



FROM PERSONAL TO SOCIAL RESPONSIBILITY

People often think homelessness is the result of poor choices rather than **the failure of every social system, from housing to criminal justice.**

To lay the groundwork for effective advocacy and policy campaigns we need to shift public perception about who becomes homeless, and why, so that solving homelessness is viewed as a social responsibility rather than personal one.



THE CAMPAIGN

- **Conduct message research**
- **Establish a rapid response capacity and daily war room, including accountability campaign**
- **Help build communications infrastructure of allies and broaden base of support**

PARTNERS

The Melville Trust has contracted **Jeffrey Robinson**,
President of Grassroots Strategy Group as Campaign
Director

Additional Partners:

- **Lake Research Partners**
- **ASO Communications**
- **HIT Strategies**



MESSAGE RESEARCH AND TESTING

- Conduct **qualitative and quantitative research** to find the language that resonates with everyday Americans
- Develop **and test messages, visuals, videos and other story formats**
- **Create a shared mission and Statement of Principles** that individuals and organizations can sign onto, expanding our base of support



WAR ROOM AND RAPID RESPONSE

- Create state-based reports, fact sheets, profiles, Op-Eds
- Create mobile and online videos, digital and print content
- Call out public officials and policies that misrepresent the causes of homelessness



BUILD INFRASTRUCTURE

Support our allies in creating and disseminating messages that resonate with their members and local audiences

- Provide strategic communications to grassroots networks
- \$500,000 in grants for partners to implement communications strategies

JOIN US

We invite you to learn more

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