

Talking Points.

Purpose Statement

MyConnectSV is a secure website where you can support service participants at every step of their housing journey. It's meant to help forge a deeper connection between providers and participants and, through that connection, place more power in the hands of people experiencing homelessness.



As you encourage folks to sign up for MyConnectSV, this resource offers talking points to guide your conversations. Of course, these should be viewed as suggestions you can shape based on your expertise, unique voice, and carefully built relationships with your participants.

Our Audiences

We're focusing on two primary audiences:



People who are currently unhoused:

These folks are unsheltered, often living in encampments. They're likely to be focused on basic daily needs: for example, finding their next meal or a safe place to sleep. They may be wary of signing up for MyConnectSV, partially because of the technological barriers and partially because of their past experience with the system. In our outreach, we'll need to be more hands-on in helping them engage with MyConnectSV and reassuring them that it's safe and easy to use.



People who are currently housed:

These folks have been connected with housing (whether short- or long-term), and they're likely in a more stable position. We'll encourage them to sign up for MyConnectSV and build trust by walking them through the steps and demonstrating its benefits. They may be more eager to engage with MyConnectSV consistently if we show them how a few key tools — for example, the community resource directory and document upload features — can help them save time and stay housed.

Talking Points.

Our Voice

Service participants want to be truly known by their support team. They're looking for someone who can walk alongside them, who can be their advocate during difficult times and celebrate their victories. As we share about MyConnectSV, we'll nurture this relationship by using a voice that's empowering, trustworthy, and practical.

Empowering

We want participants to become self-advocates. We'll highlight how MyConnectSV can jumpstart their housing journey, allowing them to take the story of their experience with homelessness into their own hands.

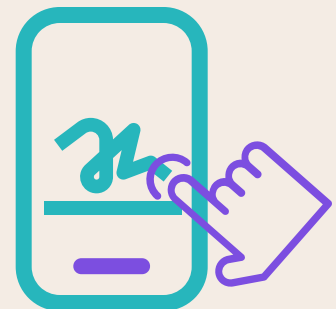


Trustworthy

Whenever possible, we'll chip away at the skepticism of our participants by reassuring them that MyConnectSV is safe to use. People with lived experience helped build it, and they triple-checked that information would be protected.

Practical

Of course, our ultimate goal is helping participants find and keep housing — but we'll strengthen trust along the way if we emphasize how MyConnectSV can create little wins: tackling paperwork, signing documents, finding resources, and more.



Talking Points.

Tackling Key Questions.

What is MyConnectSV?

For Unhoused Participants

“MyConnectSV is a protected website where we can work together to get you what you need: for example, it’s a place to store a copy of your ID and program paperwork, make an appointment with a housing specialist to find housing, or get updates on inclement weather or free community events.”

“MyConnectSV gives you more power in your housing journey. You can securely send your support team messages, update your contact information, upload and sign documents, and quickly locate useful resources. If you have any questions, I’m here to help out.”

For Housed Participants

“MyConnectSV is a secure website that allows us to communicate safely and easily. You can send me a message, schedule an appointment, or upload and sign documents digitally without spending time chasing me down.”

“MyConnectSV keeps track of all the documents you’ve uploaded and the steps you’ve taken to ensure that your housing situation stays steady. It organizes and stores important information so you don’t have to. If you have any questions, just send me a message and we can work together to figure it out.”

How does MyConnectSV help me?

For Unhoused Participants

“MyConnectSV allows you to take more control of your journey into permanent housing. Your case manager is no longer the only person who can make sure your information is uploaded and accurate; now you can too!”

“MyConnectSV offers a list of resources that can meet your urgent needs: food, medical care, clothing, emergency housing, and more. Our team checks it regularly to make sure it’s up-to-date and as useful as possible.”

“MyConnectSV shows you are active in the housing queue and saves any documents you’ve uploaded so you can be ready when a housing program becomes available.”

For Housed Participants

“MyConnectSV is designed to help you find and keep housing. It’s a place where you can share the documents and have the conversations that’ll help you stay where you are or take the next step in your housing journey.”

“MyConnectSV allows us to securely message each other. It gives us a safe place to connect digitally, where we can work together to tackle things like paperwork, identification cards, finding medical services, and setting up childcare.”

“Wherever you are in your housing journey, MyConnectSV can help.”



Does MyConnectSV track my location?

For Unhoused and Housed Participants

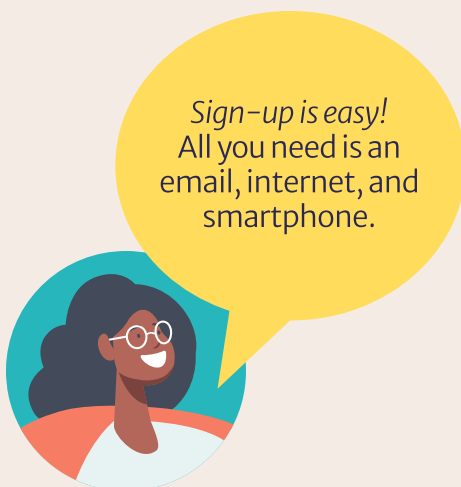
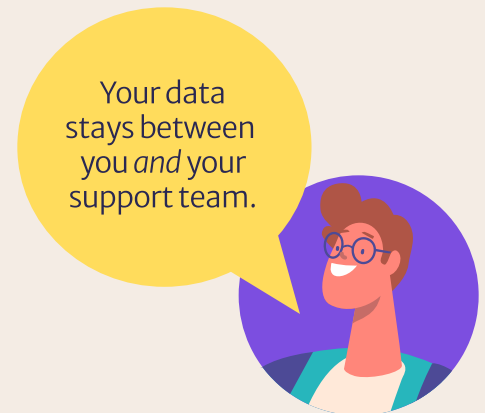
“No! Nobody knows your location unless you want them to. The only locations shared with your service team are the ones you enter in your profile. You can add as many or as few as you are comfortable with. If a location you entered is no longer where you can be found, you can easily mark it inactive.”

Who can access my data?

For Unhoused and Housed Participants

“Your data stays between you and your support team. Employers, the police, and the court system do not have access to your information.”

“Remember, MyConnectSV was created by folks who have lived experience with homelessness in Santa Clara County. We know how important it is to protect your information, so we were extra careful to give you control over it.”



How do I get started?

For Unhoused and Housed Participants

“To get started, just reach out to your case manager, employment specialist, or anyone else on your support team and ask them to sign you up for MyConnectSV. Sign-up is easy — all you need is an email address, internet access, and a phone, tablet or computer. Your support team can give you a hand if you don’t have any of those things.”

“If you’re having trouble signing up, let your support team know! We’re happy to help you navigate the sign-up process and work through any technical issues you run into.”