

Community Housing Impact Template



Use this template to share local stories and data to strengthen advocacy with local government candidates. Impact stories help translate housing policy into real, local experiences that resonate with candidates and communities.

Prompts

- Are there stories of how your organization, a building, or tenants make a difference in the community?
- Are there specific stories of how individual tenants or tenant groups have benefited from their housing?
- Are there examples of how community members or local government support your organization and/or tenants?
- Are there examples of how community members or local government make operating community housing difficult?

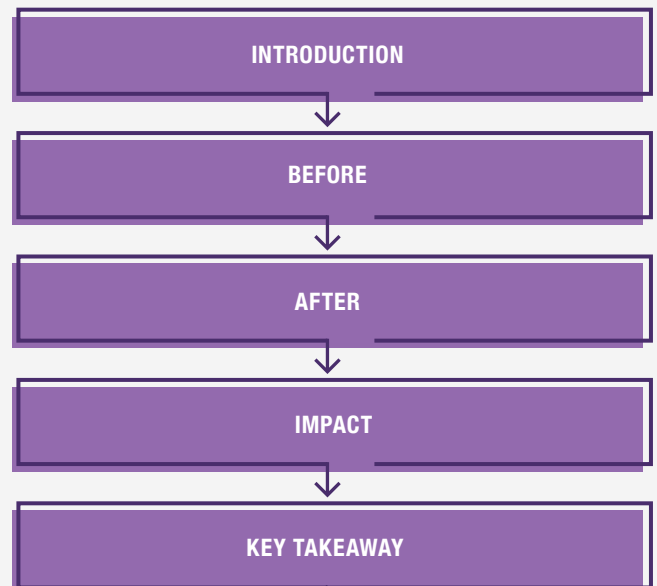
Potential Uses

- At candidate meetings
- By email to local government candidates
- Op-eds or media interviews
- Through social media posts (ensure compliance with [Elections BC](#) third-party advertising rules)
- Share with other community organizations
- As attachments to welcome letters to newly elected officials

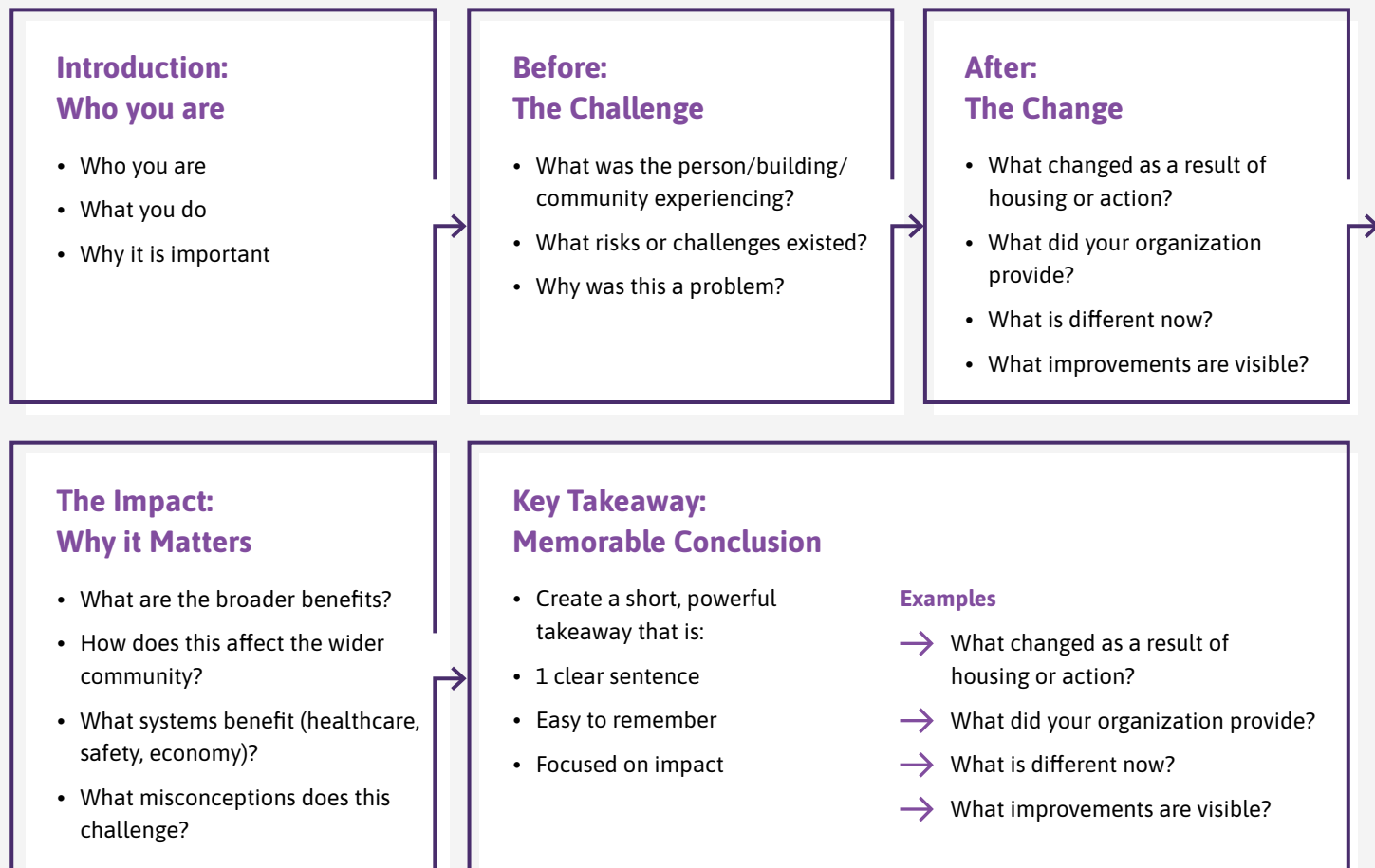
Structure

Once you have decided on the story you would like to tell, you can use the guide below to help tell it based on the following structure:

- Introduction: Who you are
- Before: Describe the challenge
- After: Describe what changed
- Impact: Explain why it matters
- Key Takeaway: Memorable conclusion



Template



Sample

One of our tenants was previously living in unsafe and unsupported housing that he could not afford. He had five hospital visits in the year before accessing stable housing.

After moving into our building, he has been stably housed for two years, and he has only had one hospital visit since.

Access to stable housing has improved health outcomes and reduced reliance on emergency services. Stable housing improves health and reduces pressure on emergency services.



Tips

- Keep stories brief: **5-8 sentences** or **under 1 minute** to read out loud.
- Each story should focus on **one main idea**.
- Focus on stories with **local relevance**.
- Sharing tenant stories can be impactful, but this needs to be done **without including any identifying information** about the tenants.
- In some cases, data will be important to demonstrate scale or need—but pairing it with real stories helps make that data more meaningful and relatable.