

Homeless Persons Week (HPW) | 6 – 12 August, 2012
HOMING IN on the *real* issues of homelessness



IDEAS FOR YOUR HPW EVENT

Raising awareness and fundraising during HPW...

1. Establish an event type depending on what you can offer:

Organising an event with 1 person (if fundraising choose a charity/community place for donations)

- An awareness stall (permission may be required for your chosen location), stalls are usually set up in busy public places
- Busking for charity (permission may be required for your chosen location)
- Hand out awareness flyers (permission may be required for your chosen location), in busy public area
- Join up with people who wish to advocate for HPW
- Volunteer for a charity involved in HPW and help out
- Write emails to your local/regional/state/ federal homelessness and housing ministers on your concern eg. Increased homelessness and lack of housing in your area
- If you already have an interest/knowledge in homelessness and lack of housing, give a presentation to students, Rotary clubs etc.
- Email your event details to Homelessness Australia so we can promote it

Organising an event with two to five people (if fundraising choose a charity/community place for donations)

- An awareness stall (permission may be required for your chosen location), stalls are usually set up in busy public places
- A morning/afternoon tea/dinner
- Invite (the earlier the better) your local (community/housing)MLA to your event, it usually draws a crowd and media
- If you already have an interest/knowledge in homelessness and lack of housing, give a presentation to students, Rotary clubs etc.
- Email your event details to Homelessness Australia so we can promote it

Organising an event with ten plus people (if fundraising choose a charity/community place for donations)

- A Sleepout , concert, play, BBQ, picnic in the park, exhibition, march, eg one organisation held their sleepout in the zoo!
- A special morning/afternoon tea/dinner
- Invite (the earlier the better) your local/state (community/housing)Minister to your event, it usually draws a crowd and media
- Email your event details to Homelessness Australia so we can promote it

2. Hold the event on a date that will provide maximum awareness eg within HPW say it's an afternoon tea at work, choose a week day that most people are around

3. Based on the above outcomes **design a flyer**. It is crucial to have something to give out or link to when organising an event. And you may wish to **showcase your organisation**. A flyer can be large or small, simple or fancy and provides details of your event.

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FLYER (Page sizes: A5, A4, A3) suggested information:

Catchy title for your event: Eg. **Eat dough give dough:** come sample our yummy bread with a cuppa and a chat

Why: Help raise funds towards *organisation name for Homeless Persons Week

Location:

Date: a day during Homeless Persons Week

Time:

Gold coin donation

Contact: person's name and include a couple of ways eg email and phone number



Clip art has vibrant graphics and photos and the **HPW logo is downloadable from our website**

***An event is a great opportunity to exhibit your organisation so bring along materials to hand out.**

Promotion

-Get this flyer out to all and sundry including your **local paper** who generally publishes things of this nature for free or low cost. Ring them and while speaking to them ask which reporter/journalist would like to interview you on the event say in April and then join you for the sleepover breakfast...make sure they print which person and email/phone businesses can contact for sponsorship and funding.

-Your **local TV station** should have a community news board and they generally air flyers for free and same as newspaper while speaking to them ask which reporter/journalist would like to interview you on the event say next month and then join you for the sleepover breakfast...

-Ring your **local radio stations** and ask how to get this community announcement on air, usually low cost and while speaking to radio ask which reporter/journalist would like to join you for your event.

-If you have a website place the flyer there and use a web link or use Facebook and send the link to everyone who will then send it to everyone.

-As time goes on you may need to update the flyer.

-Ring or visit newsagencies, butchers (meat for the BBQ dinner?), bakeries etc for sponsorship or to put the flyer in their window.

-Spend a little on bling eg a sign, a banner and balloons for the kids etc.