



2023 Homeless Awareness Month (HAM)

Awareness Campaign Strategy

4th Meeting November 7, 2023

Brainstorming Session

Action Plan: Social Media Campaign. Each week in November, we focus on a different talking point that impacts those experiencing homelessness in our community.

Event Name: The Flint Genesee County CoC Homeless Awareness Month Social Media Campaign

- Social Media Campaign is live and available for sharing! Please check Shelter of Flint or Flint Genesee County CoC Facebook pages. There will be new postings weekly throughout the month of November.
- Press Release has been released! Shelter of Flint and Metro Community Development have done interviews by MLive that are also available on social media to share!

Areas where help is needed!

- **Success stories (no names or identifying information)**
- **What is the best way that the community can help those experiencing homelessness? Donations most needed?**

Please reach out to Erika Humphrey at ehumphrey@metroflint.org or 810-620-1744 to provide information or to get more info!

Next Meeting: 11/14/23 at 2pm-3pm