

# World Homeless Day 2024

*Built for Zero media toolkit*

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## Background

As we approach World Homeless Day, we invite you to join our seven-day journey of reflection, action, and hope. Each day, we'll delve into key themes from the ["Until We're All Home" film series](#), showcasing the resilience, compassion, and commitment it takes to solve homelessness.

Our countdown leads to a [special screening of the Minneapolis episode "Keep showing up"](#) on World Homeless Day. This film highlights the work of social workers and community partners in Hennepin County, Minneapolis. Immediately after the premiere, join us for a [panel discussion](#) with the storytellers.

[Register for the screening and panel discussion.](#)

### WIN NEW SWAG

Every community that **participates in at least 3 days** of the the 7-day countdown will receive a **Homelessness Is Solvable** giveaway package, which includes an embroidered *Homelessness Is Solvable* beanie, a *Homelessness Is Solvable* belt bag, a *Homelessness Is Solvable* vintage motel keyring, and an enamel pin featuring an episode title from the "Until We're All Home" film series.

## Social Media 7-Day Countdown Actions & Posts

### Friday, October 4

6 days until World Homeless Day  
Theme: The power of community

### BFZ action

Reflect on the strength of your community. Share a post celebrating the efforts of social workers, partner organizations, and everyone making a difference.


Invite your followers to attend the live screening and panel discussion of “Keep showing up” on World Homeless Day to see the efforts in Hennepin — a fellow Built for Zero community.










### Editable graphics

[Canva link](#)


[Google Drive link](#)

### Social copy

Facebook/Instagram/LinkedIn	X	Graphic
<p>☀️ As we count down to #WorldHomelessDay on October 10, we celebrate the dedicated individuals building a future where homelessness is rare and brief. A heartfelt thank you to the <b>[ORG NAME]</b> team, social workers, partner organizations, and neighbors working tirelessly to make this vision a reality.</p> <p>Join us for the next seven days as we highlight the resilience, compassion, and dedication of those working to solve homelessness.</p>	<p>☀️ Counting down to #WorldHomelessDay on Oct 10! We're celebrating those building a future where homelessness is rare &amp; brief. Huge thanks to <b>[ORG NAME]</b> staff members, social workers, partners, &amp; neighbors making this vision a reality.</p> <p>#HomelessnessIsSolvable #KeepShowingUp</p>	

<p>#HomelessnessIsSolvable #KeepShowingUp</p>		<p>Download <a href="#">Canva</a> or <a href="#">Google Drive</a></p>
<p>Continue this celebration with us on #WorldHomelessDay for a special screening of "Keep showing up," which features the amazing work of the team working to end homelessness in Hennepin County, Minnesota, a fellow Built for Zero community.</p> <p> RSVP to the screening now! <a href="https://bit.ly/3BwKXJq">https://bit.ly/3BwKXJq</a> #KeepShowingUp #HomelessnessIsSolvable</p>	<p>Join us on #WorldHomelessDay for a special screening of "Keep showing up," showcasing the work of a fellow Built for Zero community world to end homelessness.</p> <p> RSVP now! <a href="https://bit.ly/3BwKXJq">https://bit.ly/3BwKXJq</a> #KeepShowingUp #HomelessnessIsSolvable</p>	 <p>Download <a href="#">Canva</a> or <a href="#">Google Drive</a></p>
<p> 6 Days to #WorldHomelessDay! </p> <p>As we count down to October 10, we celebrate the individuals building a future where homelessness is rare and brief. A heartfelt thank you to the <b>[ORG NAME]</b> team, social workers, partner organizations, and neighbors for their tireless dedication.</p> <p>Join us in the coming days as we share stories of resilience, compassion, and dedication — all leading to our special screening of "Keep showing up," on October 10, which features a fellow community in the Built for Zero movement.</p>	<p> 6 Days to #WorldHomelessDay! </p> <p>We're celebrating the individuals making homelessness rare &amp; brief.</p> <p>Join us as we share stories of resilience leading up to our "Keep showing up" screening on Oct 10!</p> <p> RSVP: <a href="https://bit.ly/3BwKXJq">https://bit.ly/3BwKXJq</a> #KeepShowingUp #HomelessnessIsSolvable</p>	 <p>Download <a href="#">Canva</a> or <a href="#">Google Drive</a></p>



 RSVP to the screening now! <https://bit.ly/3BwkXJq>

#KeepShowingUp #HomelessnessIsSolvable

## Saturday, October 5

5 days until World Homeless Day  
Theme: Resilience in the face of adversity

### BFZ action



Share a personal reflection or a quote from a team member about what inspires them to continue this challenging but rewarding work.









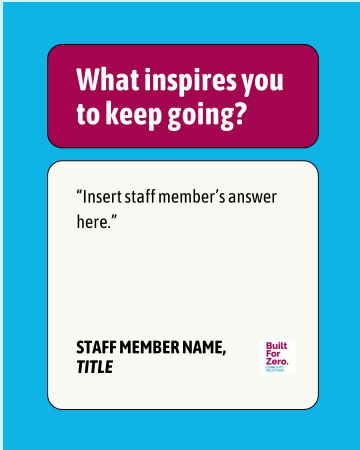
### Editable graphics

[Canva link](#)

[Google Drive link](#)

### Social copy

Facebook/Instagram/LinkedIn	X	Graphic
<p>💬 What Inspires You to Keep Going? 💬</p> <p>We asked <b>[STAFF MEMBER NAME AND TITLE]</b> this question. Here's what they had to say:</p> <p>#HomelessnessIsSolvable #KeepShowingUp</p>	<p>💬 What Inspires You to Keep Going? 💬</p> <p>We asked <b>[STAFF MEMBER NAME AND TITLE]</b> this question. Here's what they had to say:</p> <p>#HomelessnessIsSolvable #KeepShowingUp</p>	 <p>Download <a href="#">Canva</a> or <a href="#">Google Drive</a></p>
<p>Today, we reflect on the dedication of those working tirelessly to end homelessness. For us, it's about never giving up — because every person deserves a home. What keeps us going? The stories of resilience we see every day in our communities.</p> <p>Join us for the next six days as we countdown to #WorldHomelessDay and highlight the resilience, compassion, and dedication of the movement.</p> <p>#HomelessnessIsSolvable #KeepShowingUp</p>	<p>Today, we reflect on the dedication of those working to solve homelessness. For us, it's about never giving up — because everyone deserves a home.</p> <p>Join us for the next 6 days as we countdown to #WorldHomelessDay, highlighting the resilience and compassion in the movement.</p> <p>#HomelessnessIsSolvable #KeepShowingUp</p>	 <p>Download <a href="#">Canva</a> or <a href="#">Google Drive</a></p>

<p>Join us for a film screening on 10/10, #WorldHomelessDay to hear what inspires team members in Hennepin County, Minneapolis, a fellow Built for Zero communities making strides in ending chronic homelessness.</p> <p> <b>17</b> RSVP to the screening &amp; post-film panel discussion now!  <a href="https://bit.ly/3BwKXJq">https://bit.ly/3BwKXJq</a></p> <p>#KeepShowingUp #HomelessnessIsSolvable</p>	<p>Join us for a film screening on 10/10, #WorldHomelessDay to hear what inspires team members in a fellow Built for Zero community making strides in ending chronic homelessness.</p> <p> <b>17</b> RSVP to the screening now!  <a href="https://bit.ly/3BwKXJq">https://bit.ly/3BwKXJq</a></p> <p>#KeepShowingUp #HomelessnessIsSolvable</p>	 <p>Download <a href="#">Canva</a> or <a href="#">Google Drive</a></p>
<p> What Inspires You to Keep Going? </p> <p>With just 5 days to #WorldHomelessDay, we asked <b>[STAFF MEMBER NAME AND TITLE]</b> what inspires them to continue this challenging yet rewarding work. Here's what they had to say:</p> <p><b>"[Insert Quote]"</b></p> <p>Let's keep celebrating the people driving change. Be part of the movement by joining us on October 10 for the screening of "Keep showing up," showcasing how a fellow Built for Zero community is making strides in ending chronic homelessness.</p>	<p> What Inspires You to Keep Going? </p> <p>With 5 days to #WorldHomelessDay, we asked <b>[STAFF NAME]</b> what motivates them:</p> <p><b>"[Insert Quote]"</b></p> <p>Let's celebrate those driving change. Join us on Oct 10 for "Keep showing up," showcasing a Built for Zero community ending chronic homelessness.</p> <p> <b>17</b> RSVP now! <a href="https://bit.ly/3BwKXJq">https://bit.ly/3BwKXJq</a></p> <p>#KeepShowingUp</p>	 <p>Download <a href="#">Canva</a> or <a href="#">Google Drive</a></p>

 RSVP now! <https://bit.ly/3BwKXJq>

#HomelessnessIsSolvable #KeepShowingUp

## Sunday, October 6

4 days until World Homeless Day  
Theme: The role of lived experience

### BFZ action

Share a story from your community about how someone with lived experience has influenced your work, or detail your organization's commitment to integrating these essential voices into your operations.

### Editable graphics


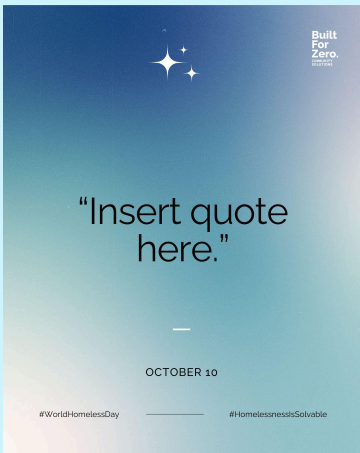
[Canva link](#)

### Social copy


Facebook/Instagram/LinkedIn

X

Graphic

<p>Our work is deeply influenced by those who have experienced homelessness firsthand. Today, on our countdown to #WorldHomelessDay, we honor their voices, which shape our path forward. When we listen, we learn — and that makes all the difference in creating lasting solutions. #KeepShowingUp #HomelessnessIsSolvable</p>	<p>Our work is guided by the firsthand experiences of those who've faced homelessness. As we approach #WorldHomelessDay, we honor their voices that shape our journey. Listening leads to learning and lasting change. #KeepShowingUp #HomelessnessIsSolvable</p>	 <p>Download <a href="#">Canva</a> or <a href="#">Google Drive</a></p>
<p>Today, on our countdown to #WorldHomelessDay, we honor the voices of lived experience of homelessness, which shape our path forward. When we listen, we learn — and that makes all the difference in creating lasting solutions.</p> <p><b>[OPTIONAL: include a story or quote from someone with lived experience whom your community has worked with]</b></p> <p><b>[OPTIONAL: share how your community is incorporating lived experience]</b></p> <p>#KeepShowingUp #HomelessnessIsSolvable</p>	<p>Counting down to #WorldHomelessDay, we honor voices with lived experience of homelessness—they guide our progress. ✨ [Include a story or quote] #KeepShowingUp #HomelessnessIsSolvable</p>	 <p>Download <a href="#">Canva</a> or <a href="#">Google Drive</a></p>

We're four days out from #WorldHomelessDay. Don't miss your spot to join us for a film screening of "Keep showing up." Get inspired by a Built for Zero community like ours working to solve chronic homelessness.

 RSVP to the screening now! <https://bit.ly/3BwKXJq>  
#KeepShowingUp #HomelessnessIsSolvable


Just 4 days until #WorldHomelessDay! 🧑🏿 Join us for a screening of "Keep Showing Up" to see how a Built for Zero community like ours is tackling chronic homelessness. RSVP now! <https://bit.ly/3BwKXJq>  
#KeepShowingUp #HomelessnessIsSolvable




Download [Canva](#) or [Google Drive](#)

As we continue counting down to #WorldHomelessDay, we recognize that those who've experienced homelessness firsthand are critical to shaping lasting solutions. Their voices guide our work and inspire action.

Today, we honor their stories. Join us on October 10 for a special screening of "Keep showing up," a film featuring a Built for Zero community dedicated to ending homelessness.

 RSVP today! <https://bit.ly/3BwKXJq>  
#KeepShowingUp #HomelessnessIsSolvable

As #WorldHomelessDay approaches, we invite you to join us on Oct 10 for a screening of "Keep showing up," showcasing a Built for Zero community's efforts to solve homelessness.  RSVP now! <https://bit.ly/3BwKXJq> #KeepShowingUp #HomelessnessIsSolvable



Download [Canva](#) or [Google Drive](#)

## Editable graphics

[Canva link](#)

## Monday, October 7

3 days until World Homeless Day

Theme: The power of knowing people's names

### BFZ action

Explain why knowing people's names is critical in your efforts to solve homelessness. If your organization maintains a public data dashboard or has made significant strides in compiling quality by-name data, share these resources today.

### Editable graphics

[Canva link](#)


[Google Drive link](#)

### Social copy

Facebook/Instagram/LinkedIn

X

Graphic


 As we approach #WorldHomelessDay, we're reminded that behind every statistic is a person with a name and a story. In Built for Zero communities, we use real-time, by-name data to understand who is experiencing homelessness, what their individual needs are, and provide solutions accordingly.

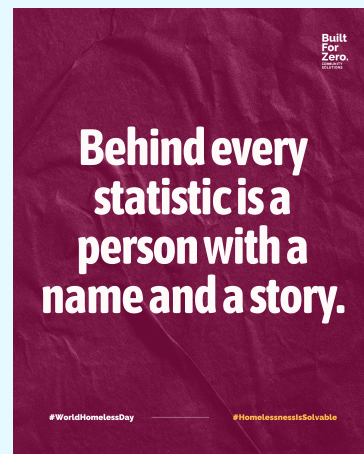
[If your community has a public-facing dashboard, or reports by-name data publicly, share that here.]

Join us on October 10 for the screening of "Keep showing up" to see how a fellow Built for Zero community is leveraging data and compassion to change lives.



 17 RSVP here: <https://bit.ly/3BwKXJq>



#HomelessnessIsSolvable #KeepShowingUp

 As #WorldHomelessDay nears, we're reminded that behind every statistic is a person with a name and a story. Built for Zero communities like ours use real-time, by-name data to understand who is experiencing homelessness and provide tailored solutions. #HomelessnessIsSolvable



Download [Canva](#) or [Google Drive](#)

 Join us on October 10 for the screening of "Keep showing up" to see how a Built for Zero community is using data and compassion to change lives.  17 RSVP: <https://bit.ly/3BwKXJq> #KeepShowingUp #HomelessnessIsSolvable

 Join us on October 10 for the screening of "Keep showing up" to see how a Built for Zero community is using data and compassion to change lives.  17 RSVP: <https://bit.ly/3BwKXJq> #KeepShowingUp #HomelessnessIsSolvable





Download [Canva](#) or [Google Drive](#)

## Tuesday, October 8

2 days until World Homeless Day  
Theme: Progress in reducing homelessness

### BFZ action

Highlight the innovative methods and successes your city has seen in reducing homelessness. Share stories, data, or testimonials that illustrate these achievements.

### Editable graphics

[Canva link](#)

[Google Drive link](#)

### Social copy

Facebook/Instagram/LinkedIn

X


Graphic

With just 2 days to #WorldHomelessDay, we're highlighting the innovative solutions that have helped Built for Zero communities like ours address homelessness. We are building a future where everyone has a place to call home.

See some of these solutions in action at the screening of "Keep showing up" on October 10.

 RSVP today! <https://bit.ly/3BwKXJq>

#HomelessnessIsSolvable #KeepShowingUp

Just 2 days to #WorldHomelessDay! 🌟 We're highlighting the innovative solutions that have helped Built for Zero communities like ours address homelessness. 🏠 See our progress at the "Keep showing Up" screening on Oct 10.  RSVP: <https://bit.ly/3BwKXJq> #HomelessnessIsSolvable #KeepShowingUp



Download [Canva](#) or [Google Drive](#)

With just 2 days to #WorldHomelessDay, we're highlighting the solutions that have helped our community address homelessness.

[Share any reduction data, collaboration stories, or testimonials]

See some of these solutions in action at the screening of "Keep showing up" on October 10.

 RSVP today! <https://bit.ly/3BwKXJq>

#HomelessnessIsSolvable #KeepShowingUp

With just 2 days to #WorldHomelessDay, we're highlighting the solutions that have helped our community address homelessness.

[Share any reduction data, collaboration stories, or testimonials]

#HomelessnessIsSolvable #KeepShowingUp



Download [Canva](#) or [Google Drive](#)

## Wednesday, October 9

1 day until World Homeless Day  
Theme: Housing and Housing Affordability

### BFZ action

Highlight any recent advancements in housing development within your community or share regional insights from the [NLIHC Out of Reach report](#) to emphasize the current state of housing affordability.

### Editable graphics

[Canva link](#)

[Google Drive link](#)

### Social copy

Facebook/Instagram/LinkedIn

X

Graphic

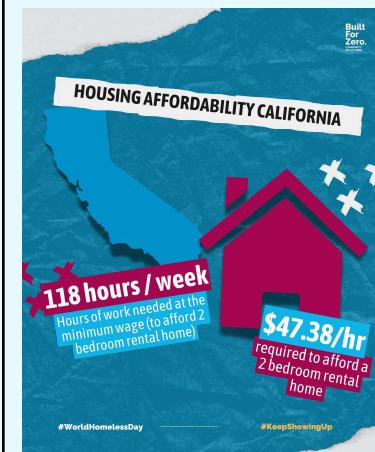
Tomorrow is #WorldHomelessDay! As we prepare for the big day, we're reminded that there is still a lot of work that must be done to solve homelessness. Did you know that in **[state name]**, it costs **[refer to NLIHC Out of Reach report]** to rent a two-bedroom apartment?

Here's how our community is working to address homelessness and housing affordability. **[Share high-level details]**

Don't miss tomorrow's screening of "Keep showing up," where a fellow Built for Zero community's efforts to end homelessness will be showcased.

 RSVP now: <https://bit.ly/3BwKXJq>  
#HomelessnessIsSolvable #KeepShowingUp


Tomorrow is #WorldHomelessDay! Did you know in **[state name]** a two-bedroom costs **[refer to NLIHC Out of Reach report]**? See how we're addressing homelessness & housing affordability. 🏠 Don't miss the "Keep showing up" screening, highlighting a Built for Zero community's efforts. <https://bit.ly/3BwKXJq>  
#HomelessnessIsSolvable #KeepShowingUp



Download [Canva](#) or [Google Drive](#)  
**TIP: Adjust to your state!**

Tomorrow is #WorldHomelessDay! As we prepare for the big day, we reflect on the progress we've made in addressing homelessness and creating more accessible housing solutions.

Help us celebrate another @BuiltForZero community that's doing the same. Join us for a live screening and panel discussion of the short film "Keep showing up," where Hennepin County's efforts to end homelessness will be showcased.

Tomorrow is #WorldHomelessDay! 🌍 Reflecting on our strides in tackling homelessness & enhancing housing solutions. Celebrate with us at the live screening & panel of "Keep showing up," featuring a BFZ community.  RSVP: <https://bit.ly/3BwKXJq>  
#HomelessnessIsSolvable #KeepShowingUp



 17 RSVP now: <https://bit.ly/3BwKXJq>  
#HomelessnessIsSolvable #KeepShowingUp

Download [Canva](#) or  
[Google Drive](#)

## Thursday, October 10

*World Homeless Day!*

### **BFZ action**

Join the screening of “Keep showing up” and invite your followers to the same.

Share a general World Homeless Day post reflecting your commitment to solving homelessness as part of the Built for Zero movement. Discuss how themes from the Minneapolis film resonate within your community and how you are applying similar strategies.

### **Editable graphics**

[Canva link](#)


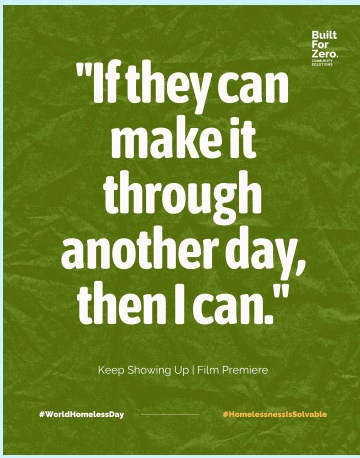
[Google Drive link](#)

### **Social copy**

Facebook/Instagram/LinkedIn

X

Graphic

<p><b>**Pre-screening**</b></p> <p>👥 Today's the Day! 🎬 It's #WorldHomelessDay! Join us in celebrating the people and communities proving that homelessness is solvable.</p> <p>Today, we're inviting you to attend a special screening of "Keep showing up," featuring the powerful work of a fellow Built for Zero community in their journey to end homelessness.</p> <p>📅 July 17 RSVP now: <a href="https://bit.ly/3BwKXJq">https://bit.ly/3BwKXJq</a> #HomelessnessIsSolvable #KeepShowingUp</p>	<p><b>**Pre-screening**</b></p> <p>👥 Today's the Day! 🎬 It's #WorldHomelessDay! Join us in celebrating the people and communities proving that homelessness is solvable by joining a screening of "Keep showing up." <a href="https://bit.ly/3BwKXJq">https://bit.ly/3BwKXJq</a> #HomelessnessIsSolvable #KeepShowingUp</p>	 <p>Download <a href="#">Canva</a> or <a href="#">Google Drive</a></p>
<p><b>**Pre-screening**</b></p> <p>💡 "If they can make it through another day, then I can." Thanita's dedication in Minneapolis is a powerful reminder that we can all make a difference.</p> <p>Watch an exclusive #WorldHomelessDay film screening about a fellow Built for Zero community in #KeepShowingUp and see why #HomelessnessIsSolvable.</p> <p>📅 July 17 RSVP now: <a href="https://bit.ly/3BwKXJq">https://bit.ly/3BwKXJq</a></p>	<p><b>**Pre-screening**</b></p> <p>💡 "If they can make it through another day, then I can." Watch an exclusive #WorldHomelessDay film screening about a fellow Built for Zero community in #KeepShowingUp and see why #HomelessnessIsSolvable.</p> <p>📅 July 17 RSVP now: <a href="https://bit.ly/3BwKXJq">https://bit.ly/3BwKXJq</a></p>	 <p>Download <a href="#">Canva</a> or <a href="#">Google Drive</a></p>

**\*\*Post-screening\*\***

Just watched #KeepShowingUp, and it's a powerful reminder of the impact comprehensive strategies and community efforts can have on ending homelessness. 🏠 We're proud to be part of the 100+ @BuiltForZero communities working to solve homelessness. ✨ #HomelessnessIsSolvable #WorldHomelessDay

**\*\*Post-screening\*\***

Just watched #KeepShowingUp, and it's a powerful reminder of the impact comprehensive strategies and community efforts can have on ending homelessness. 🏠 We're proud to be part of the movement to solve homelessness. ✨ #HomelessnessIsSolvable #WorldHomelessDay



Download [Canva](#) or [Google Drive](#)

**\*\*Post-screening\*\***

🏠 What does it take to make homelessness rare and brief? "Keep showing up" offers a deep dive into the @BuiltForZero approaches that are turning the tide on homelessness in the U.S. Now streaming, see firsthand the innovation and perseverance of a Built for Zero communities like ours. TRAILER: <https://bit.ly/4g668St> #HomelessnessIsSolvable #WorldHomelessDay

**\*\*Post-screening\*\***

🏠 Discover how to make homelessness rare & brief. Watch "Keep Showing Up" — a close look at @BuiltForZero's effective strategies. Now streaming! 🎬 TRAILER: <https://bit.ly/4g668St> #HomelessnessIsSolvable #WorldHomelessDay



Download [Canva](#) or [Google Drive](#)

# External Media

## Press Release Template

To raise awareness for World Homeless Day on October 10, we invite and encourage you to amplify the progress in your communities. We've provided a [press release template](#) where you can share milestones and achievements from the past year as well as quotes from your organization. You can make a copy of the [press release template](#) or use the text below.

If your organization plans to issue its own press release and would like to include a quote from a Community Solutions spokesperson, please share the press release with us in advance to [lbarnes@community.solutions](mailto:lbarnes@community.solutions).

- - -

### On World Homeless Day, [CITY/COUNTY] Marks Progress Toward Ending Homelessness

[CITY, STATE] (October 10) -- Today, [COC/LEADING ORGANIZATION] marked World Homeless Day by detailing the progress that [CITY/COUNTY] has made toward ending homelessness as part of the [Built for Zero](#) initiative, led by national nonprofit Community Solutions.

"On World Homeless Day, we recognize these milestones and acknowledge the challenging journey ahead," said Beth Sandor, chief program officer at Community Solutions. "With a data-driven, human-centered approach, we can transform our support systems and turn our vision for ending homelessness into a reality."

Since [CITY/COUNTY] joined Built for Zero in [YEAR], they have achieved several milestones:

- ## people were housed.
- Reduced homelessness among [veterans/people experiencing chronic homelessness/single adults/youth/families] by ##% from [TIME FRAME], down from ## to ## people.



- Recorded [quality, by-name data](#) on every [\[person/veteran/single adult/youth/family\]](#) experiencing [\[homelessness/chronic homelessness\]](#). This data enables [\[CITY/COUNTY\]](#) to track whether homelessness is declining or increasing from month to month.
- [\[ADDITIONAL BULLET POINTS WITH OTHER HIGHLIGHTS\]](#)

Built for Zero is a movement and [methodology](#) of 150 communities, including [\[CITY/COUNTY\]](#), committed to using data to measurably and equitably end homelessness for entire populations. [\[CITY/COUNTY\]](#) works to achieve and sustain "[functional zero](#)," a measurable milestone in which the number of people entering homelessness is fewer than the number of people a community can house in a given month.

["\[QUOTE\]"](#), said [\[NAME\]](#), [\[TITLE\]](#) at [\[COC/LEADING ORGANIZATION\]](#). ["\[QUOTE\]"](#).

###

**Community Solutions** is a nonprofit committed to creating a lasting end to homelessness that leaves no one behind. It leads Built for Zero, a movement of more than 150 communities working to measurably and equitably end homelessness. Using a data-driven methodology, these communities have changed how local systems work and the impact they can achieve. To date, 14 communities have reached a milestone known as functional zero, a milestone for ending homelessness for a population. Learn more at [www.community.solutions](http://www.community.solutions) or follow us at [@CmtySolutions](https://twitter.com/CmtySolutions).

**About [\[COC/LEADING ORGANIZATION\]](#)**  
[\[COC/LEADING ORGANIZATION BOILERPLATE\]](#)

#### **MEDIA CONTACTS:**

[\[LOCAL NAME AND CONTACT\]](#)

Community Solutions: Lauren Barnes, [lbarnes@community.solutions](mailto:lbarnes@community.solutions)

## **Email Pitch Template**

Good afternoon, [\[NAME\]](#),

I know you cover [\[insert news beat here, homelessness, general news, etc.\]](#), and so I wanted to reach out to you about World Homeless Day on October 10. I'm with [\[Insert Organization and blurb about your work on homelessness\]](#).

I've attached a press release, also copied below my signature, that has details on our progress to solve homelessness in [region].

Is this something you are interested in setting up an interview for? [INSERT names and titles of who is available for interviews] would be happy to talk to you about our work to reduce and solve homelessness.

I'm excited to hear from you.

Best,

[email signature]

Copy the press release below the signature. Not every reporter can open attachments or links.

## Tips for pitching to local media

1. Build list of local media contacts that include general news reporters, homelessness reporters and housing reporters. Include newspapers, online news outlets, radio stations and broadcast outlets. If you need help building a media list, please email lbarnes@community.solutions.
2. Send email pitches to each reporter. If you are able to, embargo pitch media between October 4-6, so they can set up interviews ahead of the 10. If not, sending it out on the 10th is also great. You can use the template language above. If you want to draft your own pitch, it should include:
  - a. Personal intro
  - b. Succinct pitch with story details
  - c. Who is available for interviews
  - d. Specific ask to run the press release or cover the story
3. Follow up with reporters who haven't responded within two business days (can be by email or phone)
4. Schedule interviews as needed
5. Prep interviewees
  - a. [Here is an example of a reporter brief and talking points document](#)
  - b. [Here is a reporter brief template](#)
  - c. [Here are media tips and best practices](#)

6. Follow up with the reporter after the story (this is a great opportunity to restate the main messages, clarify anything from the interview, follow up on story timing, etc.)
7. Share the news story on your other communication platforms (social media outlets, newsletters, websites, etc.)

If you want to learn more about how to build an earned media strategy, different types of media interviews and how to do outreach to reporters, [please visit this resource](#).

## Community examples

Is your community planning anything for World Homelessness Week? Let us know! We'd love to amplify your work. Reach out to Katie Stasa at [kstasa@community.solutions](mailto:kstasa@community.solutions).

 Get ready for World Homeless Day with a 7-day countdown!

### Save the date

October 4-9: The countdown begins. Use this social media toolkit to highlight the work your community is doing to solve homelessness.

October 10: World Homeless Day!

- 1:00 p.m. ET | 10 a.m. PT: Attend the film premiere of "Keep showing up," featuring Hennepin County's work to solve chronic homelessness. Join us immediately after the premiere for a panel discussion on YouTube Live with the storyteller. [Save your spot.](#)
- 2:00 p.m. ET | 11 a.m. PT: Join us for a Twitter storm as we pool our collective voices to get #HomelessnessIsSolvable and #WorldHomelessDay trending.

🌟 **Bonus!** 🌟 Every community that participates in at least 3 days of the countdown will receive a Homelessness Is Solvable giveaway package.

