



Poverty and Homelessness Action Week is organised by Church Action on Poverty, Scottish Churches Housing Action and Housing Justice and runs from 28 January to 5 February 2012. Together we can challenge prejudice, enable excluded people to live full lives, and build a fairer world.

In the run-up to Poverty & Homelessness Action Week 2012, we'll be sending out an e-newsletter once a month, with updates and reports about this year's theme, 'Breaking Barriers'. Welcome to the first edition!

## Get your free resources

Action Week wouldn't be the same without the resources that equip you to organise your event. If you haven't found out yet through the grapevine or via a visit to the website, all resources are now there, ready to download, in full colour – and for FREE!

[Click here to download your resources now!](#)

## Organise your event

Quickly check out the resources to find the bits that most appeal to you - then decide on a type of event and organise it...

### Getting started

Using one of the resources, or just one bit of a resource at a church service, is how simple it can be to run an event. Just using our press release template to tell your local paper(s) that your group is making a stand against poverty & homelessness and/or benefit caps will, with very little effort, raise awareness of the issues in your locality. It will put your group on the map, and quite literally so: as we process registrations of events, these appear automatically on the online map of events.

- [Put your activity on the map here!](#)
- **For tips on how to put together a press release, the internet is teeming with sites giving guidance – [here is one](#), to get you started! We've also got a [model press release for you to use](#).**

A slightly more challenging format could be a cup of tea day at your church or community centre, and which would include a debate with a friendly MP or Councillor as the main speaker – there could be a panel, to include representatives from local charities (day centres, night shelters, outreach workers). To promote – and possibly complement – your event, again, your local paper, but also the local radio station, would be great platforms. You now have two full months to start a negotiation with a local radio station on doing something together during Action Week. Getting on board someone who writes about poverty/homelessness would be a good asset as well...

Find contact details for your [local MP here](#) and [councillors here](#).

## **Networking**

Mutual help and working in partnership – have you thought of these?

One neat way to decide on the format of your event is to find out what previous events elsewhere have been about and, possibly, contacting organisers for advice and/or partnerships. To do that, just take a look at the [online map](#) for last year's Action Week. Click any pin on the map, and a bubble will pop up, giving details of the event, including contact details.

If you want to pick someone's brains for ideas, why not contact any of last year's organisers? Who knows, you might even run something in partnership! (Events are also listed by town, alphabetically, in the left-hand side column).

## **Social networks**

We're told there's no thorough networking these days without getting on Twitter and Facebook, and there is no denying these platforms are powerful media for networking, mutual support and making things happen.

Action Week is present on both [Facebook](#) and [Twitter](#).

Twitter is quirky rather than hard. Among the bits to get your head around is the so-called hashtag. This is a Twitter device whereby you turn your key subject into a format such that it gets picked up by anyone interested in it.

**In the case of Poverty & Homelessness Action Week, we've created one called #phaw12. When you tweet about PHAW, just quote it.**

So, there you are: you're not alone and there is huge expertise and goodwill out there, waiting for you to tap into. Have a go at contacting a previous organiser and/or post on [our Facebook page](#) and just ask!

***Let's get chatting and make Action Week the biggest ever!***

Thanks and best wishes

Guy Cruls, Housing Justice