



Community  
ConnectLabs

# Homeless Connect

Shelter Reservations.

Appointment Reminders.

Outcome Surveys.

Solutions Built for Local  
Governments & Service Providers

## Contact Us

For more information about these homelessness outreach tools, please contact:

**Stephanie Kim**

Director of Government and Nonprofit Programs at CommunityConnect Labs

Email: [stephanie@communityconnectlabs.com](mailto:stephanie@communityconnectlabs.com)

[www.communityconnectlabs.com](http://www.communityconnectlabs.com)

# Service Navigator

Quickly collect information from clients via mobile message and use it to direct them to the right service provider.

## Problem

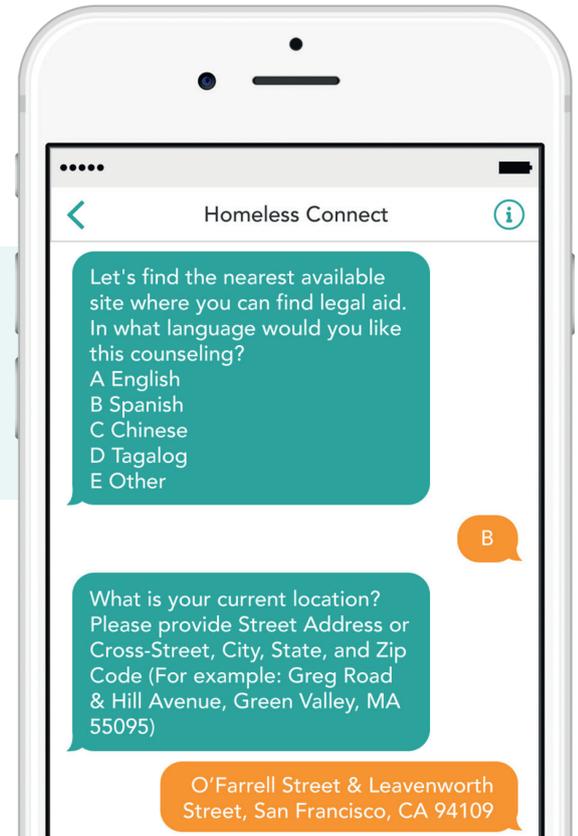
Navigating services is a maze for individuals experiencing homelessness given an ever-increasing number of service providers, specific criteria for receiving services, and little availability.

## Solution

Quickly assess clients' needs and preferences, responding with the right services and provider for them.

## Benefits

- ✔ Match clients to resources based on their language, location, and preferences
- ✔ Track individual referrals with unique links
- ✔ Save staff and client time spent on the phone or commuting for a referral appointment
- ✔ Get 3x standard survey response rate
- ✔ Get responses 2x faster than traditional surveys



## How It Works

-  Upload client contacts / Promote number to opt-in for alerts
-  Write short survey to assess clients' needs
-  Clients complete survey
-  Segment referrals based on clients' answers to survey
-  See engagement metrics

# Contact Updater

Automatically reach out to clients via multi-channel messaging to keep their contact information current.

## Problem

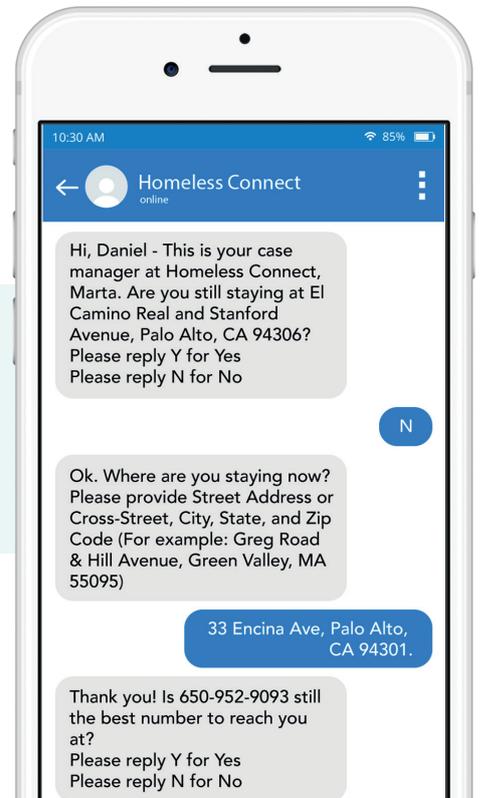
Encampments are regularly swept and half of individuals experiencing homelessness report changing phones over a three-month span, making homeless communities uniquely mobile and hard-to-reach.

## Solution

Launch monthly surveys that automatically update clients' phone numbers, locations, and any other desired information in your contact database.

## Benefits

- ✔ Know exactly where your clients are sleeping and how to reach them
- ✔ Save staff time spent visiting abandoned encampments and contacting defunct phone numbers
- ✔ Get 3x standard survey response rate
- ✔ Get responses 2x faster than traditional surveys



## How It Works

-  Upload client contacts
-  Schedule recurring campaigns
-  Send multi-channel survey (social media messengers, SMS) to clients
-  Clients respond with correct contact information
-  Automatically update contact fields in your CRM
-  See engagement metrics



# Services Reminder

Send clients mobile message reminders about appointments, paperwork, deadlines, and more.

## Problem

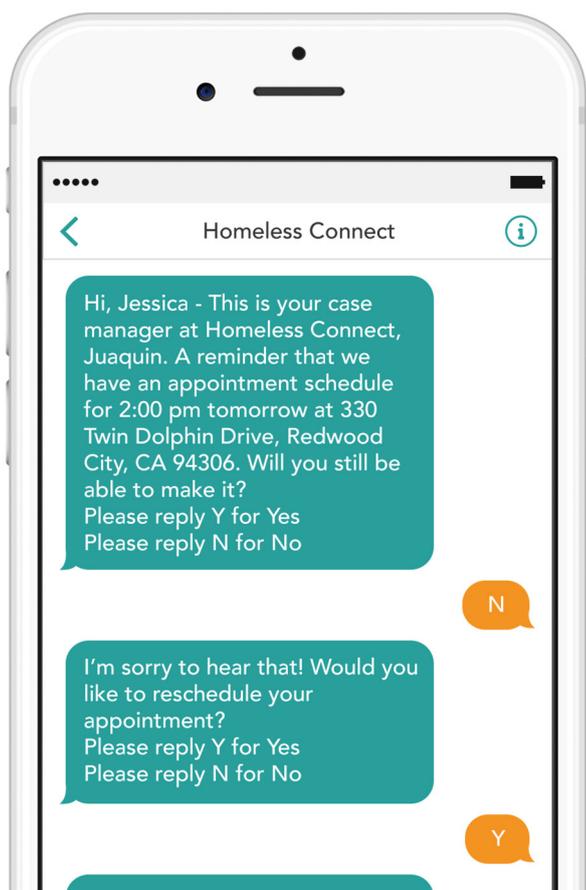
Individuals experiencing homelessness — for whom seeking services is a full-time job — often miss important appointments and deadlines for services or benefits.

## Solution

Send clients reminders about upcoming appointments and nudges to complete necessary paperwork before deadlines.

## Benefits

- ✓ Avoid missed deadlines that set clients back
- ✓ Reduce staff time preparing for an appointments that don't happen
- ✓ Ensure that clients receive the services they need in a timely manner



## How It Works



Upload client contacts



Schedule multiple reminders and nudges



Include trigger-based responses for clients who text back questions



See engagement metrics

# Services Alerts

Easily notify individuals experiencing homeless via mobile message about pop-up service events, shelter openings, and important weather alerts.

## Problem

Homeless service providers need to quickly get the word about pop-up service events, shelter openings, and weather alerts to clients, who are geographically dispersed.

## Solution

Notify all your clients in one-go about upcoming events, service availabilities, and alerts.

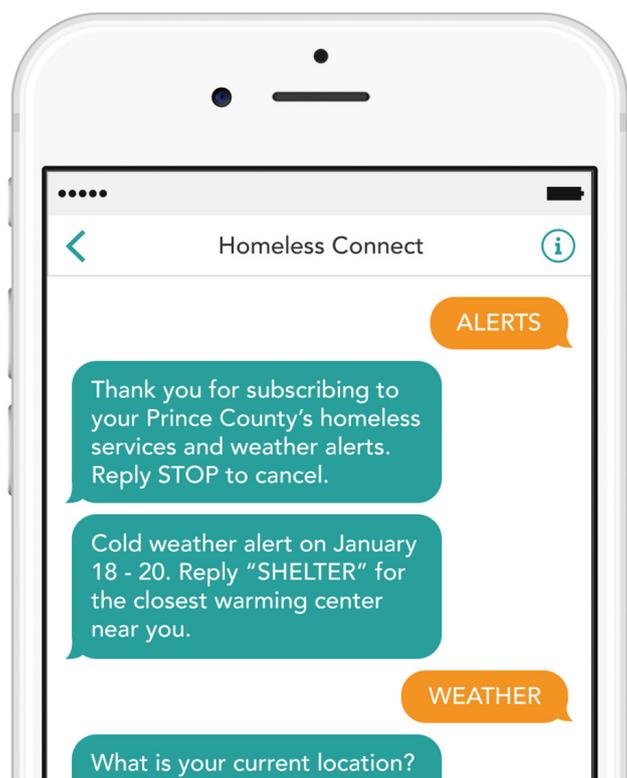
## Benefits

- ✓ Save staff time used to text clients individually or locate them on the street
- ✓ Increase attendance at service events, such as job fairs
- ✓ Reduce rate of unused services
- ✓ Ensure community members stay safe during inclement weather



## How It Works

-  Upload client contacts / Promote number to opt-in for alerts
-  Write content for upcoming event or alert
-  Send message immediately or schedule for later
-  See engagement metrics



# Services Surveys

Regularly contact clients with simple, mobile message surveys to report on outcomes and improve services.

## Problem

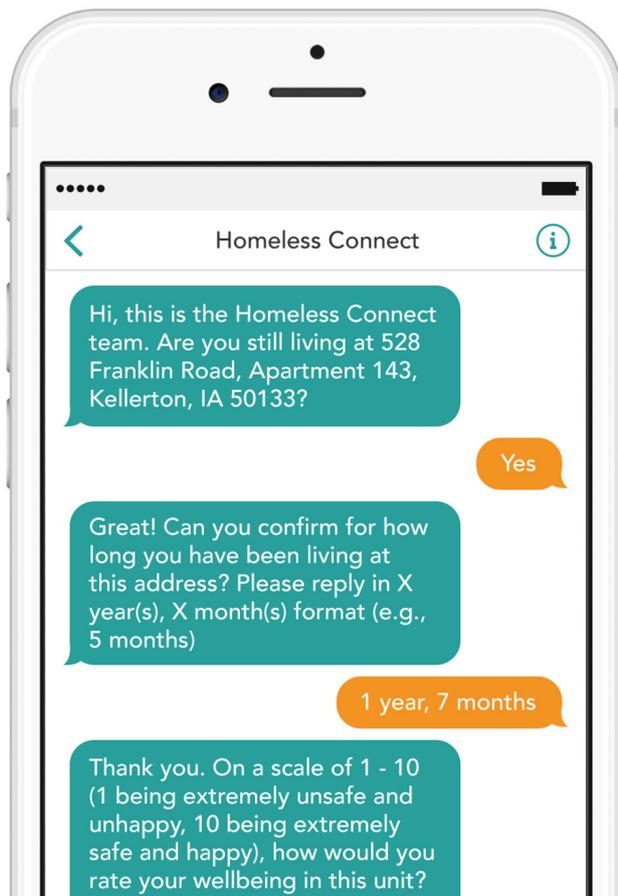
Service providers need to know how clients fare once they leave or graduate their program in order to satisfy reporting requirements and provide continued care.

## Solution

Schedule regular outcome surveys for former clients to gauge progress, stability, and refer them to local resources if-needed.

## Benefits

- ✓ Easily report on outcomes to funders and government partners
- ✓ Schedule surveys so that they're sent automatically
- ✓ Get 3x standard survey response rate
- ✓ Get responses 2x faster than traditional surveys



## How It Works

-  Upload client contacts
-  Write short survey to assess clients' needs
-  Set trigger-based survey for when clients leave program
-  Schedule recurring campaigns
-  See results in real time in your account; data is displayed on an interactive dashboard, or you can download the results in Excel.
-  See engagement metrics

# Shelter Intake

Leverage our pre-built platform to add clients to a shelter waitlist, notify them when a spot opens, and allow them to confirm their spot – all via mobile message.

## Problem

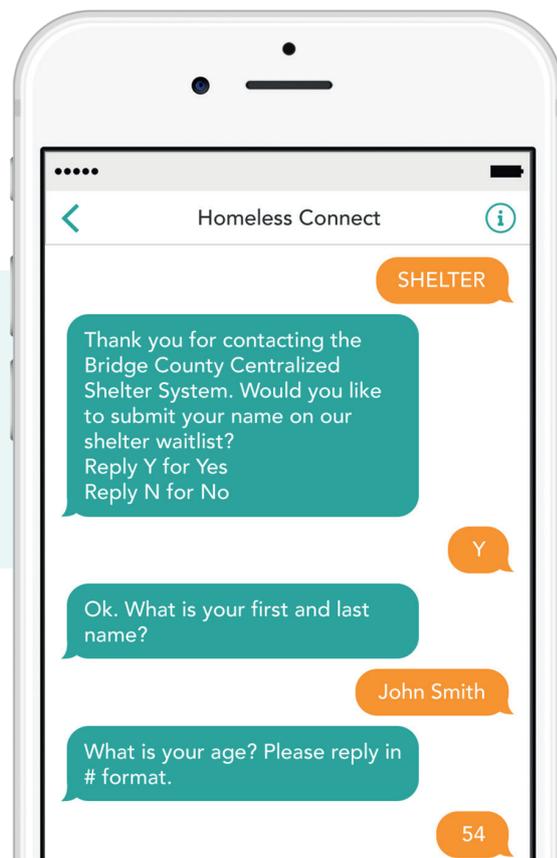
Regional shelter systems rely on time-consuming, in-person queues or phone calls for filling, notifying clients about, and confirming spots on their shelter waitlist.

## Solution

Allow individuals experiencing homelessness to submit their name onto a shelter waitlist, receive an alert when they've been given a spot, and automatically respond via mobile message with their confirmation.

## Benefits

- ✓ Save staff time spent trying to get clients on the phone
- ✓ Save client time spent on the phone or in-line
- ✓ Increase response rate & time of clients with an open reservation
- ✓ Reduce unused shelter beds



## How It Works

-  Promote number that clients text to receive a spot
-  Text submissions are automatically uploaded to a region's shelter waitlist
-  Automatically alert clients via text when they've been given a spot
-  Clients text-in to confirm their spot
-  Send clients information about & directions to their designated shelter



# About Us

We enable government and service providers to use mobile messaging to connect with low-income communities

## Our Mobile Messaging Platform



Deliver personalized communication quickly and privately



Reduce staff time spent on outreach and client communications



Provide decision makers with access to real-time data



Reach communities where they're at

## Our Expertise

- ✓ 12 years of experience in training community-based organizations through webinars, in-person trainings, and scalable toolkits.
- ✓ 6 years of experience in developing mobile technology tools that are useable by government agencies and service providers.
- ✓ Experience in a wide range of low-income issues and benefits, including homelessness, utilities assistance, workforce development, EITC, and the Census.
- ✓ Experience working across a wide range of regions — Partners across the country from Los Angeles to Allegheny County.

## Our Partners



THE FORBES FUNDS

