



Student PIRGs Hunger and Homelessness Awareness Week

Campaign 2-Pager

Campaign Story

No one should have to worry about whether they will have food on their plate or a roof over their head. But the reality is that hunger and homelessness are widespread problems that affect far too many people. Hunger and Homelessness Awareness Week is an annual program where people come together across the country to draw attention to the problems of hunger and homelessness. Each year, campus and community groups spend the week holding a series of educational, service, fundraising, and advocacy events.

As the holidays approach, people take time to consider what they're thankful for and many choose to donate some of their time, attention, and resources to others. In that spirit of giving, each year the National Coalition for the Homeless and the Student PIRGs' National Student Campaign Against Hunger and Homelessness sponsor Hunger and Homelessness Awareness Week during the week prior to Thanksgiving.

This first event was first held at Villanova University in 1975. Today, hundreds of campus organizations and community groups participate each year!

Priority Action: Host a Series of Events for Hunger and Homelessness Awareness Week (Nov 11-18)!

Event Ideas for H&H Week:

- **Service Events/Fundraisers:**
 - Food & Clothing Drive
 - Benefit Concert
 - Fun Run/Walk
- **Educational Events:**
 - Faces of Homelessness Panel
 - Local Needs Panel
 - Food Insecurity on Campus Discussion

- **Advocacy Events:**
 - Petition Drive
 - Check if your state has passed a [Hunger Free Campus Bill](#). If not, or if it has been introduced, this is a great action to collect petition signatures for.
 - Letter Writing Party
 - Lobby Day

Here are some tips for organizing your awareness week:

- **Start Early:** Early planning is important and makes it easier to recruit partners, book speakers, and raise money for supplies.
- **Plan Your Events:** If you are hosting a week of events, make sure you have a mix of types of events, such as educational events, fundraisers, service events, and advocacy actions.
- **Build Your Team:** There's a lot of work to be done to organize a big and successful H&H week, so recruiting volunteers to fill leadership positions will be important. There are a number of roles you can pitch people on, including: Publicity Coordinator, Media Coordinator, Coalition Coordinator, and Event Coordinator.
- **Seek Our Partners:** H&H Week is a great opportunity to build relationships with other campus organizations and offices. Look for ways to work with as many partners as possible - like Student Government, service organizations, Greek groups, residence halls, religious groups, and faculty.
- **Publicize Your Week:** Publicity is crucial for a successful H&H Week. Think big! Use a variety of physical tactics like posters, banners, chalkings, and class announcements, as well as online tactics like email listservs and social media posting. Get creative, think outside the box, and utilize your partners.
- **Get Media Attention:** Media coverage is a powerful tool to reach more people. Make a list of contacts for your local and community newspapers, TV stations, and radio stations. Call them and pitch them on covering your week, send out a media advisory with a list of your events, and send a press release with photos after the week is over.

After you set your plans, make sure to **register your events at hhweek.org!**

Want more information on running a successful Hunger & Homelessness Week on your campus? [Check out the full H&H Week Organizing Toolkit!](#)

You can also find more resources at <https://hhweek.org/resources/>

Student PIRGs

*Student Public Interest Research Groups
294 Washington Street, Suite 500
Boston, MA 02108
studentpirgs.org*