



Street Support Network's 7 Easy Alternative Giving Wins

1. Build a Strong Partnership

The most successful campaigns have successful partnerships behind them. Pull together representatives from your Business Improvement District, the local council - even the police force - and define your purpose TOGETHER.

2. Find the Right Person from your BID

Alternative Giving campaigns are nuanced - but one thing the successful schemes have in common is a member of the Business Improvement District who's not afraid to get stuck in. We're talking networking, advertising, identifying sources of income and more!

3. Be Thoughtful with your Messaging

It's time to ditch the stereotypical images and language around homelessness. It's damaging, inaccurate and just unnecessary. For images use [Homelessness Impact's Library](#) and for words use respect, transparency and empathy.

4. Seek Press Coverage

We're talking TV and radio coverage, local news outlets, social media shares, interviews - because more awareness = more donations. Simple as that.

5. Tap into your Local Nightlife

From QR codes on beer mats, to posters on the back of every bathroom cubicle, tourists and locals respond well to these. See if there's an authority of bars/restaurants in your location and pitch the idea to them. From what we know, it goes down well.

6. Don't Get Too Caught Up in the Cash

This might sound counter-productive, but we've heard it lots of times from people running AG campaigns - the biggest achievement has been strengthening the homelessness partnership in their location. Having those conversations and developing those relationships are invaluable in the long-term.

7. Talk to Those Who Have Been There

Starting your Alternative Giving campaign will be trial and error - but you can cut down the error portion by having conversations with the people who have been there and done that. We have a bunch of brilliant contacts who are happy to talk to you - let us put you in touch!