



Event ideas

If you are looking to host an event this National Homelessness Week but are unsure what sort of event to create, some suggestions are below. The National Homelessness Week toolkit can give specific content ideas and will support your event to align with this year's theme. The toolkit will be live on SalvosCentral in July 2024.

If you require additional support working through your event details, contact the team at nationalhomelessnessstream@salvationarmy.org.au.

1. **Lunch and learn** - host a short workshop on a topic you feel confident to discuss related to homelessness. This works as a webinar, or in-person as a catered lunch or bring your own.
2. **Host a community lunch** - such as a barbeque - invite community members who are already connected to Homelessness services (past or present) and others who are not and take the opportunity to introduce the service and raise awareness on the issue of homelessness.
3. **Do a presentation** - ask to speak during a corps activity such as a workshop service or community group, share stories, talk about the issue of homelessness, or provide practical advice relevant to the demographic.
4. **Stalls in town centres, shopping centres, community halls the library or a local Salvos store** - hand out information about TSA homelessness service, information about the issue of homelessness, and other TSA services.
5. **Link in with other existing local events or awareness raising events** - host a stall or attend a campaign event, or activity.
6. **Host an event, such as an art show** - coordinate with other locations/groups for people experiencing homelessness, and/or using TSA homelessness services to paint or create something artistic then bring all the art together for an art show.
7. **Host a discussion panel**, or screening of a relevant film or documentary related to the issue of homelessness.

Event planning checklist

5 weeks out

- Read mySalvos Homelessness Week Toolkit to understand campaign messaging and what resources are available
- Create a project plan for Homelessness Week events, which shares roles and tasks across teams
- Collaborate with other streams/teams and invite them to be part of the day.
- Engage external partners, and if relevant identify local media spokesperson (team member or PR Secretary etc.). Make sure to block out team members' diaries for maximum availability
- Add Homelessness Week as a standing agenda item to team meetings and/or consider how you will communicate regularly with team members
- Order/obtain promotional material
- Start advertising event(s).



4 weeks out

- Speak to relevant State or National General Manager if you have questions about budget
- Secure dates, venues, and other arrangements
- All team members to start promoting event
- Organise Acknowledgment of Country or Welcome to Country
- Organise a local member to attend, if relevant (seek advice via your local PR Secretary – check with your State Manager if you are unsure)
- Consider other planning, for example, catering, banners, stall materials.

3 weeks out

- Work through WHS/risk management plans
- Confirm times and event details with other streams.
- Obtain promotional material and distribute to team members
- Promote, promote, promote!

2 weeks out

- Confirm the plan with the team so everyone is clear on their responsibilities
- Consider if there is anyone else you could collaborate with and get on board
- Complete any printing, if needed
- Create a list of where your team will be throughout Homelessness Week and how they are getting to the event (pool car etc.)
- Finalise other logistical plans, for example, catering
- Promote the event, follow up RSVPs.

1 week out

- Conduct a last-minute check – do you have all the material, business cards, promotional material and supplies you need?
- Print copies of the TSA Media Release Form
- Reconfirm times and event details with all relevant people
- Remember the messaging, landing page and call to action.
- Continue to promote the event during Homelessness Week/the event
- Take loads of high-resolution photos and have fun!
- Ask community members/guests/local media spokesperson for consent to use their quotes or photos on social media, Salvation Army websites or share with external media by signing a Media Release Form.

After the event

- Have a team debrief, discuss any next steps, and complete the event form found on the homelessness toolkit
- Write an evaluation report with learnings for next year.