

Community-Impact Stories Campaign | Oregon's Emergency Homelessness Response

Oregon Housing and Community Services
Communications: Integrated Campaign

HFA Staff Contact

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Are replicable

The Oregon's Emergency Homelessness Response campaign was designed with scalability and adaptability in mind. Centered around authentic storytelling, this campaign used a human-first content strategy that can be replicated by any housing agency with access to community partners and lived-experience voices. By conducting interviews (for which the participants were reimbursed), producing video and written content, and amplifying these stories through owned and earned media, the model can be tailored to fit other states' housing priorities while honoring local narratives.

Engage targeted audiences

The campaign was strategically crafted to engage three key audiences:

- General public: To build awareness, empathy, and public support of homelessness solutions.
- Legislators and policymakers: To show direct impact of state funding and policy.
- Local housing service providers: To highlight the powerful outcomes their work achieves.

By featuring voices of those with lived experience, frontline staff, and agency founders, the stories broke down stereotypes and invited viewers to see the humanity behind homelessness. Distribution through a dedicated website, social media, partner amplification, and press release extended the campaign's reach.

Achieve measurable results

- Website traffic: The campaign microsite (orhomelessnessresponse.org) received a 64% engagement rate and 3,048 total users in the year since it launched.
- Social media reach: Posts sharing campaign stories reached 4,497 impressions and saw a 4.25% engagement rate on Facebook and LinkedIn.
- Media coverage: Picked up by news outlets, including multiple stories featured on My Oregon News, a key platform for Oregon state news, bringing added visibility and credibility.

Provide benefits that outweigh costs

While OHCS did invest in an external marketing firm to support the interview collection and video production, the return on that investment has been significant. The resulting content—professionally produced videos and compelling written stories—provided a powerful platform to elevate the voices of people with lived experience and demonstrate the effectiveness of our funded programs. These stories have not only increased public awareness but have also been used by partners in their own outreach, advocacy, and grant writing efforts. The videos were played at a House Committee on Housing and Homelessness meeting as part of our agency's efforts to advocate for an additional \$700 million investment in homeless services. The long-term value of this evergreen content, combined with its ability to drive legislative support, partner engagement, and public understanding, far exceeds the financial cost of production.

Demonstrate effective use of resources

OHCS optimized our limited time with our contractors, conducting multiple interviews in one trip. Each video, written story, and social media post was optimized for multiple channels and strategically released over time to maintain visibility.

Achieve strategic objectives

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This campaign directly supported OHCS' broader strategic goals to:

- Increase transparency about state-funded homelessness interventions
- Elevate the voices of marginalized communities while showcasing a variety of people affected, including individuals, families, organizations, culturally specific organizations, and Spanish speakers
- Build public understanding of how housing assistance programs work

By sharing real stories of transformation, the campaign humanized complex systems and helped shape a more informed, compassionate public dialogue around homelessness in Oregon.

Visual Aids:

Oregon Homelessness Response microsite homepage:

<https://orhomelessnessresponse.org/>

Media coverage:

<https://www.myoregon.gov/2025/03/18/creating-community-and-dignity/>

<https://www.myoregon.gov/2025/03/07/a-life-rebuilt/>

<https://www.myoregon.gov/2025/02/14/from-struggle-to-stability/>

<https://www.myoregon.gov/2025/01/27/a-journey-from-homelessness-to-hope/>

<https://kykn.com/2025/01/12/our-stories-creating-pathways-to-housing-for-oregonians-under-the-governors-homelessness-executive-order/>

Screenshot of video:



Links to videos:

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<https://youtu.be/fdBAoZqzEJE?si=-UPAf8bVV4V4MB9I>

<https://youtu.be/877lO2PfWyc?si=8Kz-23HH8Q5Qi6cA>

https://youtu.be/lSa56z4r8t0?si=Ye_3k1qVZ_44r0kK

<https://youtu.be/UThMjIHmfME?si=7Mt333XyuPvjrDYS>