



The European End Street Homelessness Campaign

Campaign Launch Checklist

Early Planning Phase

- ☐ Recruit a campaign leadership team.
- ☐ Hold a planning meeting with leadership team.
- ☐ Identify target date for Registry Week/launch – first campaign action.
- ☐ Begin search for project manager to support your Registry Week/launch team.

10 weeks prior to Registry Week

- ☐ Convene campaign leadership team and create task forces to divide up the work. Templates for task forces and information on who should be on your team are available in [Building a strong local team](#).
- ☐ Plan the scope and strategy behind your survey. What impact do you want to achieve with your campaign (e.g. reduce rough sleeping, highlight gaps in services)? Who and where do you want to survey (rough sleepers across the entire city? In certain urban or rural areas? Any focus on specific sub populations like youth?)? Where are they or where are they likely to be? Estimate how many people you are likely to interview. Consider engaging or consulting homeless people. They can help you identify other places to survey and understand when and how to most effectively engage those who are sleeping on the streets (see [Logistics](#)).
- ☐ Design communications and campaigns strategy (see '[How to design your communications and campaigns strategy](#)' in [Communications](#)).
- ☐ Set up meetings with key elected officials to secure their support for the project. Show them the inspiring videos! ([20,000 Homes Campaign Video](#), [100,000 Homes Campaign Video](#)).
- ☐ Create Facebook and Twitter accounts for the work (see [Communications](#)).
- ☐ If you are going to be using the VI-SPDAT survey as your common assessment tool, hold discussions about any local modifications to the VI-SPDAT (like adding questions). Please note - if you intend to use the VI-SPDAT as an active member of the European End Street Homelessness Campaign, no scored questions can be changed (see [Surveys, data analysis and reports](#)).
- ☐ If you are using the VI-SPDAT, decide whether you will be using your own data system for input and analysis or let us know if you would like to find out more

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about some simple systems others have used. Please let us know if you think you might need training or advice in this area.

- ☐ Assemble media contact list with the names, email and phone numbers of media who cover homelessness plus the assignment editors.
- ☐ Decide whether or not to have branded t-shirts or jackets made for staff and volunteers to wear during your Registry Week.
- ☐ Complete initial budget for Registry Week actions (see [Logistics](#)).
- ☐ Modify [Sponsorship Request Letter](#) (see [Logistics](#)) to solicit support.
- ☐ Consider how or whether to get local businesses on board. They may provide volunteers or in-kind support such as food and drink for your Registry Week.

8 weeks prior

- ☐ Make a plan for the data system you are going to use, and allow time if you are building your own system (see [7.14 Creating a Google-based Data System](#)).
- ☐ Design volunteer recruitment flyer (see [Volunteers - planning, recruitment and training](#)).
- ☐ Create a volunteer sign-up form to capture volunteer information.
- ☐ Meet with community leaders to recruit volunteers.
- ☐ Review [Sample Consent Form](#) allowing VI-SPDAT results to be shared with partner organisations, with headline anonymised results to be shared with BSHF (see [Survey packs](#)).
- ☐ Decide geographical area for surveying during Registry Week (see [Maps guidance](#)).
- ☐ Decide whether or not to survey in institutions (hospitals, prisons, emergency shelter, detox beds).
- ☐ If you have decided to make t-shirts or jackets, design them.
- ☐ Assign an agency to be the “keeper of the registry” for the community.
- ☐ Begin thinking about where you would be able to house the people you will survey. Is there housing available with local agencies? Can you recruit new landlords? Can you find support from new partners like the health authorities?
- ☐ Advocate for housing providers and landlords with existing units to prioritise/accept into their units the most long-term and vulnerable as found by the VI-SPDAT or whatever common assessment tool your community is using to understand people’s needs and prioritise them for appropriate housing.
- ☐ Connect with landlord groups to ask landlords how they might be able to participate – examples include waiving application requirements, discounting

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rents, accepting benefits, providing rent supplements or other housing subsidies, or promoting volunteer participation in registry week.

4 weeks prior

- ☐ Decide which geographical areas and facilities to survey (see [Logistics](#)) and populate matrix with hot spots, number of people to survey, number of teams needed.
- ☐ Identify how many team leaders you can count on to lead volunteer teams.
- ☐ Divide geographical area and facilities into the number of team leaders you have – this is how many teams you'll have!
- ☐ Secure early commitments for mainstream housing resources (see [Understanding housing and homelessness in your neighbourhood](#)).
- ☐ Secure early commitments from existing housing providers to accept people into vacancies as they become available (see [Understanding housing and homelessness in your neighbourhood](#)).
- ☐ Identify potential sources of housing and support for people.

3 weeks prior

- ☐ Secure a facility for your Registry Week Headquarters.
- ☐ Secure a facility for training volunteers and team leaders.
- ☐ Secure a facility for data-entry (Computer training lab is ideal. Some cities have based the data-entry team at their Registry Week HQ to bring everyone involved together in one place, and create a sense of common purpose).
- ☐ Secure a facility for Community Debrief.
- ☐ Communicate with volunteers about training details.
- ☐ Recruit more volunteers or finalise volunteer list if you have enough signed up.
- ☐ Order t-shirts/jackets for volunteers (if applicable).
- ☐ Finalise organisations to be included in the [Sample Consent Form](#) (see [Survey packs](#)).
- ☐ Consider any issues or actions relating to the police or other authorities if necessary. There can be issues in cities or countries where police regularly move rough sleepers on or where sleeping on the streets is illegal. Depending on your city, the police can be helpful when holding a registry week, and you may be required by local laws to notify them of public events and actions in any case.

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- ☐ Order vouchers or arrange any other incentives you have agreed on to hand out to people who agree to participate in the survey.
- ☐ Coordinate with elected officials and other VIPs for participation in the Registry Week. This may be to ask them to speak at the training sessions for volunteers, to volunteer themselves for the survey, or to speak at the Community Debrief.

2 weeks prior

- ☐ Coordinate with your communications teams and send out a press release (see [Communications](#)).
- ☐ Decide whether to inform people experiencing homelessness of the Registry Week and if necessary, ask outreach teams to inform people on streets that the survey will be happening soon, share a flyer describing the survey (see [Communications](#)), and encourage them to participate.
- ☐ Hold a leadership team meeting to review progress, answer questions and discuss any lingering details.
- ☐ Finalise date/time/place for the Community Debrief on Thursday or Friday of registry week.

1 week prior

- ☐ Send out second press release.
- ☐ Purchase supplies.
- ☐ Print all documents in [Survey packs](#).
- ☐ Assemble team leader boxes and folders.
- ☐ Walk-through of training site and volunteer assembly site.
- ☐ Deliver volunteer survey training and data entry training.
- ☐ Deliver team leader training.