



Photo: Malorrie Ann Photography

## Building Momentum for Your Long-Term Vision



Housing Assistance Council

Building Momentum for Your Long-Term Vision  
Delivered February 16, 2022



Photo: Malorrie Ann Photography

**Sponsored by**

**NATIONAL  
ENDOWMENT** for the **ARTS**  

---

[arts.gov](https://www.arts.gov)

Housing Assistance Council

Building Momentum for Your Long-Term Vision  
Delivered February 16, 2022

# Jun-Li Wang

Associate Director, Programs  
Springboard for the Arts

 [in/jun-li-wang-65a2466](https://www.linkedin.com/in/jun-li-wang-65a2466)

 [springboardforthearts.org](https://springboardforthearts.org)

 [@springboardarts](https://twitter.com/springboardarts)



# Emily Schmidt

Communications Consultant  
speaki2i

 [in/emily-schmidt-0b39b87/](https://www.linkedin.com/in/emily-schmidt-0b39b87/)

 [speaki2i.com](https://www.speaki2i.com)

 [@emilynews](https://twitter.com/emilynews)



# What are you thinking about?

## **Drop into the chat:**

- A specific challenge or opportunity at the top of your mind.
- A specific group or type of people you'd like to better engage.



Housing Assistance Council

Building Momentum for Your Long-Term Vision  
Delivered February 16, 2022

## PRIMARY IMPACTS

- Change/enhance community narrative & identity
- Build social capital & diversify cross-sector networks
- Increase community health & economic vitality



Housing Assistance Council

Building Momentum for Your Long-Term Vision  
Delivered February 16, 2022



Housing Assistance Council



Building Momentum for Your Long-Term Vision  
Delivered February 16, 2022



Housing Assistance Council



Building Momentum for Your Long-Term Vision  
Delivered February 16, 2022



Housing Assistance Council



Building Momentum for Your Long-Term Vision  
Delivered February 16, 2022







Housing Assistance Council

Building Momentum for Your Long-Term Vision  
Delivered February 16, 2022



Housing Assistance Council

Building Momentum for Your Long-Term Vision  
Delivered February 16, 2022

# BEST PRACTICES

Work with local  
artists, broadly  
defined

Work from  
existing assets,  
share resources

Engage people  
not often at  
the table

Collaborate  
across sectors

Give people a  
common cause

Build  
relationships

Provide simple  
mechanisms

Small and many

Support and  
pay artists



**[www.springboardforthearts.org](http://www.springboardforthearts.org)**

**ART-TRAIN**

**[www.art-train.org](http://www.art-train.org)**  
*training and technical assistance*

**CREATIVE EXCHANGE**  
POWERED BY SPRINGBOARD FOR THE ARTS

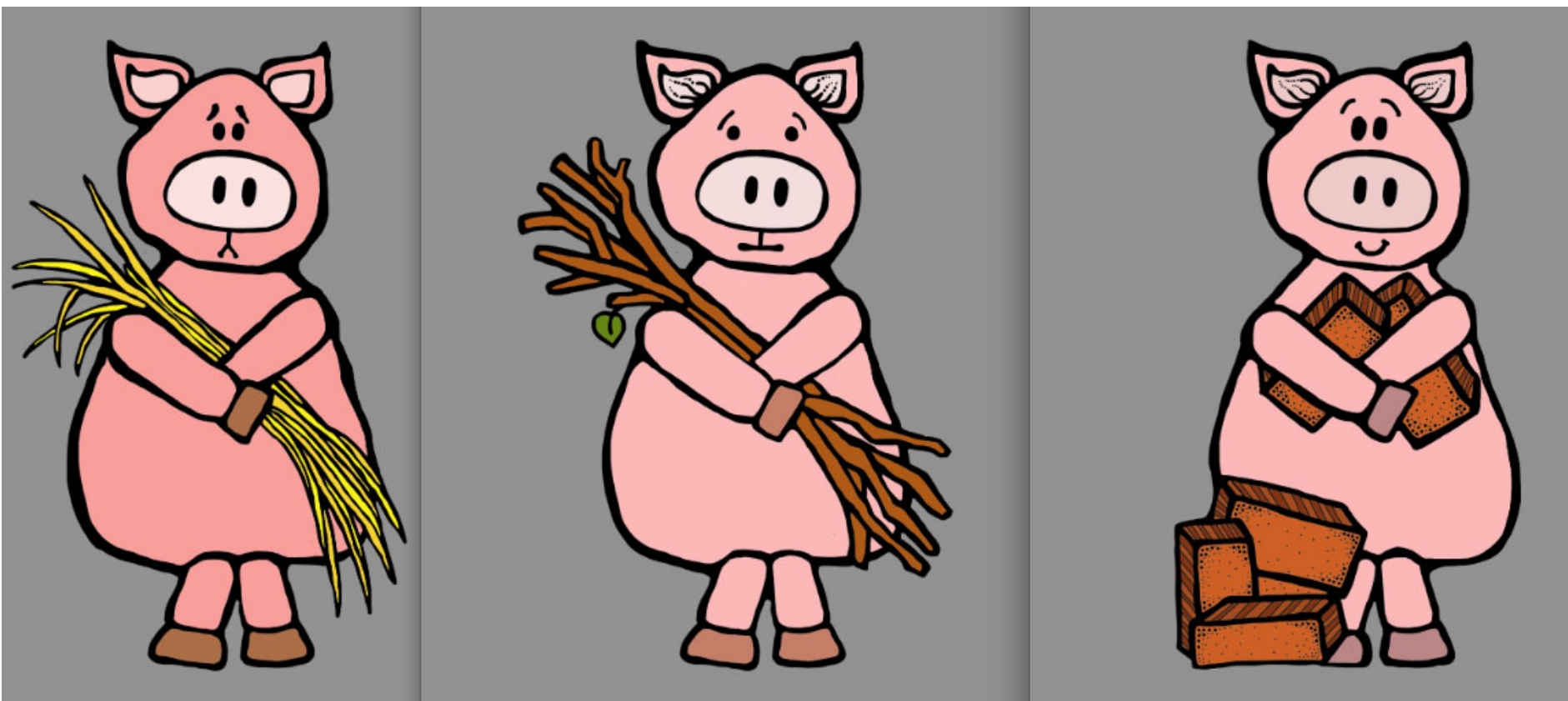
**[www.springboardexchange.org](http://www.springboardexchange.org)**  
*toolkits and stories*

After 2 Months:

Forget  
75%

After 8 Hours:

Forget  
33-50%





Housing Assistance Council

- **BUILD WITH BRICKS**

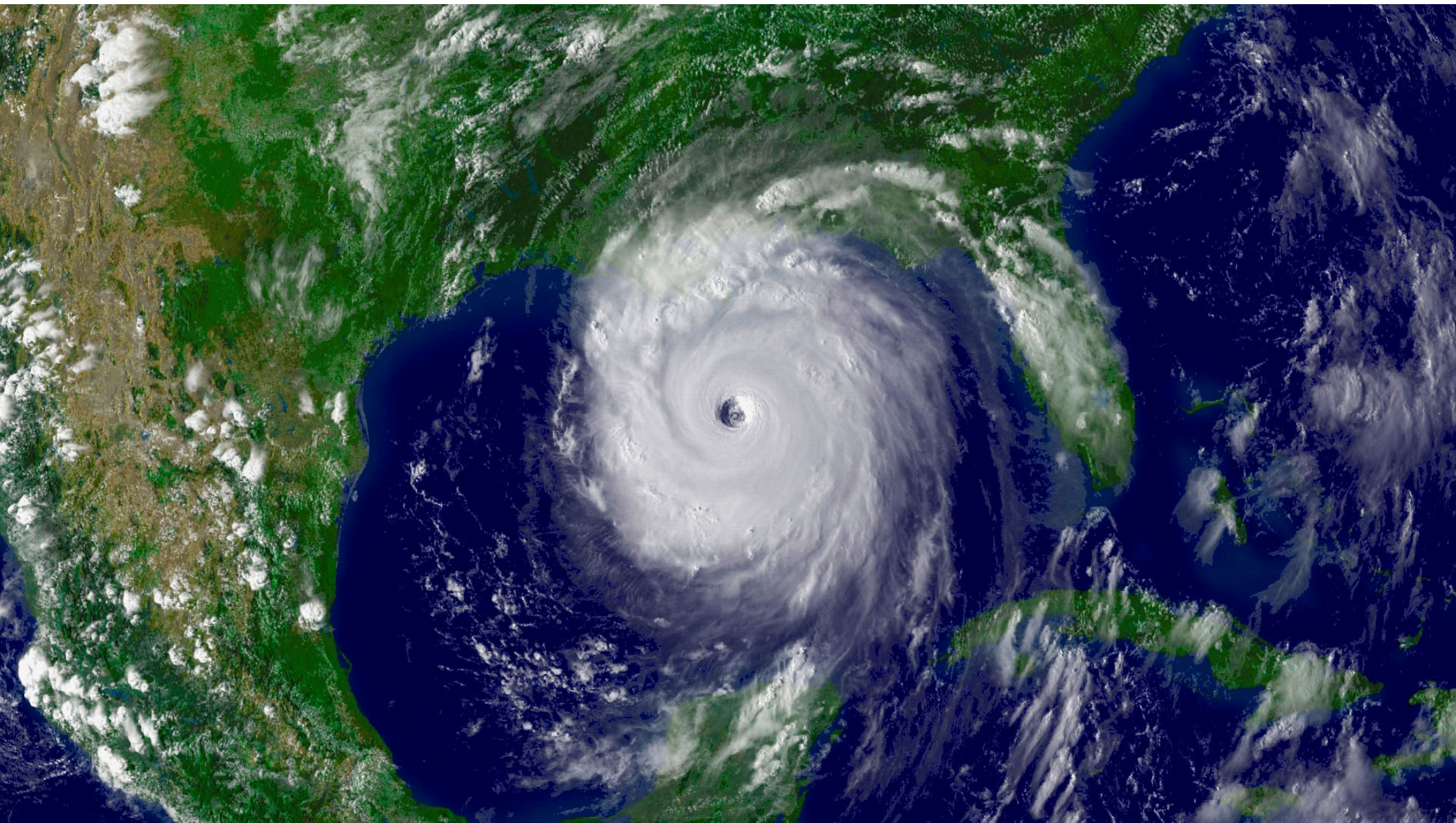
Building Momentum for Your Long-Term Vision  
Delivered February 16, 2022

**People Hear Statistics**

**But**

**They See Stories**

**-Forbes**



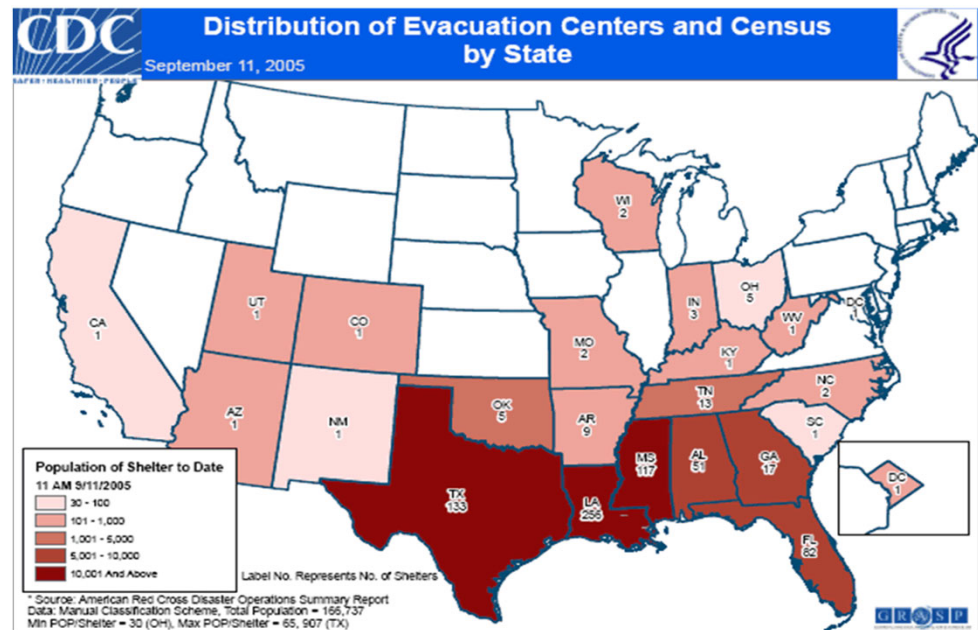
Housing Assistance Council

Building Momentum for Your Long-Term Vision  
Delivered February 16, 2022

# WAY TO TELL A STORY #1

- **More than one million people displaced**
- **273,000 people housed in hurricane relief shelters**
- **250,000 pets stranded**

# WAY TO TELL A STORY #2



# WAY TO TELL A STORY #3



Housing Assistance Council

Building Momentum for Your Long-Term Vision  
Delivered February 16, 2022



Housing Assistance Council

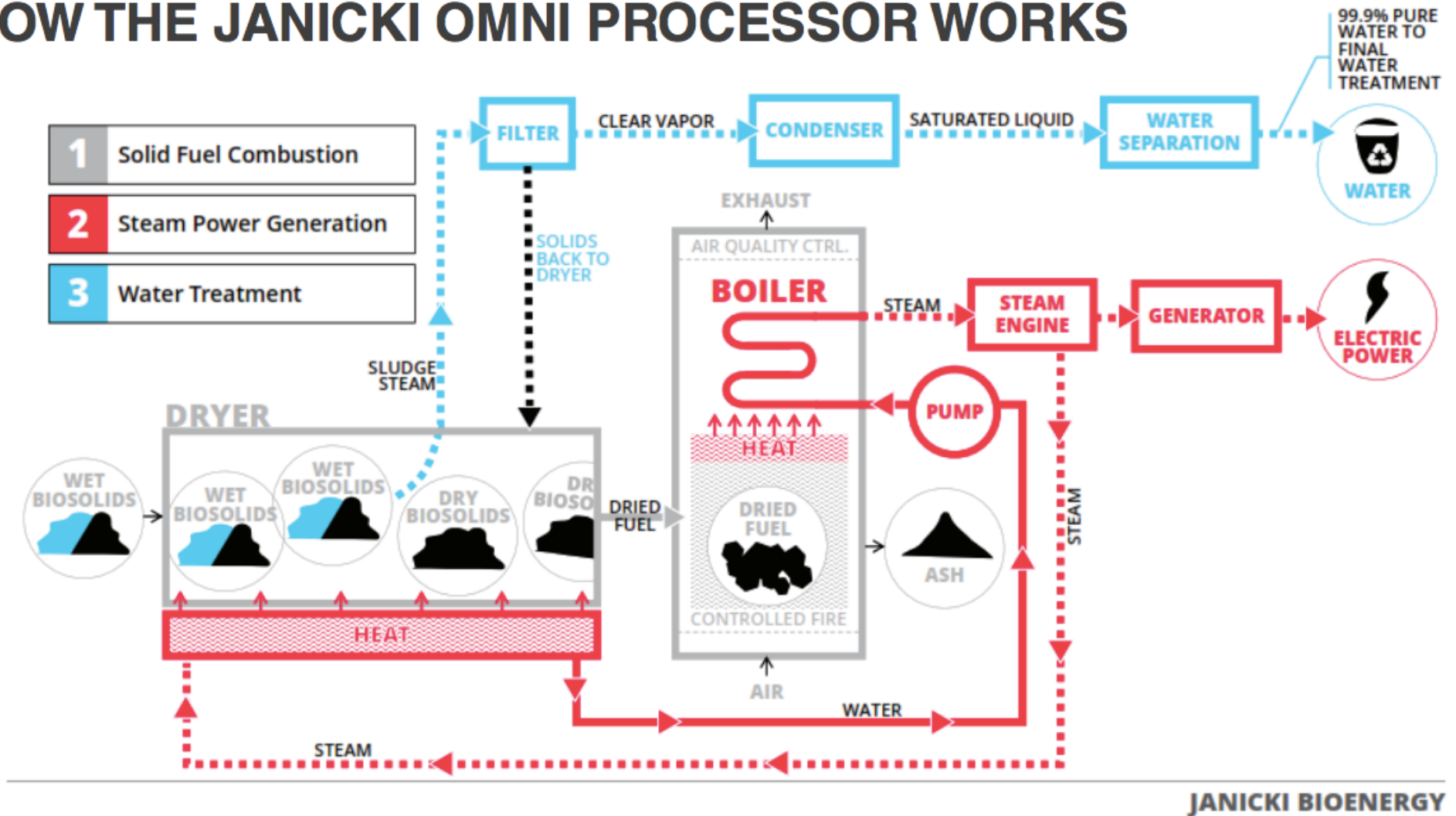


Building Momentum for Your Long-Term Vision  
Delivered February 16, 2022

# WHAT

# WHY

# HOW THE JANICKI OMNI PROCESSOR WORKS





Housing Assistance Council

Building Momentum for Your Long-Term Vision  
Delivered February 16, 2022



Be Active  
Be Surprising  
Be Different  
Be Positive  
  
Be Authentic



Housing Assistance Council

Building Momentum for Your Long-Term Vision  
Delivered February 16, 2022

# “cafegymnatorium”



Something For  
Everyone



Housing Assistance Council

Building Momentum for Your Long-Term Vision  
Delivered February 16, 2022