

› Pack contents

› So what is Supported Housing Month?

This section provides a basic outline of what we're doing and why, as well as who it's for and how to get involved. These are our agreed 'key messages' on what Supported Housing Month is about.

› Key facts

Our 'Key Facts' document gives an overview of the supported housing sector in the South West. It provides some key statistics that will be quoted within our press releases, as well as explaining who our clients are, what kind of services we deliver, and what kind of impact we are having as a sector as a whole. This document will also be provided to the media directly alongside press releases.

› Show your commitment and get on board

With two simple steps you can get on board with the campaign. This section includes proposed text to insert into your email signature, so that every email you and your colleagues send promotes Supported Housing Month. Also it contains advice on posting information on your website and a request to link to the main Supported Housing Month page on the National Housing Federation's website.

› Case study checklist

This checklist takes you through all of the information we need to get the best out of your stories. Whether they are case studies about clients (individual or groups) or are about schemes and initiatives, we're keen to hear what you've been up to and what you have in the pipeline so we can illustrate our press releases and features with some strong examples. A template has also been added (**APPENDIX A**).

› Template letter for Councillors

This template (**APPENDIX B**) is a rough outline letter that you can use as a basis for inviting Councillors to attend your events, schemes and launches, or to take a look at your initiatives in action. Within the template are some key messages about the sector nationally and regionally. Please add further information relating to your locality as appropriate, and also include copies of the 'Key Facts' and 'So what is Supported Housing Month?' documents alongside the letters. These have been issued as separate PDF files.

› Template letter for MPs

In the same way as the template letter for Councillors, this (**APPENDIX C**) is a rough outline letter for you to use as the basis for invitations to your local MPs. Again, we have incorporated some key messages about the sector but would suggest that you may wish to supplement these with more of your own relating to your locality. Please also send out copies of the 'Key Facts' and 'So what is Supported Housing Month?' information sheets at the same time. These have been issued as separate PDF files alongside this pack.

› Who's doing what when? (Activity Planner)

Coordination is the key to success with a campaign like 'Supported Housing Month,' particularly when faced with such a short time frame for pulling all of our activity together. This document is a planning tool aimed at facilitating communication flow between everyone involved. Please update it weekly and forward it on the predetermined dates to ensure our information is as up to date as possible. (**APPENDIX D**)

› Key contacts

This is a list of contact details for the steering group members and other colleagues involved in the planning and delivery of 'Supported Housing Month.'