

Notes from Home Sharing Training
June 8 & 9, 2010
Burlington, Vermont

Screening

- Get a detailed intake.
- Tell applicant of the possibilities and probabilities.
- Don't assume that someone won't want an applicant- keep an open mind and let the client decide.
- References are essential!
- Make sure that a policy is in place if doing background checks.
- A homeshare match is not appropriate housing for everyone.
- Have a trial period/"guest" period and be clear of what is happening during this time.
- Follow up and monitor all matches.

Reducing Liability

- Establish a relationship with a lawyer to have on call and available when needed.
- Know your state's fair housing laws and know exemptions.
- Have a yearly review of your policies.
- Have a disclaimer and releases.
- Have a waiver or full disclosure.
- Keep all files up to date.
- Have a "client services fund."
- When dealing with tricky situations, focus on the impacts of the behavior that are exhibited.
- Everyone should be educated upfront!
- Make sure that there is competency of the information given as well as an understanding of it.
- Have a yearly review of the match agreement.
- Make it very clear that there should not be an exchange of gifts or money.

Outreach and Marketing

<i>For Home Seekers</i>	<i>For Home Providers</i>	<i>The Fabulous Materials/Ideas</i>
Library displays	Mailings to gerontologists, psychologists and other medical offices	Educate AmeriCorps groups
Partnerships with for profits	Postcards via other agencies	Partner with agencies that employ caregivers
Email lists to churches, universities	Newspaper and TV ads	Calendars
Brochures in student assistance offices at universities	Presentations at Rotaries, Lions Clubs and Churches	Inserts in utility bills
Social media	Information given to social work staff at hospitals, rehab centers and nursing homes	Information in pre-retirement packages
Craigslist ads	Ads at hair cutting places	Bookmarks
Flyers with tear off tabs	Neighborhood fairs, homeownership fairs	Car magnets
Table tents in restaurants	Homeshare "Lite"	Panel discussions
		Flyers in food bank distribution bags
		Educate interns who are going out to community
		Outcomes survey used for marketing
		Information in resource manuals

Social Networking

- Strategize your moves when using social media. Think about objectives, audience, actions, message, media, measurement, experiments, capacity and culture change.
- Anything you do will be a trial and error process- it takes time!
- Think about the actions that you want people to take; do you want fundraising, word of mouth acknowledgement or more clients?
- Keep in mind there are 3 kinds of audiences: general audience, passionate people (will not be shy about it) and influencers (group to make a difference).
- Integrate offline media with online social media.
- Spice up the webpage! Imbed a blog, keep things updated and interesting.
- Use a blog to tell stories.
- Use Twitter to give immediate updates to followers.
- Establish connections with online donors.
- Remember, who do you want to reach? Are you reaching them in the right way?
- Things to look forward to- mobile media. It will soon be all about texting!

Challenging Match Situations

- Be sure to visit the home.
- Conduct follow up/match checks.
- Be clear about the realistic expectations for a match.
- Have availability to mediate or partner with a mediation service.
- Have an agreement ready in advance.
- Try a "trial" match if possible.
- Get a 3rd party contact for seniors.
- Conduct frequent check-ins with vulnerable seniors.
- Use the help of volunteers to conduct follow up calls.
- Have support groups available and possible put on an informational workshop on "how to homeshare."
- Keep a log of hours if dealing with a service increase.