week

1-week prior

- ❑ Send out second media advisory
- ❑ Purchase supplies
- ❑ Print all documents in Survey Packets and Training folders (Logistics Planning Spreadsheet in the Getting Started Section to help with organization of this)
- ❑ Assemble team leader boxes and folders (sub section in Survey Packets)
- ❑ Walk-through of training site and volunteer assembly site

Building a Strong Local Team

As you contemplate doing your Registry Week, a critical thing to keep in mind for a successful initiative is gathering the right leadership team. Ending homelessness is a complex problem to be solved, and it will take a strong team for you to be successful in this. We have learned a lot about successful collaborations, and much of it is laid out in the article included in this section of the Tool Kit on Collective Impact. Here are the highlights:

1. Agree on goals and outcomes
2. Only put resources into things that reduce the number of homeless individuals
3. See what the research shows, then do it!
4. Constantly communicate with your team and the community at large
5. Ensure you have a backbone organization

The documents listed below should give you a good sense of who should be involved and how to work together

1. To get acquainted with the idea of Collective Impact, please read the following materials: SSI Overview of Collective Impact and the SSI blog post on How to Use Collective Impact to End Homelessness by Becky Kanis.
2. Open up the chart labeled "People You Might Recruit for Your Team" to further think about who should be around the table as you plan and implement your Registry Week. You should also refer to the San Diego Committee Structure and the Committee Descriptions and Responsibilities documents
3. Next, start to think about sending out invitations to be a part of your community's Registry Week. See the Sample Letter to Police Chief Requesting Support. Use the Collective Impact Team Worksheet to "score" your team as it forms.
4. Keep track of who is on your leadership team by using the Leadership Team Template document
5. Be sure to keep in touch with your team. You can refer to the document Sample Follow Up Email for Community Partners.
6. Finally, circulate the CAEH Data Sharing Agreement and have participating organizations sign this. This will be returned to CAEH who will also sign this form.

Clarifying Your Demand

The heart of the 20,000 Homes Campaign and your Registry Week is getting to know your neighbors experiencing homelessness by name. In a sense, this is understanding the demand that exists in your community. There are steps that can be taken to estimate the number of people experiencing homelessness in your community and the types of resources and supports they need. This section of the Tool Kit is around clarifying your demand. In addition to the resources that are included here, your outreach workers and service providers will be a key portion of this part of planning for your Registry Week.

1. Start by looking at the Community Trends document. This will help you formulate a picture of homelessness in your community. If you don't know the numbers for some of these cells, then it will help you to begin your research and conversations about the data points that will populate this table.
2. As you begin to think about the scope of the Registry Week, please be sure to include your outreach workers and other front line workers like the police in these conversations to understand where you should be surveying and how many people you can expect to find staying on the streets and/or in your emergency shelters.
3. Open the VI-SPDAT. Read through the survey tool. Please note that all of the questions that are included in this version of the form are mandatory, and that the wording of these questions is deliberate and cannot be changed. Your community can add additional questions to this survey tool. Please submit these questions to Andi Broffman (abroffman@cmtysolutions.org) two full weeks before your Registry Week begins.
4. Watch this brief training video on how to use the VI-SPDAT 2.0 from OrgCode (available at http://www.orgcode.com/course/vi-spdat-v2-training/)

5. Finally, open the Survey Flyer-Kitchener and the Surveying Notice. These are examples from Waterloo Region and San Diego, and they were used to bring awareness to their Registry Weeks amongst people in the community that were experiencing homelessness.

Volunteers: Planning and Recruitment

In addition to building a strong local team to help you plan for and implement your Registry Week, you'll need to think about recruiting volunteers to help with a variety of tasks during the actual Registry Week. Think strategically as well about how you can use this process to accelerate your efforts to end homelessness. Beyond getting help surveying your homeless neighbors, you can use the volunteer process to engage politicians and opinion leaders, recruit new allies and build public support for action. Can you recruit politicians to volunteer who would be important to support key advocacy objectives? Can you engage potential funders or other resource holders?

In this section of the Tool Kit, you'll find a wealth or materials that will help you with the entire process of recruiting and managing volunteers during your Registry Week. In order to be successful in this endeavor, you'll need to have an idea of the "size" of your Registry Week: how much ground are you going to cover and how many people are you going to survey? The work you have done around clarifying your demand will help you answer this question of size, which will give you an idea of how may volunteers you'll need to secure for surveying, data entry and any other available volunteer positions.

1. When planning for numbers of volunteers please keep in mind the following guidelines:
    a. All survey teams must have a minimum 2 members. One individual will be a team lead. We recommend calling on your outreach workers and front line service providers to be team leads. For an upper bound, we would advise that the number of people that fit in a car is a good measure of a maximum number for team members. This will help with transportation logistics to and from survey sites.
    b. For data entry, it takes about 8 minutes to enter one VI-SPDAT into the data system. Keep this in mind as you consider the number of volunteers you will need to do data entry.
2. Bearing in mind the above guidelines, you are ready to begin your volunteer recruitment. There is a wealth of documents in this section of the Tool Kit that offer ideas about how to recruit volunteers. Please refer to the following: San Diego Volunteer Flyer, Chicago Volunteer Flyer, Volunteer Recruitment FB Square Banner, Web Post for Recruitment, City of Hamilton Seeks Volunteers and Volunteer Commitment Card 20K Template.
3. As volunteers sign up to participate in your Registry Week, you should start to organize your volunteers. Please see the Survey_Locations&Logistics_Spreadsheet for an example of this.
4. Create Facebook and Twitter accounts to help recruit volunteers. These social media accounts will also be critical in sharing information about your Registry Week both as you plan it and as it happens. Following your Registry Week, they can continue to be used to share thoughts and ideas around housing your neighbors experiencing homelessness. See the Social Media Setup Guide document as well as the Sample Facebook Posts, Facebook Page Example and Twitter Example in this section of the Tool Kit.

Mapping Survey Locations

Another important component of planning your Registry Week is mapping the actual locations of where you would like to do your street surveying. Google Maps is a great platform to use for this purpose. This section of the Tool Kit provides you with examples of what some communities have done to map survey locations during their Registry Week.

1. Start by opening up the Maps guidance document. This will provide you with guidance on the mapping process.
2. Next, please refer to Block Map Example and Targeted Hot Spots for some ideas around what the actual mapping of survey locations can look like.

Budgets and Supplies

As you might've guessed, there are a variety of costs and supplies that you will need to make this Registry Week a successful initiative. In this section of the Tool Kit, there are a few sample budgets that you can reference from other communities that have done Registry Weeks.

1. Sample Budget Glendale
2. Registry Week Budget Waterloo
3. You can also request sponsorships to support you as you plan for your Registry Week. Please see the Sponsorship Info Sheet San Diego, Sponsorship Sign up Form and Sponsorship Request Letter CSH for some ideas on what these requests might look like.

Lining Up Your Supply

The 20,000 Homes Campaign is a housing intervention. In the same way that we worked to clarify the demand in our community, we need to meet that demand. We need to work on lining up a supply of housing, supports and resources. In many ways, this will require prioritizing existing resources while simultaneously thinking creatively about non-traditional resources that can bolster and support your effort.

1. Start by opening Mapping Your Current System and using this to prompt your thinking about resources that are available in your community
2. Next, open up the Letter requesting units from existing supportive and social housing providers. This letter was sent to supportive housing providers in Chicago to request services and supports for housing people who were identified and surveyed during their Registry Week.
3. You can also refer to the Abundance Index as a way to track resources that exist in your community.

Training

Once you have recruited volunteers, they will need to be trained on the process of conducting the VI-SPDAT. We recommend that this training occur the weekend before your Registry Week starts so that the process is fresh in their mind. In this section of the Tool Kit, there are slide decks that were used in volunteer trainings in Ottawa.

1. Please see an example of a training presentation given in Ottawa. Note that the basic content of the training should be as follows:
    a. An Introduction to the 20,000 Homes Campaign
    b. Local Context
    c. Discussion of what a Registry Week is and what the week will look like
    d. If desired, an overview of:
        i. Collective Impact
        ii. Housing First
    e. The VI SPDAT
        i. Surveying Dos and Don’ts (see the Surveying Dos and Don’ts document)
        ii. Review the consent form (below)
        iii. Review the survey question by question with the volunteers
        iv. Have volunteers practice the survey in groups of two
    f. Reviewing their survey packet (please see below for what is included in the survey packet)
2. Additionally, you will need to have **every** volunteers sign a confidentiality agreement. Please see the following forms: 20,000 Homes Sample Oath of Confidentiality, Media Release Form, Waiver and Release Form

Data

The national campaign team is happy to provide your community with an electronic data entry from and a secure data system that will capture individual, line-by-line data of survey respondents and also aggregate dashboards that will provide a portrait of the data collected during your Registry Week. The electronic data entry form will mirror the paper version of the VI-SPDAT that you will use in your community. This database is not designed to replace any existing data systems you have in place.

1. In order for the campaign team to have the data entry form and database read for your Registry Week, you will need to submit any additional questions you would like to add to the standard VI-SPDAT form two full business weeks prior to your Registry Week
2. You will also need to submit a list of names and email addresses of the people who should have access to the database
3. For data entry, you will need both volunteers and computers. A computer-training lab is ideal for this portion of your Registry Week.
4. Community Solutions will send you a link to your electronic data entry form. You can share this link with all of your data entry volunteers. Please note that although volunteers will have access to this form, they will not be able to see the database where individual survey data is stored.
5. Please see the Data section of the Tool Kit for screenshots of the electronic data entry form and the dashboards

Registry Week Headquarters

In addition to securing a space for data entry, you will need to locate a Registry Week Headquarters, which will be the central locale for your Registry Week. This is where all volunteers will meet prior to their survey shifts. This is also where volunteers will return with their completed survey forms, leftover gift cards and other supplies that will be used on other survey shifts. Additionally, this is where you will conduct debriefs with your volunteers.

Registry Week Agenda

The flow of the actual Registry Week should follow this basic structure:

1. Volunteer training the weekend before your Registry Week
2. Three days of early morning street surveying that takes place between the hours of 4AM and 7AM. The early morning surveying is deliberate, and we recommend conducting surveys during this time for the following reasons:
    a. There will be little question as to whether someone sleeping outside during these hours is homeless or not
    b. This is before local businesses open and begin to ask people sleeping in front of their establishments to move along
    c. If someone has spent the day drinking, it is likely they will be most sober in these early morning hours
3. Please work with the shelters and other facilities to determine the best time conduct these survey sessions
4. At the end of each survey session, teams will return to Registry Week headquarters to drop off materials. Each team should go through a debriefing process. Please see the Debriefing document for an idea on how to engage the teams as they return to Registry Week headquarters and what data should be collected from the teams.
5. You can also track the number of surveys completed at Registry Week headquarters by location. When teams return to headquarters, they can mark the number of surveys completed on this chart Please see Team Results Wall Chart for an example.

Survey Packets

All teams that will be doing surveying will need a variety of materials. This section of the Tool Kit provides you with a list of helpful items to put in these survey packets. The documents that should be included are also listed below.

1. To begin, each team should have a packet that includes pens, flashlights, clipboards, a lanyard signifying that they are a volunteer with your local Registry Week, local emergency contact numbers including a phone number of someone who will be at Registry Week Headquarters during surveying shifts should anything happen during the surveying process, resource cards with information about local services and supports that are available in your community. These cards should be offered to people regardless of if they participated in the survey or not.
2. The survey packets should also include the VI-SPDAT itself (in Clarifying Your Demand Section), with the consent form as the first page of the survey, a refusal tracking sheet, steps in the

survey process, surveying dos and don’ts, an introductory script (please use the Notes on Introductory Script to craft your script for volunteers), team roles and responsibilities and a map of the area where they will be conducting surveys (see Block Map Example document). All the forms that are included in the survey packet are available in this section of the Tool Kit.

3. You will want to create a separate survey packet for your Team Leaders. It should include all of the documents listed above plus the additional Team Leader Checklist.

Community Debrief

A powerful component of the Registry Week will be your community’s ability to share the results of surveying your neighbors currently experiencing homelessness. This is done through a Community Debrief that happens on the final day of Registry Week. It is critically important to invite people both within the sector and outside of the sector to hear about the 20,000 Homes Campaign at a national level, your local Registry Week, the results of the surveying and your next steps.

In this folder, please find examples of other communities debrief presentations.