🏗️ Activity: Build the Campaign!

Purpose: Teams work together to create a practical National Homeless Youth Awareness Month campaign that increases awareness, identification, and community support.

🔨 Step 1: DESIGNING THE PLAN — *"Lay the Foundation"*

Identify the key pieces needed to launch a successful campaign.

Ask:

- Who needs to be at the table?
- Who is our audience?
- What is the **one message** we want our community to hear?
- What awareness activities could we do during November?
- How can students have a voice in the campaign?

Team Challenge: Choose **2 campaign activities** you could realistically implement.

Examples:

- School Board Proclamation
- Social media awareness campaign
- Student-led awareness activity
- Community resource fair
- Staff awareness challenge
- "Did You Know?" campaign
- Local business/community partner spotlight

🦺 Step 2: ESTABLISHING SUPPORTS — *"Build the Structure"*

Identify the people and resources needed to make your campaign successful.

Sort potential partners into:

🏫 **School-Based Partners**
Counselors • Administrators • Teachers • School Board • Students • Social Workers

🏘️ **Community Partners**
Businesses • Nonprofits • Faith-based organizations • Food providers • Housing organizations • Healthcare providers

📣 **Awareness Partners**
Media • Chambers of Commerce • Elected Officials • Community Leaders • Student Organizations

Team Challenge: Identify:

- **2 Partners Already in Your Network**
- **1 New Partner You Want to Connect With**
- **1 Thing You Need from Each Partner**

🚧 **Step 3: GETTING STARTED — *"Break Ground!"***

Now turn the ideas into action.

Complete the template with the following information:

OUR NOVEMBER CAMPAIGN

- **Campaign Name**
- **Our Big Message**
- **First Action**
- **Who Will Lead It?**
- **Community Partner(s)**
- **Student Voice/Role**
- **Start Date**

🏗️ **The Final Challenge: "What Will You Build?"**

Each group has **1 minute to pitch their campaign** to the room.

Your pitch must answer:

What are you going to build, who are you building it with, and how will it help more students experiencing homelessness get identified and supported?