



What's a Safe Space Stride Event?





They come in all shapes and sizes, but at its core, stride events share this: a glimpse into the daily lives of the people we are trying to help.

It's a simulation of the steps that so many take every single day to find shelter and survive. Taking part in a stride event, if even only once, helps to make the consequence of the homelessness crisis real and tangible.

Organizing a stride event is a great way to raise awareness and support for the Community Service Alliance.



Types of Stride Events



Runway

A runway stride event is a great way to raise awareness and get a lot of participants involved. Find a public place to set it up where you can draw in people passing by - a park, your school gym, the main lawn on campus.

Setting up the runway can be as simple as drawing chalk lines on the ground. Recruit a friend with a camera to snap photos of participants. Have informational materials handy - brochures on the homelessness crisis, links to Community Service Alliance videos - as takeaways. If you need help with informational pieces, email info at info@comservealliance.org

Share it to all of your social platforms with [#Strides4SafeSpace](https://twitter.com/Strides4SafeSpace)



Long Distance

Long-distance stride events are a bit more difficult - we've seen supporters walk miles for a great cause! Still, they can make a powerful impression on participants who want to experience the difficulties of carrying a heavy load for an extended period of time.

Create a campaign at <https://www.conservealliance.org/about-us/history>, find a local meetup spot, possibly a hiking trail or an urban setting, plot your course, and rally a group of people to walk with you. If you prefer to break up the long-distance, plan a relay and take turns covering your planned route. See how far you can go, have fun, and develop deep empathy for the homelessness crisis along the way.

Share your journey on Facebook, Instagram, Snapchat, and Twitter with #Strides4SafeSpace





Getting Started



Four Simple Steps

1

Start a Campaign

3

Start Walking

2

Spread the Word

4

Share!

1

Start a Campaign


Brainstorm Ideas: What kind of stride event do you want to host? How can you best communicate the purpose of your event (pro tip: keep it simple). What other elements do you want to include? Possibly music? Possible a celebration or neighborhood party? When you're just getting started, the more ideas, the better. Go for quantity and then begin to narrow it down.

Set a Date: Ideally, select a weekend or weeknight when people will be available.

Pick a Location: Park? Public area downtown? High school football field? Your front yard? The possibilities are endless. If you plan to host your stride event in a public place, be sure to contact the local government to ask if a permit is needed.

Create your Campaign: Visit www.comservealliance.org to set up your campaign page.





2

Spread the Word

Use the Internet:

- Use Facebook & Instagram stories to promote the event.
- Use the hashtag #Strides4SafeSpace to share your journey from planning all the way through the big day!
- Share your CSA campaign page on all of your favorite social platforms.

Ask Directly: Direct requests are always meaningful. Call, text, email, and speak directly with people you think would be excited to participate. Ask them to recruit their friends and family too!

Leverage the Power of Groups: Reach out to local groups, communities, and organizations. Schools, colleges, churches, and businesses might be excited to sponsor your stride event, helping you promote or staff the event, or even participate as a group. Sometimes all you need to do is ask!

Share your planning journey on Facebook, Instagram, Snapchat, and Twitter with #Strides4SafeSpace.



3

Start Walking

Share Facts About the Homelessness Crisis: Help your participants empathize with the people they are walking for. Share information, stories about the Homelessness Crisis, and links to Community Service Alliance during or after the event. You can hand out fliers at the event explaining what they just experienced. If you need help with fliers, reach out to us at info@comservealliance.org.

Pictures are Worth a Thousand words; Videos are worth a Million: Give your supporters something to remember the event by. Make sure you have a talented friend or pro documenting all the fun and excitement.

Gratitude: Make sure participants, supporters, and your team feels helpful, loved, and appreciated. Shortly after the event, follow up with a recap, share the impact, show gratitude - get everyone feeling good about what they've accomplished.



4

Share!

Share your Story:

- Send your pictures to us at info@comservealliance.org and share them on social media with your event hashtag.
- Encourage and inspire others to do their own walks by sharing your experience.
- Share on our Facebook page <https://www.facebook.com/comservealliance/s> to





Key to Success



Make it Your Own

Do Your Research: It's highly likely that no two stride events will be the same. Get started by researching homelessness and seek inspiration. You're looking for insights to carry into your event. Will you have participants carry a weighted backpack and two bags a certain distance? Will you create a cart for participants to push a certain distance? Or will you create a makeshift camp with the typical homeless essentials? The options are endless.

Ask for Help: Recruit a small team of inspired friends and family to help you pull this together.

The Goal: Create an experience that allows participants to walk in the shoes of someone that is facing homelessness.





Want to learn more?

visit comservealliance.org/