



THE CAN 2013 PARADE OF HOMES

COMMUNICATIONS ACTION NETWORK

SHARING THE BENEFITS OF
HOUSING AFFORDABILITY IN
THE WASHINGTON, D.C. REGION

CALL FOR PARTICIPANT APPLICATIONS

CAN IS A REGIONAL COMMUNICATIONS CAMPAIGN THAT PROMOTES THE COMMUNITY BENEFITS OF HOUSING AFFORDABILITY FOR THE WASHINGTON METRO AREA, TO BUILD GREATER UNDERSTANDING AND BROAD-BASED SUPPORT AMONG ALL COMMUNITY STAKEHOLDERS.

CAN IS IMPLEMENTING A MULTI-MEDIA EFFORT THAT INCLUDES SHARED MESSAGING, POSITIVE STORIES AND RESEARCH THAT DEMONSTRATE THE BENEFITS OF HOUSING AFFORDABILITY TO CHILDREN, FAMILIES, COMMUNITIES AND REGIONAL ECONOMIES.

2013 CAN PARADE OF HOMES - SATURDAY, MAY 18, 11-3

THE CAN INITIATIVE IS SPONSORING A SPRING PARADE OF HOMES TO SHOWCASE A VARIETY OF QUALITY AFFORDABLE RENTAL AND FOR-SALE DEVELOPMENTS THROUGHOUT THE WASHINGTON METRO REGION. THIS EVENT WILL BE HELD SATURDAY, MAY 18 FROM 11 AM – 3 PM.

PARTICIPANTS FROM JURISDICTIONS THROUGHOUT THE AREA WILL BE CHOSEN TO TAKE PART IN THIS REGIONAL 'OPEN HOUSE' TO SHARE CURRENT EXAMPLES OF HOMES THAT ARE AFFORDABLE TO HOUSEHOLDS OF ALL INCOMES WITH LOCAL MEDIA AND THE BROADER COMMUNITY. THE CAN STEERING COMMITTEE WILL MAKE THE FINAL SELECTIONS FROM PROPOSALS SUBMITTED.

**APPLICATIONS MUST BE EMAILED TO
CAN INITIATIVE DIRECTOR LAURA NICKLE
AT COMMUNI-K@COX.NET BY FRIDAY, MARCH 1, 2013.**

**THIS YEAR'S TOUR PARTICIPANTS WILL BE ANNOUNCED
ON MARCH 15, 2013.**

**SEE REVERSE FOR GUIDELINES
AND ADDITIONAL EVENT DETAILS.**

APPLICATION GUIDELINES

CAN IS LOOKING FOR EXPERIENCED AFFORDABLE HOUSING DEVELOPERS – NONPROFIT AND FOR-PROFIT, WITH RENTAL OR OWNERSHIP HOUSING, WHO HAVE THE ORGANIZATIONAL CAPACITY TO MANAGE THIS EVENT AT THEIR SITE. TO BE CONSIDERED, PROVIDE A BRIEF SUMMARY (MAX 2 PAGES) THAT ADDRESSES THE FOLLOWING:

PROJECT DESCRIPTION - TELL US WHETHER THIS IS RENTAL OR HOMEOWNERSHIP, LOCATION, WHOM IT SERVES, ETC

RESIDENT SERVICES - IF APPROPRIATE FOR YOUR POPULATION, DOES THE DEVELOPMENT OFFERS RESIDENT SERVICES? IF SO, DESCRIBE THE RESIDENT SERVICES OFFERED.

RESIDENT PARTICIPATION - WE SEEK PROPOSALS THAT HAVE RESIDENTS WILLING TO PARTICIPATE IN THE OPEN HOUSE AND SHARE THEIR STORIES – WHO THEY ARE, AND HOW THIS HOUSING HAS IMPACTED THEIR LIVES;

GREEN BUILDING FEATURES - TELL US ABOUT ANY GREEN BUILDING TECHNIQUES USED OR CERTIFICATIONS ACHIEVED – LEEDS, EARTH CRAFT, ENTERPRISE, OTHER.

SEND US PICTURES!! WE ARE LOOKING FOR ATTRACTIVE DESIGN AND COMPATIBILITY WITH THE SURROUNDING COMMUNITY.

MEDIA RELATIONS COMPONENT

CAN WILL SELECT PARTICIPANTS WHO HAVE GOOD RELATIONSHIPS WITH LOCAL MEDIA AND THEIR ELECTED OFFICIALS TO INCREASE THE CHANCES FOR GOOD MEDIA COVERAGE. CAN WILL BE RESPONSIBLE FOR MARKETING THIS EVENT AND ENGAGING THE LARGER MEDIA MARKETS THROUGH PRINT AND SOCIAL MEDIA AS WELL AS LOCAL TV NETWORKS AND RADIO COVERAGE.

CAN WILL PROVIDE A TOOL KIT FOR EACH PARTICIPANT THAT WILL INCLUDE THE FOLLOWING:

TIPS FOR HOW TO CONDUCT THE TOUR

TALKING POINTS THAT ALL PARTICIPANTS SHOULD USE TO ACHIEVE A COORDINATED 'VOICE' OF MESSAGES AND THE BENEFITS OF HOUSING AFFORDABILITY FOR THE REGION

SAMPLE PRESS KIT

INFORMATION ABOUT HOW TO JOIN THE CANPAIGN!

BENEFITS TO YOUR ORGANIZATION

ACCESS TO NETWORK OF AFFORDABLE HOUSING INDUSTRY COMMUNICATIONS EXPERTS FOR BEST PRACTICES AND SHARED INPUT

REGIONAL, COORDINATED RESPONSES TO ACTIVITIES AND EFFORTS IN THE AFFORDABLE HOUSING INDUSTRY

NETWORKING WITH HOUSING PROFESSIONALS ACROSS THE REGION

OPPORTUNITY TO BE PROACTIVE WITHIN A LARGER NETWORK ON ISSUES AFFECTING THE HOUSING INDUSTRY.