



AHF

# North Star

Census Growth Through Outreach,  
Retention and a Seamless Client Experience.

## FIND THE NORTH STAR IN YOUR WORK



For 2023, AHF is deploying the concept of the North Star to help staff orient their work toward our combined goal. Use this concept to ground your work in our larger goals - and to reconnect with the impact your everyday tasks have on saving lives.

## START WITH A DEFINITION

“These 10 simple words chart our course forward. In order to control HIV and other public health threats, house the homeless and feed the hungry we must reach out widely, follow through to retain clients, and create an experience that makes them feel truly embraced.” -Michael Weinstein

## FIND YOUR WHY



Take a step back and think about 'why' a larger goal is important to our work.

We all have so much to do, but it's important to keep in mind our top priority: **our clients.**

## ADD TO YOUR MEETINGS

Integrate the North Star into your meetings by adding questions and conversations starters that link your work back to our larger goals.



Question: What personal values or guiding principles do you have in your own life that AHF might share and help you achieve our North Star?

Question: How will you make an impact today? How does your everyday job help make an impact for the North Star?

Question: What is a task or process that AHF can adopt in order to improve one of the North Star pillars?

Question: In 6 degrees of separation or less, can you connect one of your everyday tasks to helping a client test, treat, or retain?

## WHAT'S NEXT?

We've got tools. We've got stories. Go download our latest email signatures and zoom backgrounds - and find updates from leadership on our webpage: [SHARE YOUR STORY AT AHF.ORG/AHF-NORTHSTAR](https://www.ahf.org/ahf-northstar)