**Ottawa Action Week Check -List**

**Communications –Campaign Strategy**:

8 Weeks –February 23rd – March 6th

* Hold first meeting
* Determine name
* Determine general branding of campaign
* Identify various promotion platforms and necessary resources
* Create broad timeline for promotion of campaign

6 Weeks – March 9th – 20th

* Assemble press contact list
* Assemble broader contact list (including elected officials / community leaders to invite/ endorse campaign)
* Prepare Facebook page (Social Media, Twitter, etc.)
* Create website page about campaign
* Begin preparing/ designing early promotional materials

4 Weeks – March 23rd – 27th

* Confirm promotional materials
* Send promotional materials to printer
* Send out invitation of endorsement for community leaders/ elected officials
* Consider early “build-up” story for Media Release?

3 Weeks – March 30th – April 2nd

* Release any relevant promotional materials (flyers, posters, etc.?)
* Confirm names of endorsements, update webpage
* Write media release

2 Weeks – April 7th – 10th

* Send out media release for upcoming launch / Action Week

1 Week – April 13th – 17

* Send out second press notification
* Coordinate follow up interviews
* Twitter/ social media promotion
* Update webpage with additional endorsements

Action Week – April 19th – 24th

* Continued interviews with media throughout the week
* Continued updating Facebook, Twitter for survey updates

**Documentation – Story-Telling:**

8 Weeks –February 23rd – March 6th

* Hold first meeting
* Create broad documentation plan/ timeline
* Identify list of storytellers/ people interested in doing documentation
* Reach out to these individuals to see if interested in campaign

6 Weeks – March 9th – 20th

* Follow up with story-telling contacts, make list of commitments
* Hold a meeting with storytellers
* Begin mapping out ways to document stories, and general timeline
* Touch base with Outreach team for ways of connecting with people on the street

4 Weeks – March 23rd – 27th

* Identify supplies needed (camera, video, etc.) and begin process of obtaining those not already confirmed
* Confirm any last minute storytellers

3 Weeks – March 30th – April 2nd

* Consider a “build-up” story?
* Blog post, twitter, promo media with these stories

2 Weeks – April 7th – 10th

* Create story-telling schedule for Action Week
* Communicate with all involved in documentation
* Liaise with HQ people to make sure necessary space is available for home base during Action Week
* “build-up” story blog post/ poem etc.?

1 Week – April 13th – 17th

* Lead up blog post, poem etc. to promote Action Week
* Confirm all supplies
* Confirm schedule for all storytellers
* Connect with Outreach Team again to confirm format for storytelling

Action Week – April 19th -24th

* Ongoing documentation
* Ongoing editing/ prepping material for quick release
* Feeding stories back to Communications team to send material through various media channels

Follow-Up:

* Finishing material for Community Debrief
* Documentation of Community Debrief
* Finishing all documentation content and sending to ATEH for future campaigns

**Outreach – Hidden Homeless/ Subpopulations**

8 Weeks –February 23rd – March 6th

**Hidden Homeless Populations Outreach**

* Hold first meeting
* Identify various hidden homeless populations and make a list of agencies that work with them
  + Aboriginal population
  + Youth
  + Couch surfers
  + Hospital waiting lists (Social Work psych in/ outpatient, ED in/ outpatient, etc.)
  + Correctional facilities
  + Other?
* Make initial contacts with these agencies to explain 20,000 Homes/ engage about how to best connect with these individuals for survey

**Volunteer Outreach**

* Create volunteer recruitment statement/ general expectations (incl. training time)
* Develop list of volunteer roles
  + Survey Teams
  + Data Entry
  + HQ Support
  + Other?
* Connect ATEH to determine the volunteer need (numbers)
* Create volunteer registration process with any applicable form (consider it being online?)

6 Weeks – March 9th – 20th

**Hidden Homeless Populations Outreach**

* Follow up with agencies that work with hidden homeless
* Begin developing outreach strategy to hidden homeless population with these agencies
* Create any promotional materials / resources for these agencies/ individuals
* Ask agencies to begin promoting the campaign to service users

**Volunteer Outreach**

* Begin volunteer recruitment (send requests to alliance.kaite@gmail.com)
* If decided upon, design/ decide on volunteer t-shirt design/ identification materials (may be a name tag necklace?)

4 Weeks – March 23rd – 27th

**Hidden Homeless Populations Outreach**

* Confirm methods of outreach
* Coordinate with agencies about this plan for outreach
* Continued promotion through agencies to subpopulations

**Volunteer Outreach**

* Recruit additional volunteers if needed
* Order volunteer t-shirts or other identifying materials (if decided)
* Determine number of teams and size
* Begin identifying team leaders

3 Weeks – March 30th – April 2nd

**Hidden Homeless Populations Outreach**

* Confirm method of outreach, time, logistics, details of various hidden homeless populations
* Confirm with partnering agencies/ organizations, individuals the details of this

**Volunteer Outreach**

* Volunteers
* Confirm team leaders
* Confirm necessary materials and what is still needed, and where it will come from
* Communicate with volunteers about training details

2 Weeks – April 7th – 10th

**Hidden Homeless Populations Outreach**

* Continued communication with agencies about campaign, informing subpopulations

**Volunteer Outreach**

* Hold training in coordination with Training and Data Cluster
* Confirm teams with appropriate team leaders
* Liaise with team leaders at training and relay additional pertinent information
* Create schedule of survey for Action Week

1 Week – April 13th – 17th

**Hidden Homeless Populations Outreach**

* Continued communication with agencies to confirm start times, schedule of survey
* Relay all relevant information to Volunteer Outreach team

**Volunteer Outreach**

* Communicate with volunteers regarding final details, days of surveys, shifts what to wear etc.
* Assemble volunteer supplies in coordination with HQ Cluster

**Head Quarters Coordination:**

8 Weeks –February 23rd – March 6th

* Hold first meeting
* Create list of supplies needed for campaign
  + Survey supplies (liaise with Training and Data Collection cluster)
  + Refreshments for duration of Action Week HQ
  + Donations for individuals surveyed (10$ Giant Tiger gift card?)
* Create letter asking for donations from various organizations and businesses
* Send this out

6 Weeks – March 9th – 20th

* Liaise with HQ staff (St. Alban’s) and determine the parameters of timing, and facility details
* Identify stations/ various functions of physical space at HQ, and corresponding “furniture supplies” (i.e. tables, chairs, etc., and what facility already has)
* Follow up with businesses/ organizations about donations requests

4 Weeks – March 23rd – 27th

* Determine where to put supplies once donations start to come in
* Follow up with businesses again
* Begin collecting donations for Action Week

3 Weeks – March 30th – April 2nd

* Confirm supplies for HQ and identify what is still needed
* Continued communication with St. Alban’s staff about campaign, timing, details, etc.
* Confirm and collect any further donations

2 Weeks – April 7th – 10th

* Continued communication with St. Alban’s
* Refreshments and donations confirmed for final week
* Prepare HQ “24-hours” ahead of time plan (when to move in materials, how, where and when donations are coming from for food, coordination of this)

1 Week – April 13th – 17th

* Organizing HQ (move in tables, chairs, set up stations, liaise with volunteers for stations)
* Facility coordination
* Buy any last minute supplies/ refreshments for the week
* Prepare thank you cards for business donations

**Training and Data Collection:**

6 Weeks – March 9th – 20th

* Clarify privacy and confidentiality issues for survey process
* Begin developing any necessary forms for privacy (Consult with ATEH)
* Confirm the process for release of VI-SPDAT information with City for 20,000 Homes (Support with ATEH)
* Liaise with Community Solutions (through ATEH) and clarify training timelines (how long, what’s needed, etc.)
* Confirm (with ATEH) location and timing of training (St. Alban’s)
* Identify what is required (computer capacity etc.) for data collection in collaboration with ATEH/ Community Solutions

4 Weeks – March 23rd – 27th

* Determine what is needed for training
  + Paper, pens/ training packages
  + Tables, chairs,
  + Refreshments, food for day
* Draft necessary release forms for privacy
* Draft necessary release for information sharing between agencies (for VI-SPDAT)

3 Weeks – March 30th – April 2nd

* Prepare training package (in coordination with Community Solutions and ATEH)
* Inform volunteers about training details, time, place, etc.
* Determine geographical areas for surveying with ATEH
* Estimate how many surveys will be completed
* Finalize training times and location
* Finalize training materials needed

2 Weeks – April 7th – 10th

* Set up training space
* Host training

1 Week – April 13th – 17th

* Purchase any last minute supplies for packages that haven’t previously come in via donation
* Confirm with Outreach Volunteer cluster those who are confirmed for data collection
* E-mail / communicate with them regarding schedule of showing up the following week
* Prepare survey packages/ app. (print copies of necessary consent/ release forms)
  + All necessary paperwork
  + Clipboard/ ipad?
  + Pens/ pencils
  + Flashlights?

Action Week – April 19th - 24th

* Set up data collection stations with Community Solutions
* Support data collection volunteers and process
* Consolidate data throughout the week
* Continuous updates for Communications team
* Put together in a final report for Community Debrief

**Mike and Kaite/ ATEH:**

8 Weeks –February 23rd – March 6th

* Confirm first meeting times with cluster groups
* Create cluster-specific overviews at these meetings
* Continued outreach for cluster leads
* Begin sending any volunteer requests to [alliance.kaite@gmail.com](mailto:alliance.kaite@gmail.com)
* Name creation!
* Clarify key messages
* Determine scope of the campaign
  + Definition of “homeless” for clarity’s sake
  + Geographic region for survey
  + Date and time of day / night for survey
  + Number of survey team volunteers
  + Number of volunteers for other roles

6 Weeks – March 9th – 20th

* Begin engaging City on what may be necessary for securing new units and additional donations follow-ups (furniture, housing supplies)
* Begin creating list of ideas, items that people can contribute to for Phase II
* Look into creating fund for money that comes in from campaign (Community Foundations was suggested?)
* Continued communication with cluster groups
* Support volunteer recruitment/ volunteer infrastructure

4 Weeks – March 23rd – 27th

* Amalgamate list of supplies needed and confirm that various clusters are working on this
* Confirm with clusters re:
  + Volunteer numbers and recruitment process
  + Paperwork / forms for volunteers
  + Paperwork for data collection/ consent?
  + Paperwork for information sharing with City / other agencies
  + Location times for Action Week
  + Location times for Training
  + Location times for Community Debrief
  + Outreach to subpopulations has been established through agencies

3 Weeks – March 30th – April 2nd

* Confirm with clusters re:
  + Promotion/ media schedule
  + Volunteers are informed about training details

2 Weeks – April 7th – 10th

* Last minute supplies are purchased for training week
* Training is held

1 Week – April 13th – 17th

* Purchase any last minute supplies for Action Week
* Support clusters, confirming last minute details