



MEDIA KIT:

Greater Green Bay Blueprint to Prevent & End Homelessness

The following tips are intended to bring awareness to efforts related to the Greater Green Bay Blueprint to Prevent & End Homelessness. Here are some suggested ways to share your work and the impact it will have as part of our community's collective effort to address housing and homelessness:

PRESS RELEASE

- Consider writing a press release about your project, initiative, or involvement in work related to the Blueprint.
 - Include your logo, organization name, release date, contact information, description of the work you are doing, and the impact it will have.
 - Be sure to mention how the “**Greater Green Bay Blueprint to Prevent & End Homelessness**” informs your work and housing work throughout our community.
 - Example: [**Name of project or initiative**] is taking place in conjunction with work happening throughout our community that aligns with the **Greater Green Bay Blueprint to Prevent & End Homelessness**. The Blueprint serves as a road map to preventing and ending homelessness in our region through collaborative action, tasks, and strategies.
- Please submit your release to Lydia at gbbblueprintdirector@gmail.com for review before you share it out.

SOCIAL MEDIA

- Share your work on social media. Tag the Blueprint partners so we can also share with our networks.
 - Sample Posts:
 - [Name of project or initiative] will [describe impact]. This is just one example of work the **Greater Green Bay Blueprint to Prevent & End Homelessness** has informed and inspired. Thank you to all who are partnering to address housing in our community. #gbbblueprint #housing #homelessness
 - We are proud to [describe project or initiative], as part of our community's collective efforts around the **Greater Green Bay Blueprint to Prevent & End Homelessness**. Together, we are accomplishing more than we could alone. #gbbblueprint
 - Please include the following thanks: “The Blueprint was created with support from the following partners: City of Green Bay (@greenbaycity), Brown County (@Browncountywi), Greater Green Bay Community Foundation (@ggbcfoundation), Brown County United Way (@BrownCountyUnitedWay), Brown County Homeless & Housing Coalition (@Brown County Homeless & Housing Coalition), and the Corporation for Supportive Housing (@cshorg).”

NEWSLETTER

- Share the news of your work and how it relates to the Blueprint in a newsletter, email blast, or post on your website.
 - Example: We are proud to be part of the collective action outlined in the **Greater Green Bay Blueprint to Prevent & End Homelessness**. [Name of project or initiative] will...[describe impact or explain the task/strategy you are a part of].

With questions or to share a story about the impact your work is having, please contact Lydia Van Thiel at gbbblueprintdirector@gmail.com or (920) 944-4281.