Where Do We Go From Here:
Lessons Learned &
The Future of Virtual Counseling
Strengthening Resilient Communities
October 13, 2020

1 of 3 Capacity Building Specialists
Over 12 years of experience in housing programs, consulting and training for housing organizations

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Housing Action Illinois
Leading the movement to expand affordable housing & end homelessness in Illinois for 30+ years!
We bring together 160+ member organizations that believe in an Illinois where everyone has a stable, affordable place to call home.

**Public Policy Advocacy**
- We mobilize members & allies to advocate for investments & policies to
  - Help end homelessness
  - Create affordable rental housing
  - Promote sustainable homeownership

**Capacity Building**
- By providing training, consulting, & resources, we help housing organizations better serve our communities
  - HUD Housing Counseling Intermediary
  - AmeriCorps VISTA Network

**Education & Organizing**
- We build awareness & activate change by sharing information & stories with policymakers, nonprofits, & media
  - Annual conference
  - Working groups & publications

Questions are strongly encouraged!

If you have a question for the speaker either type and send it in the General Chat, or send that you have a question you would like to ask and a facilitator will call on you.

If you have a question specifically for the Housing Action team, go to your Chat box and send it privately to Q&A.
Today’s Presenter

Laura Royer
President
The Royer Consultancy

• Consulting and training for nonprofits
• Over 20 years of experience in areas of financial capability, housing, leadership and strategic business planning.

AGENDA

• Showcase How Using Various Technologies is a Game-Changer for HCAS
• Open Forum Discussion to Discuss Best Practices
• Snapshot of the Future for HCAs Virtual Services
If your business is not on the internet, then your business will be out of business.

BILL GATES

You don't have to see the whole staircase, just take the first step.

MARTIN LUTHER KING JR.

WE WERE CAUGHT GUARD

1. Behind, ignoring the trends as they evolved around us.
2. Overwhelm, time, and lack of resources
3. Didn't understand the opportunity it provided
01 RESULTS ARE IN. . .

BENCHMARKS
• 5 to 15% opt in rate
• 25% attendance rate

BATTLE PLAN CLASS
• 56% opt in rate
• 53% attendance rate

02 SERVE MORE PEOPLE AT ONE TIME FOR LESS MONEY

Ex: 5 Money Myths

SERVE MORE PEOPLE AT ONE TIME FOR LESS MONEY

Ex: 5 Money Myths
03 BUILD RELATIONSHIPS WITH CLIENTS, PARTNERS AND FUNDERS

NETWORK
Find ideal funders and partners.

GO LIVE
Groups and live content to help your community.

CREATIVE CONTENT
Easy-to-use tools to create fun, relatable and marketable content.

04 ENTRY COSTS ARE LOW

PLATFORM
Free to $15/month.

TECH TOOLS
Nonprofits can get a lot of them for free.

EQUIPMENT
Camera, light, mic and tripod for less than $150.

05 CREATE NEW SERVICES AND RUN ON AUTOPILOT

KEYS TO FINANCIAL FREEDOM
WEEK SIX: Creating Your 2020 Vision

Keys to Financial Freedom in 2020
BREAKOUT DISCUSSION

When it comes to transitioning to virtual services... 

What has challenged your organization the most?
What has worked really well so far?
What has surprised you the most?
What do you still need help with?

NEXT STEPS

Decide HOW you want to incorporate virtual services permanently.
- Systems and processes
- HUD compliance
- Budget
- Live vs. Self-driven

NEXT STEPS

Get the RIGHT equipment
- Computer, Mobile Devices
- Lighting
- Mic
- Green Screen
- Camera
- Applications
NEXT STEPS
TRAIN staff and clients
- Create tutorials for clients’ ease and accessibility
- Professional training or technical assistance

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RESOURCES
- hudexchange.info/programs/housing-counseling/
- housingactionii.org

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