

**RUN OF SHOW — CONGRESSIONAL SITE VISIT | 30-MINUTE FORMAT**  
 Supportive Housing Provider | Modular Stop Format | Population-Neutral

**Day-of Reference**  
 Confidential / Internal

## Run of Show

### Congressional Site Visit — 30 Minutes

Supportive Housing Provider

Visit Date: \_\_\_\_\_ Arrival Time: \_\_\_\_\_ Tour Host: \_\_\_\_\_

#### HOW TO USE

Three parts: (1) a master timeline for at-a-glance reference; (2) stop cards for each tour space, with narrative guidance and staff cues; (3) a contingency guide. At 30 minutes, pace is everything — the closing conversation is non-negotiable. If the tour runs long, cut a stop. Never cut the close.

#### 30-MINUTE BUDGET

Arrival & welcome (3 min) → Stop 1 (5 min) → Stop 2 (5 min) → Stop 3 (4 min, optional) → Resident interaction if planned (3 min) → Closing conversation (8–10 min) → Departure. With only 30 minutes, two stops plus a strong closing conversation is often better than three stops and a rushed close.

### PART 1 — MASTER TIMELINE

*Fill in clock times once the arrival time is confirmed. All times are relative to arrival (T+0).*

| TIME        | DURATION | LED BY                            | ACTIVITY                                                                                                                                                        |
|-------------|----------|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>T+0</b>  | 3 min    | <b>Tour Host + Greeter</b>        | Arrival. Greeter meets Member at door. Move inside. Welcome from CEO/ED (60 seconds max). Introductions. Hand off briefing packet. One-sentence agenda preview. |
| <b>T+3</b>  | 5 min    | <b>Tour Host + Presenter</b>      | STOP 1 — [First Space]. See stop card.                                                                                                                          |
| <b>T+8</b>  | 5 min    | <b>Tour Host + Presenter</b>      | STOP 2 — [Second Space]. See stop card.                                                                                                                         |
| <b>T+13</b> | 3–4 min  | <b>Resident Liaison (if used)</b> | RESIDENT INTERACTION — conditional. Only if confirmed in advance. See guidance.                                                                                 |
| <b>T+16</b> | 4 min    | <b>Tour Host + Presenter</b>      | STOP 3 — [Third Space] — OPTIONAL. Use if resident interaction is not occurring and a third space adds value.                                                   |
| <b>T+20</b> | 8–10 min | <b>CEO/ED + Tour Host</b>         | CLOSING CONVERSATION. Seated. Open invitation for reflection and questions. Share 1–2 local facts. Express interest in ongoing relationship.                    |
| <b>T+30</b> | —        | <b>CEO/ED + Tour Host</b>         | Departure. Personal thanks to Member and each staff member. Confirm follow-up contact person.                                                                   |

#### TIMEKEEPER

Assign one staff member solely to watch the clock. They give the Tour Host a silent signal (pre-agreed hand signal or touch on the arm) at the 1-minute mark for each stop. Guests should never feel rushed. At 30 minutes, there is no slack — the timekeeper is the most important role on the tour.

## PART 2 — TOUR STOP CARDS

### NOTES ON STOP CARDS

At 5 minutes per stop, each card covers one space and one clear narrative point. Lead with what the Member can see; let what they observe carry the message. One point per stop is more effective than several. Stop cards are templates — fill in the space name, presenter, and customize the talking points for your program and population.

## ARRIVAL & WELCOME (T+0, 3 minutes)

### WHAT HAPPENS

- Greeter meets the Member at the building entrance — not inside.
- Walk directly to the welcome spot (lobby or just inside entry).
- CEO/ED gives a 60-second welcome: who you are, who you serve, one sentence on what you hope they take away.
- Distribute briefing packets to each guest.
- Tour Host previews the agenda in one sentence: "We have 30 minutes together. We'll see [X and Y], meet [a resident if applicable], and leave time for conversation."

### STAFF CUES

- ☐ Greeter in position 20 minutes before arrival.
- ☐ Briefing packets ready at the welcome point.
- ☐ CEO/ED welcome practiced — 60 seconds maximum, not read from paper.
- ☐ Note-taker begins capturing from this moment.
- ☐ If Member arrives late: compress Stop 2 or drop the optional Stop 3. Protect the close.

↓ Proceed to Stop 1 ↓

1

## STOP 1 — [Space Name]

5 min  
T+3

LED BY  
[Presenter]

### WHAT TO SHOW & SAY

- Describe this space in one sentence: what it is, who uses it, and what it makes possible.
- Point out 1–2 specific features — do not try to show everything.
- Connect what they see to one outcome: "This is where \_\_\_\_\_ happens, which means \_\_\_\_\_ for the people we serve."
- Pause and let the Member look around; don't fill every moment with narration.

### STAFF CUES

- ☐ Presenter in position before the group arrives.
- ☐ Timekeeper starts stop clock when group enters.
- ☐ At the 1-minute signal: wrap the narrative and invite one question.
- ☐ Tour Host delivers transition line to Stop 2.

↓ Move to Stop 2 — Tour Host: [one-sentence transition, e.g., 'I'd like to show you where our residents come together as a community.'] ↓

2

## STOP 2 — [Space Name]

5 min  
T+8

LED BY  
[Presenter]

### WHAT TO SHOW & SAY

- Describe this space: what it represents in the life of a resident in this program.
- Share one specific, concrete detail that brings it to life — a recent milestone, a number, a brief anecdote (no names without consent).
- Ask the Member an open question: "What questions does this bring up for you?"

### STAFF CUES

- ☐ Presenter in position before the group arrives.
- ☐ Space staged, clean, and set as planned.
- ☐ At the 1-minute signal: invite one question and begin to wrap.
- ☐ After this stop: Tour Host assesses remaining time and decides whether to proceed to resident interaction, Stop 3, or directly to the close.

- Allow a brief, natural exchange; follow the Member's curiosity.

↓ Proceed to Resident Interaction (if planned) or Stop 3 (if using) or Closing Conversation ↓

## RESIDENT INTERACTION — CONDITIONAL (T+13, 3 minutes max)

### USE ONLY IF

Resident participation confirmed voluntarily in advance + current signed consent on file + staff support person assigned + resident reconfirmed willingness on the morning of the visit. If any condition is not met, skip entirely. At 30 minutes, do not attempt unplanned resident interaction.

### WHAT HAPPENS

- Tour Host introduces resident by first name only (unless resident approved otherwise).
- Step back. Allow the resident to speak in their own words — do not prompt, interject, or interpret.
- The Member may ask the resident a question; allow the resident to answer without staff mediation unless support is requested.
- At 2–3 minutes: Tour Host thanks the resident warmly and transitions. Do not summarize what the resident said.

### DIGNITY CUES

- ☐ Staff support person near the resident throughout — visible to resident, unobtrusive to Member.
- ☐ Resident has a pre-agreed exit signal; staff facilitates immediately if used.
- ☐ No photos of resident without prior consent.
- ☐ Never script, correct, or interpret what the resident says.
- ☐ Check in privately with the resident after the visit.

↓ Proceed to Stop 3 (if using) or Closing Conversation ↓

3

## STOP 3 — [Space Name] — OPTIONAL — OPTIONAL

Include only if time permits

4 min  
T+16

LED BY  
[Presenter]

### WHAT TO SHOW & SAY

- Use this stop only if time permits and this space adds something the first two stops did not show.
- Keep it tight: one specific thing, one clear connection to the program's impact.
- This is the last impression before the close — choose the space and the point accordingly.

### STAFF CUES

- ☐ Presenter on standby; confirm inclusion by T+14.
- ☐ If skipping: Tour Host uses a brief bridge line to move directly to the closing conversation space.
- ☐ Timekeeper signals at 1-minute mark.

↓ Proceed to Closing Conversation ↓





## CLOSING CONVERSATION (T+20, 8–10 minutes)

### PROTECT THIS TIME

At 30 minutes, the closing conversation is half the value of the visit. The tour showed them the program; this is where they process it, ask what they actually want to know, and form their lasting impression of your organization. Never cut or rush the close. If the tour went long, the close still gets its 8 minutes.

### HOW TO FACILITATE

- Move to a seated space if at all possible — even 8 minutes around a table is a different conversation than 8 minutes standing in a hallway.
- CEO/ED opens: “Before you go, we’d love to hear — what stood out to you? What questions came up?”
- Listen first. Let the Member lead for the first 3–4 minutes. Do not fill silence.
- Respond honestly to their questions, including about challenges.
- Share 1–2 local facts you most want them to retain — district constituents served, local waitlist, program outcomes.
- Express genuine interest in an ongoing relationship: “We’d love to be a resource for your office on supportive housing questions in the district.”
- Thank the Member and each staff member personally as they prepare to leave.

### STAFF CUES

- ☐ Note-taker captures every question and comment — this is the most valuable data from the visit.
- ☐ Seated space ready before the tour begins; do not scramble for chairs at T+20.
- ☐ Keep the group small and calm — no new introductions at this stage.
- ☐ If the Member’s staff signals they need to leave: CEO/ED thanks warmly and offers to continue by phone or a future visit.
- ☐ Photographer gets a final moment for a group photo if approved and natural.

↓ Member departs — staff debrief within the hour ↓



## PART 3 — CONTINGENCY GUIDE

| SITUATION                                    | RESPONSE                                                                                                                                                                                                                 |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Member arrives more than 5 minutes late      | Timekeeper notifies Tour Host immediately. Drop optional Stop 3 and compress Stop 2 by 1–2 minutes. Protect the 8-minute close at all costs.                                                                             |
| Member needs to leave early                  | Tour Host gracefully acknowledges. Move directly to the closing conversation — even 5 minutes seated is more valuable than another stop. Offer to continue by phone or schedule a follow-up.                             |
| A resident becomes distressed                | Staff support person responds immediately and discreetly. Tour Host continues calmly to redirect the group's attention. Resident wellbeing takes absolute priority. Do not draw the Member's attention to the situation. |
| Member asks a question staff cannot answer   | Be honest: "I want to give you accurate information on that — we'll follow up directly." Note-taker logs it. Never speculate.                                                                                            |
| Member raises a political or policy position | Respond warmly with program-level information. Do not affirm or challenge political positions. Redirect: "What I can speak to is what we see here on the ground..."                                                      |
| Media or press arrives unexpectedly          | Greet courteously. Inform them this is a private program visit. Direct them to your press contact. Do not allow access to residents or program spaces without prior consent.                                             |
| An accessibility feature fails               | Safety monitor notifies Tour Host immediately. Use an accessible alternate route. Acknowledge briefly and move on — do not dwell. Document the failure for follow-up.                                                    |
| The closing conversation runs long           | Let it. An engaged Member who wants to keep talking is the best possible outcome of a 30-minute visit. Note-taker continues. This is a success, not a problem.                                                           |

## DAY-OF NOTES — NOTE-TAKER REFERENCE

Note-Taker: \_\_\_\_\_ Date: \_\_\_\_\_

**Questions / comments from the Member during the tour:**

**Follow-up commitments made during the visit:**

**Debrief observations (what landed, what surprised us, what to change):**