



## Youth Homelessness Awareness Month Communications Guide

### Approved Photos and Assets

[Youth & Alumni Photos](#) [Social Media Assets](#) [Symbols & Stickers](#) [Sample Public Statement](#)

### Custom Assets

You can [use this Canva template](#) to customize or co-brand social media assets with your company's logo. If you need a Canva account, it is free to create at [canva.com](https://canva.com).

### Sample Communications Calendar

- Wednesday, September 7th | Share Sleep Out team page internally
- Monday, October 24th | Share link to November 1st kickoff internally
- Tuesday, November 1st | Announce YHAM partnership externally on social media
- November 10th | Share "one week 'til Sleep Out" team update on social media
- November 14th | Share "Sleep Out week" team update on social media
- Thursday, November 17th | Share "Sleep Out night" update on social media
- Tuesday, November 22nd | Share employee photos from Sleep Out on social media
- Thursday, November 24th | Share YHAM Thanksgiving message on social media
- Tuesday, November 29th | Share YHAM Giving Tuesday message on social media
- Wednesday, November 30th | Share end of month message on social media

### Sample Social Media Posts & Captions

*(192 characters)* During #YouthHomelessnessAwarenessMonth, let's acknowledge basic human rights. Every young person deserves a safe place to sleep and to be treated with absolute respect and unconditional love.

*(191 characters)* November is #YouthHomelessnessAwarenessMonth. Let's take steps forward to end youth homelessness. Join us and @CovenantHouse this month and be an agent for change. [covenanthouse.org/awareness](https://covenanthouse.org/awareness)

*(201 characters)* It is #YouthHomelessnessAwarenessMonth and the time is now! Let's amplify advocacy efforts for racially just housing and human rights, addressing what we know are the root causes of #youthhomelessness.

*(279 characters)* @CovenantHouse has set a goal of providing youth with over 4 million nights of housing in the next 5 years, including opening more beds, serving more food, and meeting more medical and mental health needs. This #YHAM, we're proud to support their vision to #endyouthhomelessness.



(205 characters) We believe in a society where no one is unhoused. That's why we support @CovenantHouse. Join us! Together we'll strengthen the movement to #endyouthhomelessness in our lifetime. [covenanthouse.org/awareness](https://covenanthouse.org/awareness)

(197 characters) 4 million nights of safe housing. That's how many nights @CovenantHouse aims to provide to young people experiencing homelessness over the next five years. You can help! [covenanthouse.org/awareness](https://covenanthouse.org/awareness)

(249 characters) On Thanksgiving this #YouthHomelessnessAwarenessMonth, we're reflecting on what we're thankful for and acknowledging all we have. Join us in support of @CovenantHouse as we work to ensure everyone has the housing and unconditional love they deserve.

(234 characters) This Giving Tuesday, we raise our voice in support of @CovenantHouse to #endyouthhomelessness. Help us meet our goals and provide 4 million nights of safe housing for young people experiencing homelessness. [covenanthouse.org/awareness](https://covenanthouse.org/awareness)

(233 characters) As we end #YouthHomelessnessAwarenessMonth today, we want to celebrate the amazing work done in partnership with @CovenantHouse. See our impact and what comes next in the movement to #endyouthhomelessness. [covenanthouse.org/awareness](https://covenanthouse.org/awareness)

## Additional Sample Language

### About Covenant House

Covenant House builds a bridge to hope for young people facing homelessness and survivors of trafficking through unconditional love, absolute respect, and relentless support. Their doors are open 24/7 across six countries and their high-quality programs are designed to empower young people to rise and overcome adversity, today and in the future.

### Important Facts and Figures

- 4.2 million young people experience a form of homelessness each year in the U.S. alone.
- Of the young people living at Covenant House, 24% identify as LGBTQ+. They are 120% more likely to experience homelessness.
- Nearly 20% of young people at Covenant House are survivors of human trafficking.
- 88% of those receiving Covenant House services are young people of color.
- In 2021:
  - Covenant House reached 18,000 young people in 6 countries.
  - Covenant House provided 690,000 nights of housing.
  - Covenant House served 1.7 million meals to young people.
  - 2,500 youth moved to stable housing.
  - 1,900 youth slept in a Covenant House bed each night, on average.

## Other Resources

- [2021 Covenant House International Impact Report](#)
- [What's at Stake? One Pager](#)