

MEMBERSHIP OPPORTUNITIES AND BENEFITS



WE ARE | SOMOS
GEN H

Together, we can lift up our most vulnerable, improve the health and educational outcomes of our kids, spur the local economy, and protect and improve our environment.

Starting with housing.

We love the North Bay.

We want to call it home, we want our children to be able to call it home, and we need our employees to be able to call it home.



We are teachers. We are students.
We are first responders and business owners.
We are farmworkers. We are hospitals and churches. We are nonprofit service providers and government leaders.

By joining and investing in Generation Housing, you help us **leverage** our resources, **magnify** our voices, and **advance** strategic, collaborative **solutions** to increase the supply, affordability, and diversity of homes throughout the North Bay.



Help us transform the North Bay into a thriving and more equitable, healthy, and resilient community for everyone.

We are Gen H. Please join us.

www.generationhousing.org



Catalyzing Members

Catalyzing Members are individuals, businesses, funders, and other organizations who join significant investments that help Generation Housing produce informative educational events, and perform and publish in-depth, regionally relevant housing research.

Since January 2020, Generation Housing has built a reputable library of housing resources read and shared by elected officials, government staff, C-suite executives and community members of a diverse audience across the North Bay. Regular communications are distributed to an email list of over 5,000 contacts and an open rate of 39%, well above industry average.

For Homebuilding Industry organizations and professionals, please see the following page for industry-specific benefits.

Premier Catalyzers

\$25,000

In addition to basic membership benefits, Premier Catalyzers receive:

- Member discount and early registration access to annual housing summit, and any other paid events
- Special membership recognition at annual housing summit, outside of event sponsors
- Premier Membership logo recognition on Generation Housing website
- Premier Membership logo recognition in monthly Generation Housing newsletter and logo recognition in weekly Housing Pulse
- Premier Membership logo recognition at all member House Parties
- Opportunity to table or provide literature/swag at member House Parties
- Premier Membership logo recognition in flagship Generation Housing research publications, at minimum annual State of Housing in Sonoma County report
- Premier Membership logo recognition in any additional Generation Housing sponsored education events
- 12 #WeAreGenH hats so you can fly the flag proudly when you first join!

Diamond Catalyzers

\$15,000

In addition to basic membership benefits, Diamond Catalyzers receive:

- Member discount and early registration access to annual housing summit, and any other paid events
- Diamond Membership logo recognition on Generation Housing website
- Diamond Membership logo recognition in monthly Generation Housing newsletter and logo recognition in weekly Housing Pulse
- Diamond Membership logo recognition at all member House Parties
- Diamond Membership logo recognition in flagship Generation Housing research publications, at minimum annual State of Housing in Sonoma County report
- Diamond Membership logo recognition in any additional Generation Housing sponsored education events
- 10 #WeAreGenH hats so you can fly the flag proudly when you first join!

Platinum Catalyzers

\$10,000

In addition to basic membership benefits, Platinum Catalyzers receive:

- Member discount and early registration access to annual housing summit, and any other paid events
- Platinum Membership logo recognition on Generation Housing website
- Platinum Membership logo recognition in monthly Generation Housing newsletter and company listing in weekly Housing Pulse
- Platinum Membership logo recognition at all member House Parties
- Platinum Membership logo recognition in flagship Generation Housing research publications, at minimum annual State of Housing in Sonoma County report
- Platinum Membership logo recognition in any additional Generation Housing sponsored education events
- 8 #WeAreGenH hats so you can fly the flag proudly when you first join!

Catalyzing Members

Gold Catalyzers

\$7,500

In addition to basic membership benefits, Gold Catalyzers receive:

- Member discount and early registration access to annual housing summit, and any other paid events
- Gold Membership logo recognition on Generation Housing website
- Gold Membership logo recognition in monthly Generation Housing newsletter
- Gold Membership logo recognition at all member House Parties
- Gold Membership logo recognition in flagship Generation Housing research publications, at minimum annual State of Housing in Sonoma County report
- Gold Membership logo recognition in any additional Generation Housing sponsored education events
- 6 #WeAreGenH hats so you can fly the flag proudly when you first join!

Sliver Catalyzers

\$5,000

In addition to basic membership benefits, Silver Catalyzers receive:

- Member discount and early registration access to annual housing summit, and any other paid events
- Silver Membership logo recognition on Generation Housing website
- Silver Membership logo recognition in monthly Generation Housing newsletter
- Silver Membership listing at all member House Parties
- Silver Membership logo recognition in flagship Generation Housing research publications, at minimum annual State of Housing in Sonoma County report
- Silver Membership logo recognition in additional Generation Housing sponsored education events
- 4 #WeAreGenH hats so you can fly the flag proudly when you first join!

Catalyzers

\$2,500

In addition to basic membership benefits, Catalyzers receive:

- Member discount and early registration access to annual housing summit, and any other paid events
- Membership logo recognition on Generation Housing website
- Catalyzer logo recognition in monthly Generation Housing newsletter
- Catalyzer listing at all member House Parties
- Catalyzer logo recognition in flagship Generation Housing research publications, at minimum annual State of Housing in Sonoma County report
- Catalyzer listing in additional sponsored education events
- 4 Gen H hats so you can fly the Gen H flag proudly!

Homebuilding professionals are key partners in Generation Housing's work. We know that one of the keys to housing production is to provide certainty to, reduce cost of, and streamline the entitlement and permitting processes. We are also aware that pre-leasing agreements can provide advantages in project financing and are valuable to local employers struggling with workforce shortages.

Accordingly, Generation Housing has developed the following related programs that are both benefits to our homebuilding industry members and designed to advance Generation Housing's mission.

- Eligible to apply for Generation Housing Project Endorsement
- Invitation to annual North Bay County Homebuilders' Convening (2024 date TBD)
- Inclusion on Preleasing Opportunity Bulletin compiled and provide quarterly to local employers with interested employers
- Sponsorship of and logo recognition on Jurisdictional Feedback Portal
- Sponsorship of and logo recognition at annual North Bay Homebuilder's Convening

Generation Housing Events and Research

JOIN US!

FOR OUR MONTHLY Members' House Party

The 3rd Thursday of Every Month
For location and to register, visit:
generationhousing.org/events



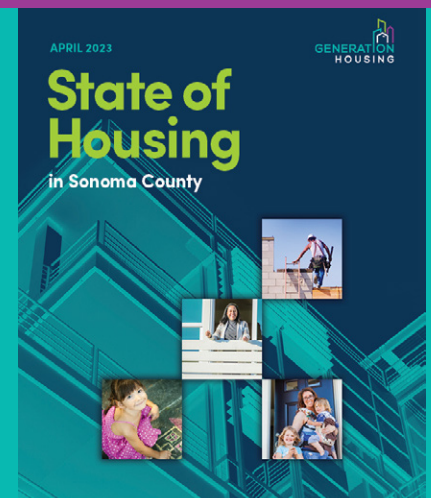
Generation Housing is committed to providing ongoing housing education and engagement activities, some free and open to the public, some to convened community leaders, and some to members only, as well as high-quality data analysis and policy research to help inform our efforts and educate our policy makers.

At minimum, Generation Housing will produce:

- An annual State of Housing in Sonoma County report
- An annual Housing Scorecard for each of Sonoma County's jurisdictions
- An annual Housing Summit/Convening on issues and solutions to housing
- A minimum of 10 membership meeting (House Parties) with topical insights to research, policy, and/or advocacy initiatives
- A minimum of 10 topical education events and/or publications accessible in English and Spanish

Additionally, Generation Housing will continue to monitor and respond to local issues with events and research, such as the events on COVID-19 housing response and city council candidate forums focused on housing, and the Rent Shortfall report produced summer 2020 in response to the pandemic health and economic crisis.

Catalyzers will be listed as members at these events and products as described on the previous page.



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**GENERATION
HOUSING**