



## Hunger & Homelessness Awareness Week November 10 - 18, 2018

*What are you doing to spread the word?*

Your Mission is out there on the front lines every day – doing incredible things to help men and women overcome poverty, break the cycle of violence and addiction, and escape homelessness. **But are people in your community aware of it?**

On any given night, an estimated 549,000 Americans are homeless, 42 million Americans are at risk of suffering from hunger, and 1 in 5 children live in poverty. The numbers are heartbreaking. But, thanks to you, there is hope for these men, women and children.

By educating your community about the plight of our homeless neighbors and how their stories impact your local community, you can generate sympathy and a determination to help turn these statistics around.

Hunger & Homelessness Awareness Week is a great time to reach your community at large to let people know how they can be part of incredible transformations happening at your Mission. And your team at Brewer Direct can help you make the most of this special week.

*“We love working with local restaurants and businesses who ‘adopt’ meals at our Hope Café during Hunger & Homelessness Awareness Week. It’s great corporate relationship-building for us... plus, our meal guests love it! They’re treated to everything from delicious Italian food to specialty cupcakes to amazing barbecue.”*

*- Kathy Coady, Director of Development & Community Relations, Hope Ministries (Pleasant Hill, IA)*



**Transforming lives through God's love is what you do.  
Helping you reach donors is what we do.**

Donors are the heart of your organization. Their prayers, volunteer hours, and financial gifts make it possible for your guests to rebuild their lives. And there's no better time to reaffirm your current donors' commitment to your Mission – as well as acquire new supporters – than during this week-long event.

Hunger & Homelessness Awareness Week (November 10-18, 2018) occurs right before the busy holiday season – a time when hearts and wallets are more open.

Your Brewer Direct team can start working with you now to develop a multi-channel strategic campaign that will help reach both current and potential donors.



# Make Sure Your Message Is Heard



Brewer Direct will help promote your Mission and events across multiple channels for maximum exposure during Hunger & Homelessness Awareness Week.

Studies have shown that it can require multiple touchpoints for people to receive your message before they take action, so the more opportunities you give them to get engaged and learn about how to get involved at your Mission during this week, the better!



## **Direct Mail**

A postcard listing the week's events and featuring a call-to-action for the reader to participate is a great way to reach current donors, as well as acquisition lists in your targeted area. Include a link to your website with additional information on the events.



## **Email**

Email communications integrate with your postcard to share an outline of activities at a glance, giving people an easy way to get plugged in and take part in the festivities.



## **Home Page Slide**

A prominent home page slide talks about the Awareness Week in advance to generate interest. One click takes visitors to a complete listing of the week's activities and the opportunity to RSVP to a certain event (if needed) or learn more information.



## **Lightbox**

Visitors to your website will be greeted by a lightbox pop-up telling them Hunger & Homelessness Awareness Week is going on now. The lightbox carries the same key messaging as the slide, and is a direct link to the week's activities page.

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### **Social Media**

Posts beforehand will generate interest about the upcoming events, as well as real-time updates throughout the actual week that show participation to generate likes and interest in attendance. If you have local partners coming to serve meals, post photos with thanks to them for providing the meal.



### **Media Relations**

- Garner more attention by sharing a **press release** with your media partners to announce the purpose of Hunger & Homelessness Awareness Week and the events you are hosting.
- **Radio & Television**  
In advance of Awareness Week, Brewer Direct can support you in securing interviews, paid spots and/or PSAs on radio and television to spread the word about your Mission's events. We can also help you reach out to local DJs and TV stations to encourage them to attend your events and feature footage or sound bites promoting your activities.



### **Volunteer Promotions**

One of the best ways to spread awareness is through word-of-mouth from volunteers because they're already dedicated ambassadors for your cause. Encourage them to invite others to participate during the week, and hold a special recognition event in their honor to thank them for their devotion.



### **Church Relations**

Flyers and bulletin inserts announcing Awareness Week can be made available to local church partners who are willing to help get the word out. These include a complete list of the week's activities and encouragement to participate.



## One Week = Exciting Opportunities Each Day

During Awareness Week, you have an incredible opportunity to reach out to your community and involve people in your mission. Each day is a chance to host a unique event to get people excited and engaged in the life-changing work you do.

Here is a short list of event ideas to maximize awareness and reach potential and current donors:

- Promote a day of prayer where people are encouraged to either visit your Mission for a prayer service in your chapel or set aside a time on their own to pray for your guests.
- Host a special dinner one evening where donors can sit down to eat with your guests and hear their stories firsthand.
- At each meal during Awareness Week, follow Hope Ministries' example and put out a sign that notes and thanks whoever is serving the meal that day. They also have a development staff member onsite when the meal servers/providers arrive to offer them tours.
- Conduct an open house where residents lead tours of the facility and share their experiences from before and during their time at the Mission.
- Feature a special event at your Thrift Store – such as a one-day sale with proceeds benefiting a specific program – with signage and promotions talking about the week's events.

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- Sponsor a Radiothon with a local station that educates listeners about the plight of their homeless neighbors and encourages them to make a gift to help change lives.
- Create a week-long Facebook event with daily photos and stories of current guests and program graduates.
- Invite the local Media to a special event to promote your Mission so they can gather short testimonies and quotes to educate the community.
- Partner with a nearby church to host a special chapel service with a few residents who are willing to speak about their transformation at the Mission.
- Host a fundraiser or competition with a fun, engaging theme related to the upcoming holiday season (such as a Thanksgiving table decorating contest or pie baking competition) with registration proceeds benefiting the Mission.
- Recognize your volunteers with an awards ceremony that celebrates their passion and commitment, and encourages them to bring friends and loved ones to the event.
- The opportunities are limitless – use your imagination to create events that work best for you!



## Timing Is Everything... Get Started Today!

However you decide to use Hunger & Homelessness Awareness Week to recruit more champions for your cause, **DON'T WAIT** until the week before to start planning. Let Brewer Direct help you create a strategic plan to engage and inspire your community now!

To learn more, please reach out to your Account Strategist today.

**Brewer**Direct

WHAT MATTERS MOST