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
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
• 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
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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