

Communicate

Homeless Awareness Month is first and foremost an opportunity to talk about homelessness with a wide range of audiences: from donors, to the general public who rarely thinks about housing insecurity, to local and state decision-makers. MCAH, along with service providers throughout the state, coordinates messaging and activities designed to build awareness, break stereotypes, and create champions for issues related to homelessness. In 2020, we're also celebrating the essential workers who have been on the front lines of the COVID-19 pandemic and have kept those experiencing homelessness in Michigan safe and healthy.

Suggested Activities

- Participate in MCAH's HAM social media campaign by sharing our daily content and engaging in conversation about the data and narratives used in our materials. Make sure to tag us on Facebook and Twitter at @mihomeless, and to use our hashtags: #HAM2020 and #EndMIHomelessness
- Engage with traditional media (such as your local newspaper and radio or news stations) to produce content related to homelessness, such as educational information, stories from people who are now experiencing or have previously experienced homelessness, and homeless service providers
- Promote your HAM events in the local newspaper
- Partner with the graphics department at a local school or business to create flyers and posters for your events or fact sheets with information about homelessness (and offer recognition opportunities to those who participate/contribute)
- Utilize the social media of your organization and your network to expand your influence and raise awareness for your event
- Market your events, activities, and educational materials to community organizations, schools, and businesses and ask them to help disseminate through their networks.
- Let MCAH promote your events, activities, and educational materials to a statewide audience! [Register](#) your activities with us and we'll post on social media and our [website](#).

Resources

- Your agency or organization's contact list (for email or mailing) and the contact list of your community partners
- Local media such as TV, newspaper, radio, student publications, and local influencers
- Your social media accounts like Facebook, Twitter, Instagram, LinkedIn, and YouTube. Use the hashtag #HAM2020 and #EndMIHomelessness to connect to the larger statewide conversation
 - Feel free to check out our own [Facebook](#) and [Twitter](#) and retweet/share our materials, or modify them to include your local info
- MCAH communication templates (see below)



Sample Communication Templates

Below are samples of news content that you may use for your promotion. Please feel free to alter any material to better suit your community.

Sample Press Release/Media Advisory

LETTERHEAD

For immediate release

Contact: (Name)

November 1, 2020

555-555-5555

Local Organizations Host Homeless Awareness Month Activities

Subhead

(LOCATION), Mich. – (Local group name) will be sponsoring (your event/activity title) as part of Homeless Awareness Month at (place) on (date). The program will include (brief description of your activities).

This is an opportunity for (your target audience: community members, elected officials, etc) to start a discussion and learn about homelessness issues in our community. (More description about your event/activity)

(Quote about homelessness in your community)

November is Michigan's Homeless Awareness Month and it provides an annual opportunity to engage around issues relating to homelessness and housing insecurity. (Local Group Name) is sponsoring this in (your community). Other events include (event name), (date), (other event), (date) and (event name), (date).

For more information about our local Homeless Awareness Month events and activities and how to get involved, please call (your name) at (number). Please visit the Michigan Coalition Against Homelessness at www.mihomeless.org to learn more about the statewide Homeless Awareness Month activities and issues related to homelessness in Michigan.

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Sample Proclamation from a Governmental Unit

A RESOLUTION PROCLAIMING NOVEMBER 2020, AS HOMELESS AWARENESS MONTH IN [INSERT NAME OF COMMUNITY HERE]

By [your city council/mayor/county commission]

Date Proclamation Issued: [DATE]

WHEREAS, more than twenty years, the Michigan Coalition Against Homelessness and its partners have actively promoted Homeless Awareness Month throughout the state of Michigan; and

WHEREAS, the purpose of the proclamation is to educate the public about the many reasons people are homeless including the shortage of affordable housing in [INSERT COMMUNITY HERE] for very low income residents, and to encourage support for homeless assistance service providers as well as community service opportunities for students and school service organizations; and

WHEREAS, there are many organizations committed to sheltering, providing supportive services as well as meals and food supplies to the homeless including: [INCLUDE ALL AGENCIES/ORGANIZATIONS PARTICIPATING IN THE HAM OBSERVANCE ACTIVITIES HERE]; and

WHEREAS, the theme of Homeless Awareness Month 2020 is Home is Essential; and

WHEREAS, the [INSERT NAME OF BODY MAKING THE PROCLAMATION HERE] recognize that homelessness continues to be a serious problem for many individuals and families in [INSERT NAME OF COMMUNITY HERE]; and

WHEREAS, the intent of Homeless Awareness Month is consistent with the activities of [INSERT LOCAL PARTICIPATING AGENCIES/ORGANIZATIONS HERE].

NOW THEREFORE BE IT RESOLVED that the [INSERT NAME OF BODY MAKING THE PROCLAMATION HERE] hereby proclaims November 2020, as Homeless Awareness Month.

BE IT FURTHER RESOLVED that the [INSERT NAME OF BODY MAKING THE PROCLAMATION HERE] encourages all citizens to recognize that many people do not have housing and need support from citizens and private/public nonprofit service entities.



Sample Invitation to Elected Official

November 1, 2020

(Title) (First & Last Name)

(street address)

(city, st, zip code)

RE: "Event"

Dear XXX:

We invite you to participate in our Homeless Awareness Month event, (title), to help raise awareness about the many issues relating to homelessness in our community. (Description of event and purpose).

Did you know that...

- Data points from your community and/or
- Personal stories of homelessness
- Examples of your agency's or communities impact

It's with great pleasure that we extend this formal invitation for your participation in this upcoming event. In addition to being an opportunity for you to engage constituents about homelessness, your involvement would speak volumes to the importance of greater dialog regarding this issue and its impact on real people who live in our communities.

Enclosed please find some additional information about the event that I hope you'll find helpful. Please expect to hear from us by (date) in follow-up to this invitation.

Thank you for your continued work on behalf of the people of our district.

Sincerely,

XXX

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