

# Policy Fund Communications Guide

**PARTNERSHIP** FOR  
THE **BAY'S FUTURE**

January 2025

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# Your Communications Contact

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Jordan is your primary point of contact for all communications-related needs.

## Introduction

Welcome to the PBF Policy Fund Communications Guide! This resource is designed to help you effectively share your work, amplify its impact, and align with PBF's commitment to equity and community-centered housing solutions.

PBF offers a variety of communications support, including promoting events, publications, and materials on its platforms, providing copy editing, and consulting on communications projects. This guide equips you with the tools and strategies to ensure your communications resonate with your audience and reflect the values of PBF.

## Messaging

Clear and consistent messaging is the foundation of effective communication. By aligning with PBF's goals, your messaging will help amplify the impact of your work and reinforce our collective vision of equity-centered housing solutions.

This section provides concise, adaptable messages that define PBF's work, mission, and values. Use these messages to guide conversations, presentations, and materials, ensuring your communications resonate with diverse audiences and stay aligned with PBF's overarching goals.

### About the Partnership for the Bay's Future

The Partnership for the Bay's Future (PBF) is a groundbreaking collaborative initiative designed to address the Bay Area's housing crisis. Guided by the principles of racial and economic equity, PBF brings together cross-sector leaders to create and sustain vibrant, diverse, and inclusive communities.

Because the housing affordability crisis requires comprehensive solutions, PBF pairs game-changing policies with innovative investment to transform the systems and policies that have put the Bay Area beyond the reach of too many individuals and families. This dual approach includes:

- **The Policy Fund** fosters strong partnerships between local governments and community organizations to co-create and implement equitable housing policies. These partnerships ensure that the voices of communities historically excluded

from policy processes are centered in shaping policies. The Policy Fund is bolstered by policy fellows, grant funding, capacity-building resources, and a robust network of collaborators to advance these policies.

- **The Family of Loan Funds** addresses the significant affordable housing shortage—a reality that disproportionately impacts households of color—by bridging critical funding gaps to produce and preserve affordable homes across the Bay Area. Aiming to invest \$500 million by the end of 2025, these loan products demonstrate the viability of innovative approaches that can be scaled and replicated to respond to the demands of an ever-changing market.

PBF's integrated design allows these two programs to collaborate and inform one another under one initiative. By bringing together leaders across sectors to develop solutions and build lasting political will, PBF creates an enabling environment to help affordable housing go from concepts to powerful and effective results.

### About PBF Elevator Pitch

The Partnership for the Bay's Future (PBF) is a collaborative initiative tackling the Bay Area's housing crisis with bold, equity-driven solutions. Uniting cross-sector leaders, PBF addresses housing challenges through two interconnected programs. The Policy Fund centers community voices in policy development by partnering local governments with community-based organizations to co-create and implement equitable housing policies. The Family of Loan Funds bridges critical funding gaps to produce and preserve affordable housing, aiming to invest \$500 million by 2025. Together, these programs work to transform systems, build lasting political will, and create a region where everyone has access to a stable, affordable home.

### About the Policy Fund

The Policy Fund is a cornerstone of the Partnership for the Bay's Future, designed to advance equitable housing policies through powerful collaborations between local governments and community-based organizations. This program centers on a unique "inside-outside" strategy that integrates government capacity with community advocacy to develop policies that are responsive to the needs of those most affected by the housing crisis.

At the heart of the Policy Fund are site teams composed of local governments, community-based organizations, and full-time policy fellows. The fellows are embedded within governments, adding capacity and building bridges between community voices and policymaking processes. Supported by grant funding, technical assistance, and capacity-building resources, site teams work collaboratively to address housing challenges through policies that preserve affordability, protect renters, and produce new affordable homes.

The Policy Fund has already supported two cohorts of site teams, fostering partnerships that have resulted in numerous innovative and equity-driven policies. By amplifying community voices and leveraging regional collaboration, the Policy Fund demonstrates how partnerships can create transformative change for housing systems in the Bay Area.

## About the Policy Fund Elevator Pitch

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## The 3Ps Framework

PBF's work is guided by the 3Ps framework, which addresses housing challenges through three interconnected strategies:

- **Preserve** existing affordable housing to ensure long-term stability for low- and middle-income residents.
- **Protect** tenants from displacement and providing strong tenant protections to vulnerable communities.
- **Produce** new affordable homes to meet the region's growing needs and foster inclusive growth.

This comprehensive approach ensures that housing solutions benefit all residents, especially those disproportionately affected by the crisis.

## Vision for the Bay Area

PBF envisions a Bay Area where people from all races, cultures, and income levels can afford a place to live and thrive. It's a region that prioritizes community over commodity, ensuring that every neighborhood reflects the diversity and vibrancy of its residents.

## Cross-Sector Collaboration

What makes PBF unique is its commitment to cross-sector collaboration. By uniting philanthropy, local government, community organizations, and private sector leaders, PBF creates solutions that no single sector could achieve alone. This model ensures that policies and investments are inclusive, innovative, and impactful.

# Branding

The Partnership for the Bay's Future (PBF) has a strong and cohesive brand identity designed to reflect its commitment to equity, collaboration, and innovation in housing solutions. To support Policy Fund participants, PBF provides a comprehensive suite of branding resources, ensuring consistency and professionalism in all communications.

## Available Resources

Participants have access to the following branding tools, which can be found in the [PBF Brand Folder](#):

- **Brand Guidelines:** Outlines PBF's visual identity, including logo usage, color palette, and typography.
- **Templates:** Includes slide deck, report, and document templates for consistent formatting.
- **Logos:** High-resolution logos in various formats for use in presentations, reports, and other materials.
- **Zoom Backgrounds:** Custom virtual backgrounds to maintain a polished appearance during online meetings.
- **Photography:** A library of high-quality images that reflect PBF's mission and work.
- **Fonts:** Approved fonts for headers, subheaders, and body text to maintain brand consistency.

## Blogs

Storytelling is a powerful tool for advancing policy and amplifying the impact of your work. **PBF Fellows are required to write at least one blog post during your two-year fellowship**, and additional contributions are encouraged. While blog posts are not required for other Policy Fund participants, contributions are always welcome. Your stories help bring the work of the Policy Fund to life and inspire broader support for housing justice.

These blogs provide an opportunity to

- **Share Progress:** Highlight key milestones, challenges, and achievements in advancing your site team's policy objectives.
- **Amplify Community Voices:** Center the experiences and perspectives of those most impacted by housing challenges.
- **Inspire Action:** Educate stakeholders, partners, and the public about the importance of equitable housing policies.

## Guidelines for Writing a Blog

- **Focus on Storytelling:** Start with a compelling narrative that connects your work to the larger mission of PBF. Personal anecdotes, community stories, and concrete examples resonate strongly with readers.
- **Keep It Accessible:** Use clear and concise language that is easy to understand for a broad audience. Avoid jargon or overly technical terms.

- **Highlight Impact:** Emphasize how the work is addressing housing challenges and advancing equity in your community.
- **Provide Visuals:** Include photos, infographics, or charts where possible to make the content visually engaging and memorable.

Please explore past blogs on the [PBF news page](#). Here are a few examples written by fellows for inspiration:

- [Richmond's Groundbreaking Public Land Policy](#)
- [Lived Experience Leads Housing in Antioch](#)
- [Bringing COPA to the Community](#)

### Getting Started and Submitting Your Blog

Before you begin writing, reach out to Jordan to discuss your blog ideas. He is available to provide guidance on selecting a topic and framing your narrative, and he will also assist with editing and ensuring your blog is ready for publication.

## Photography

Please capture photos of your work, particularly those highlighting community engagement and collaboration. These images play a vital role in bringing your story to life and illustrating the real-world impact of your efforts.

## Reports

While not required, site teams are encouraged to contribute case studies, reports, or other materials that highlight their work and share insights with the broader Policy Fund network. These contributions help amplify the impact of your efforts, inspire others, and showcase the innovative approaches being implemented to address housing challenges.

Creating a report is an opportunity to document your impact by capturing successes, challenges, and lessons learned from your projects. You'll also be able to share best practices, highlighting strategies and solutions that can be replicated or adapted by other communities.

### Guidelines for Creating a Report

- **Combine Data and Stories:** Use quantitative data to underscore the impact of your work, paired with stories or testimonials that illustrate the human side of the policies or programs.
- **Use the PBF Template:** All reports must adhere to the PBF report template to ensure branding consistency. You may work with an external designer, but the final

design must follow these guidelines. Alternatively, Jordan can take on the design process to ensure a polished, professional result.

- **Use Visuals:** Include photos, charts, and infographics that capture the essence of your work and make the content engaging and accessible.

Please explore these examples of impactful reports for inspiration:

- [Community-Driven Housing Solutions in Antioch](#)
- [Emergency Interim Housing Report](#)
- [Opportunity to Purchase Playbook](#)

## Support and Submission

Reports will be reviewed and finalized by Jordan, who will serve as editor and approve all submissions. If you're interested in developing a report, contact Jordan early in the process to discuss your ideas and ensure alignment with PBF's goals and standards.

# Amplifying Your Impact

PBF is committed to amplifying your incredible work by promoting updates, events, and milestones across its platforms. This will help expand the reach and impact of your work, connecting with a broader audience and showcasing the transformative potential of the Policy Fund. Updates can be shared through PBF's social media channels, e-newsletters, blog posts, and convenings.

Send updates and relevant materials to Jordan. Make sure to include photos, links, or quotes.

# Press and Media

Engaging with the press is a valuable way to amplify your work, raise awareness about housing challenges, and highlight the transformative solutions advanced by the Policy Fund. Whether it's through press releases, interviews, or media coverage, PBF is here to support you in sharing your story effectively and aligning with its equity-centered mission.

## How PBF Can Support You

- **Draft and Review Press Releases:** Collaborate with you to craft compelling announcements about your work, events, or milestones.
- **Coordinate Media Outreach:** Help identify and connect with journalists and publications that align with your goals.
- **Prepare for Interviews:** Offer guidance on writing talking points, anticipating questions, and sharing your story effectively.

If your work is featured in the press, share the details with Jordan, along with any links or relevant context. This helps PBF highlight your achievements and ensure your efforts receive the recognition they deserve.

## Thank You!

Your dedication to advancing equitable housing solutions is at the heart of the Policy Fund's mission. The impact of your work inspires other communities, fosters collaboration, and builds a more just and inclusive Bay Area.

This guide is here to support you every step of the way, providing tools and resources to amplify your contributions and share the incredible stories behind your efforts. PBF is proud to partner with you, and we're here to help you succeed.