**Goals of using Facebook for the Chicago Campaign**

* Encourage people to volunteer
* Solicit donations for move-in costs
* Update community on the campaign
* Hook “friends” into the 10 Year Plan to End Homelessness and future efforts in Chicago

**Sample Posts– Leading up to Registry Week**

* [**100,000 Homes Campaign Chicago**](http://www.facebook.com/Chgo100kHomes)“You don’t just treat ‘em as a number … They’re not just a faceless person. You’re trying to identify these people as human beings. ...They have a name. They are somebody." - Mayor Daley, Chicago 100k Homes Campaign Press Conference [http://www.nbcchicago.com/blogs/ward-room/Daley-Wants-to-Put-a-Face-on-Homelessness-10...1155044.html](http://www.nbcchicago.com/blogs/ward-room/Daley-Wants-to-Put-a-Face-on-Homelessness-101155044.html) [Daley Wants to Put a Face on Homelessness](http://www.nbcchicago.com/blogs/ward-room/Daley-Wants-to-Put-a-Face-on-Homelessness-101155044.html)The mayor pitches a plan to create a homeless registry for the city.
* [**100,000 Homes Campaign Chicago**](http://www.facebook.com/Chgo100kHomes)Check out some of the local coverage received from yesterday's 100K Homes Campaign launch in Chicago! <http://ow.ly/2srwo> [Daley: Housing campaign will help end homelessness - WGN](http://ow.ly/2srwo) The City of Chicago announced its participation in the 100,000 Homes Campaign Thursday. The national, three year program provides homes to 100,000 vulnerable individuals chosen from homeless shelters and city streets.
* [**100,000 Homes Campaign Chicago**](http://www.facebook.com/profile.php?id=106781879374321)highlighted today in the Chicago Sun Times! [City to create 'name registry' for homeless :: CHICAGO SUN-TIMES :: City Hall](http://www.suntimes.com/news/cityhall/2617116%2Chomeless-name-registry-081910.article)
* [**100,000 Homes Campaign Chicago**](http://www.facebook.com/Chgo100kHomes)Check out Chicago's 100K Campaign launch at today's live press conference on YouTube! <http://ow.ly/2s7z5> #homeless
* [Mayor Daley Announces Participation in the 100,000 Homes Campaign](http://ow.ly/2s7z5) Mayor Richard Daley announced the City's participation in the 100,000 Homes Campaign -- a national, three-year program to house 100,000 vulnerable, homeless ...
* [**100,000 Homes Campaign Chicago**](http://www.facebook.com/Chgo100kHomes) Mayor Daley Announces Chicago's Participation in the 100,000 Homes Campaign! #homeless <http://ow.ly/2s7r1> Mayor Richard M. Daley today joins Mary Ellen Caron, Commissioner, Department of Family and Support Services, the Chicago Alliance to End Homelessness, the Corporation for Supportive Housing (CSH) and the Emergency Fund to announce the City’s participation in the 100,000 Homes Campaign—a national...
* [**100,000 Homes Campaign Chicago**](http://www.facebook.com/Chgo100kHomes)Chicago Announces Participation in the 100,000 Homes Campaign on August 19! <http://ow.ly/d/5Pt> [Ow.ly - 100k Chicago Media Alert FINAL.pdf uploaded by @Chgo100KHomes](http://ow.ly/d/5Pt)
* [**100,000 Homes Campaign Chicago**](http://www.facebook.com/Chgo100kHomes) **‎**100K Homes Campaign Chgo launches tomorrow! Stay tuned!
* [**100,000 Homes Campaign Chicago**](http://www.facebook.com/Chgo100kHomes)Our Registry Week is just one week away! Only need 20 more volunteers to reach our goal! And Polk Bros. Foundation is underwriting the cost of "incentive cards" for all survey participants! Hope to get some press this week announcing our kickoff - Keep watching for more!
* [**100,000 Homes Campaign Chicago**](http://www.facebook.com/Chgo100kHomes) **W**e need just 50 more volunteers for Chicago Registry Week! Whether you are a homeless service provider or an individual, the City of Chicago needs your help! Sign on as a campaign partner; recruit volunteers from your agency; create housing and service opportunities; attend community briefings; and of course, join our online community! [100K Homes Volunteer Registration - Chicago](https://commonground.wufoo.com/forms/100k-homes-volunteer-registration-chicago/)
* [**100,000 Homes Campaign Chicago**](http://www.facebook.com/Chgo100kHomes)Your support will help the most medically vulnerable, long-term homeless individuals and families truly feel at home! <http://ow.ly/2l8K2>
* [**100,000 Homes Campaign**](http://www.facebook.com/100khomes) Wow - [100,000 Homes Campaign Chicago](http://www.facebook.com/profile.php?id=106781879374321) has nearly 150 units of housing committed for the fall! Learn more and sign up to volunteer for their registry later this month: <http://www.cityofchicago.org/city/en/depts/fss/provdrs/emerg/svcs/chicago_100_000_homescampaign.html>
* **100,0**[**00 Homes Campaign Chicago**](http://www.facebook.com/Chgo100kHomes)Chicago's Permanent Supportive Housing Community is amazing! Stepping up to serve the most in-need of a safe, healthy place to live. So far nearly 150 units of housing committed for this fall! Thanks to AIDS Foundation of Chicago, Catholic Charities, Heartland Housing, Heartland Health Outreach, Thresholds, Northsid...e Housing and Supportive Services, Deborah's Place, Featherfist, and Alexian Brothers!
* [**100,000 Homes Campaign Chicago**](http://www.facebook.com/Chgo100kHomes)We're now recruiting volunteers for Chgo's 100K Homes Campaign Registry Week! <http://ow.ly/2hpGH> [City of Chicago :: Chicago 100,000 Homes](http://ow.ly/2hpGH) Common Ground’s 100,000 Homes Campaign is a grassroots effort to find and place the most vulnerable, long-term homeless individuals into 100,000 households across the country by July 2013.
* [**100,000 Homes Campaign Chicago**](http://www.facebook.com/Chgo100kHomes)Check out the "National" 100,000 Homes Campaign launch video! Very powerful... <http://ow.ly/2czCU> [100K Homes' campaign goal: End chronic homelessness by 2013 | Dowser](http://dowser.org/100k-homes-campaign-goal-end-chronic-homelessness-by-2013) More than 100,000 Americans are chronically homeless, meaning they live on the streets or in shelters for a year or more. If a new campaign launched
* [**100,000 Homes Campaign Chicago**](http://www.facebook.com/Chgo100kHomes) Chgo receives its 5th consecutive award of permanent supportive housing funding from HUD, worth $4.2M-adding nearly 100 new units in 2010!
* [**100,000 Homes Campaign Chicago**](http://www.facebook.com/Chgo100kHomes)The Web site is still in progress and will go live once we announce Chicago's participation in the campaign to the public. We'll keep everyone posted!
* [**100,000 Homes Campaign Chicago**](http://www.facebook.com/Chgo100kHomes)Follow us on Twitter @Chgo100kHomes

**Sample Posts – Registry Week**

* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) Timeout Chicago's article on Registry Week shows one perspective on what a registry week AM looked like: <http://bit.ly/cruDn0>
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) lining up the 1,000 granola bars and supplies for volunteers
* [100,000 Homes Campaign](http://www.facebook.com/100khomes)  Registry week in Chicago is over, and the results are in! [100,000 Homes Campaign Chicago](http://www.facebook.com/profile.php?id=106781879374321) surveyed 738 people, 629 singles and 109 families, with a total of 292 vulnerable household. Now it's time to house them! GREAT job, Chicago!
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) The results are in! We surveyd 738 people, 629 singles and 109 families, with a total of 292 vulnerable households. Now comes the fun and important part - moving them into housing. Thankfully - we have housing and outreach workers on the ready! Thank you all again and again!
* [Corporation for Supportive Housing](http://www.facebook.com/pages/Corporation-for-Supportive-Housing/197661531125)  [100,000 Homes Campaign Chicago](http://www.facebook.com/profile.php?id=106781879374321) has had a successful Registry Week, completing 700 surveys! They are currently in the data entry and analysis phase and will be reporting their results tomorrow so stay tuned. Betsy Benito from the Chicago Department of Family and Support Services blogged about her experience this week.
* [Registry week sparks hope in Chicago | 100,000 Homes](http://100khomes.org/blog/registry-week-sparks-hope-in-chicago)
* [100,000 Homes Campaign](http://www.facebook.com/100khomes)  Chicago surveyed over 700 homeless individuals this week! Check out this album at [100,000 Homes Campaign Chicago](http://www.facebook.com/profile.php?id=106781879374321) to see exactly what 700 surveys looks like... if you can handle it.
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) Community Briefing Location Update - 1615 West Chicago Ave., Friday, August 27 @ 10:00 am! See what everyone's hard work uncovered!
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) street surveys complete, data entry and analysis begins now! working toward friday's briefing
* 1[00,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) <http://chicago.timeout.com/articles/museums-culture/88604/volunteers-hit-the-chicago-streets-to-compile-homeless-name-registry>
Article in TimeoutChicago about the Registry Week. It shows what a day in registry week looked like under the campaign. [Volunteers hit the Chicago streets to compile homeless name registry - Time Out Chicago](http://chicago.timeout.com/articles/museums-culture/88604/volunteers-hit-the-chicago-streets-to-compile-homeless-name-registry)
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) Community Briefing Location Update - 1615 West Chicago Ave., Friday, August 27 @ 10:00 am! See what everyone's hard work uncovered!
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) street surveys complete, data entry and analysis begins now! working toward friday's briefing
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) Please join us on Friday the 27th @ 10 am at 4314 S. Cottage Grove to hear the results of our Registry Week! There will be actual data, power point and everything! See what your hard work uncovered about homelessness in Chicago.
* [100,000 Homes Campaign](http://www.facebook.com/100khomes)  Congratulations to [100,000 Homes Campaign Chicago](http://www.facebook.com/profile.php?id=106781879374321) for completing 504 surveys in two days -- wow! Check out these photos of some of the volunteers who made it happen.
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) I had a great experience this morning. I actually surveyed in my neighborhood with people I "know." In the midst of all the questions I still felt there was a connection made and it just feels good to show others true kindness. I even got a smile for one of my pictures! Can't wait for tomorrow.
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) is encouraging volunteers from this morning's shift to share their experiences! Thank you to all!
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) westside volunteers checking in at 1615!
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) Update - Registry week starts in less than 2 hours! Thanks again to the dozen or more supportive housing providers that have committed housing, outreach teams that are ready to go back out, Healthcare for the Homeless, and all of the amazing volunteers!
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) registry week starts in 5 hours with 150 incredible volunteers! watch our facebook page for updates #chgo100khomes
* [Liz Drapa](http://www.facebook.com/lizdrapa) ‎150 volunteers trained, 800 granola bars ready, 1,000 surveys copied, common ground in the house--Registry week here we come!
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) Hey Chicago 100K Homes FB Fans - Please post your comments here - we need your support and voices heard on why this campaign matters to you! Why are you involved?

**Sample Posts – Post Registry Week**

* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) Sign up to volunteer for the Chicago Homeless Count next week! Not in Chicago? Communities across the country are holding their counts next week and you can sign up locally to volunteer. <http://www.cityofchicago.org/city/en/depts/fss/provdrs/emerg/alerts/2011/jan/volunteer_for_thecityofchicagopointintimehomelesscount.html>
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) I hope you have seen this article and the preceeding article about these brothers engaged in Chicago's 100K Homes Campaign. Please share with friends and family to encourage donations to the Emergency Fund c/o 100K Homes to help provide rent assistance and home furnishings to speed the transition of people from the street into a home. [Homeless twin in hospital; brother missing](http://www.chicagotribune.com/news/local/ct-met-homeless-twins-follow-20101229%2C0%2C5530452.story) Anthony Nowotnik, one of two homeless brothers featured in a Tribune story this week, has been hospitalized with a blood clot in his lung , a condition that without treatment could have been fatal, his doctors say.
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) In case you didn't get the third installment of the story, a suburban businessman donated funds to get Frank off the street until his permanent unit is available, and hopefully Anthony will be released soon from the hospital to his new apartment as well.
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) A Christmas blessing - another person housed on Christmas Eve! M.C. as we'll call him is a veteran and had been surviving on the street with major health issues for over three years. Thank you to the group of dedicated people who have been working to house him for so long- and for the Homeless Prevention and Rapid Rehousing Program that is helping him now.
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) <http://opinionator.blogs.nytimes.com/2010/12/20/a-plan-to-make-homelessness-history/>. [A Plan to Make Homelessness History](http://opinionator.blogs.nytimes.com/2010/12/20/a-plan-to-make-homelessness-history/) By partnering with cities across America, the 100,000 Homes campaign is going directly to the streets to end homelessness by 2013, and it's working.
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) Last Thursday our most vulnerable person found in August signed a lease and moved into housing. This was the great work of Heartland Health Outreach, Heartland Human Care Services, and AIDS Foundation of Chicago. This woman's multiple hospitalizations this fall delayed her movement into housing, but also proved how cr...itical housing is to her health. We have now moved 15 people off the street and 8 more coming soon!
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) Huffington Post article featuring a story about Chicago's registry week [Housing the Most Vulnerable Saves Lives](http://www.huffingtonpost.com/deborah-de-santis/supportive-housing-most-vulnerable_b_797135.html) We know that supportive housing works to end homelessness for people with multiple disabilities, medical problems and other barriers to housing stability.
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) This Veteran's Day, let's honor Kenneth - a vulnerable veteran who was housed on October 19, 2010. Kenneth is 53 and was honorably discharged from the US Military after serving in the Post-Vietnam era. He has been homeless and sleeping primarily on the streets for over 8 years and has a physical disability. We are h...appy to wish Kenneth a wonderful and very special Veteran's Day in his new permanent unit!!
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) Bella was surveyed and found to be vulnerable during our Registry Week. <http://bit.ly/92kf3b> [Neighbors mourn death of homeless woman - Chicago Breaking News](http://www.chicagobreakingnews.com/2010/10/womans-body-found-in-logan-square-alley.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+ChicagoBreakingNews+%28Chicago+Breaking+News&track=ctiphoneapp) For at least 7 years, a homeless woman known by many neighborhood residents
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) This week's Streetwise "Putting Faces on Homelessness" is about the campaign week - best $2 you'll spend all week!
* [100,000 Homes Campaign Chicago](http://www.facebook.com/Chgo100kHomes) We just confirmed that we housed our first person found during the Registry Week! She is a senior suffering from dementia who has been homeless for one year. The City's Senior Services staff, volunteering during the Registry, acted immediately upon finding her and she is stably housed in a nursing home. We hope she i...s afforded the dignity she deserves and celebrate this achievement!