



SECULAR WEEK OF

ACTION

4/29 - 5/8

*2022 COMMUNICATIONS
TOOLKIT FOR LOCAL
ORGANIZATIONS*

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What is Secular Week of Action (SWoA)?

Secular Week of Action (SWoA) harnesses the secular movement's commitment to making the world a better place by creating an opportunity to:

- **organize service events** based around shared values
- **connect new volunteers to impactful projects** in their own towns and neighborhoods
- **celebrate what human beings can achieve together** when we dedicate ourselves to ethical *action*

SWoA offers a **relevant alternative to the National Day of Prayer**, a day set aside in federal law for the people of the United States to “turn to God in prayer” on the first Thursday of May. A national day that calls for a specific religious practice as an expression of civic virtue rather than for a shared practice is divisive and discriminatory to secular people as well as to others who do not see prayer as an adequate response to national crises.

This year, Secular Week of Action takes place April 29 - May 8 and provides **a way for all Americans to participate in civic life through volunteerism** — rather than only those whose religious practice includes prayer. In the midst of a housing crisis where rents are increasing as much as 30% in many metro areas, **eviction rates and homelessness are national emergencies** that need to be addressed with action rather than positive vibes. **SWoA's theme this year will be Taking Action for the Unhoused**, but service projects of all kinds are encouraged and will be promoted.

Why participate?

Secular Week of Action is an opportunity for local secular organizations to:

- **learn more about homelessness and the affordable housing crisis** — and how to have an impact on those issues locally
- **make change** in your local city or neighborhood
- **increase the visibility of your secular community** and **find new members and volunteers**
- **communicate secular values** to the public locally and across the country
- **amplify the work of the secular movement nationally**

Taking Action for the Unhoused: Key Points for 2022

Homelessness is an ongoing but solvable crisis in the United States. Many of the relief measures put into place because of Covid-19 helped [decrease the number of unhoused people in shelters](#) and reversed an upward trend that started in 2018. However, the number of unhoused and unsheltered people is still unacceptable — (with estimates around [550,000 on any given night](#)) — and [advocates fear](#) that elevated unemployment and astronomical rent increases will undo any improvements made during the pandemic.

Currently, there is no county anywhere in the US where a renter working full time at minimum wage can afford a median two-bedroom apartment. [Rent prices increased](#) an average of 14%, and many metro areas saw rent price increases of more than 30%. This puts renters at

increased risk of homelessness. Last year, **nearly a quarter of all renters reported being behind on their rent**, and more than half of those expected to be evicted within 2 months.

The secular community knows that **it is our actions — not our thoughts and prayers — that will solve the housing crisis.**

Additional Statistics on Homelessness

Homelessness is defined as living in a place not meant for human habitation, in emergency shelter, or in transitional housing — and also includes: people who are losing their primary nighttime residence within 14 days; people who are exiting an institution where they temporarily resided; families with children or unaccompanied minors who are unstably housed; and people who are attempting to flee domestic violence and have no other residence.

- On a single night in 2021, more than [326,000 people were experiencing sheltered homelessness](#) (living in emergency shelters, transitional housing, or other temporary settings) in the United States.
 - 195,600 were individuals.
 - 130,400 were people in families with children.
 - 15,763 were unaccompanied youth under the age of 25.
 - [Black or African-American youth have an 83% higher risk](#) for homelessness.
 - [LGBT youth have a 120% higher risk](#) for homelessness.
 - While the number of [families and veterans in shelters decreased](#) in 2021, the number of [individuals experiencing chronic homelessness in shelters increased 20%](#).
- The U.S. Department of Housing and Urban Development ([HUD](#)) [did not count unsheltered people](#) experiencing homelessness in 2021 due to concerns about putting workers at risk of exposure to COVID-19.
 - By 2020, [the number of unsheltered people had risen 30% since 2015](#)
 - [Unsheltered people typically represent 40% of the total](#) unhoused population, setting 2021 estimates around 217,000.
- People who experience homelessness have an [average life expectancy of around 50](#) years of age, almost 20 years lower than housed populations.

How to Participate

Homelessness can feel like a big problem for small groups looking to participate in meaningful service events. But **there are many ways that a few people can make a lasting difference.** When people who are experiencing homelessness don't have to spend their day seeking food, clothes, medical supplies, bus passes, and other necessities, that's more time they can spend at work or seeking employment. It's more energy they can put into other important tasks that will end their homelessness and improve their lives in meaningful ways.

When your local group **hosts a food drive; delivers meals; hands out bus passes; or volunteers at a local food pantry**, you're making it easier for someone to stay housed or find shelter. There are also numerous local advocacy opportunities in every jurisdiction — from a

stand against encampment sweeps and the criminalization of homelessness to pushing local governments to ensure more affordable housing. Here's what you can do:

- Plan a service project (see Planning Resources for ideas).
- Register your event on the [Secular Week of Action](#) website.
- Post your event on Facebook and add [Secular Week of Action](#) as a co-host
- Follow [Secular Week of Action on Facebook](#).
- Post pictures of events and event planning on social media, and use hashtags #SecularAction #Action4Unhoused and #WeekOfAction.
- Share information about what you are planning so we can help promote in the regional press; email updates to serah@foundationbeyondbelief.org.
- Remember, your national organizations are here to help! If you have any questions or need help getting started, reach out to any of the national secular organizations participating in Secular Week of Action. You can also email Foundation Beyond Belief's Programs Director for support: wendy@foundationbeyondbelief.org.

Planning Resources

Service Event Guides

[Little Free Pantry](#)

[Organize a Giveaway to Provide Food and Basic Necessities](#)

[Start a Community Garden](#)

[In-Kind Collection](#)

[Craft for Good](#)

[Blood Donation](#) (including [Advocacy for Anti-Discrimination](#))

[Park Clean Up](#)

[Plant A Tree](#)

[Little Free Library](#)

Fundraising Guides

Fundraise for a local organization taking action for homeless people!

[General Fundraising Guide](#)

[Approaching Businesses for Fundraising](#)

[Bake Sale](#)

[Benefit Yard Sale](#)

[Benefit Pasta Dinner](#)

[Virtual Concert](#)

[Online Gala](#)

[Online Auction or Raffle](#)

[Virtual "A-Thon"](#)

[Online Pub Quiz](#)

[Virtual Game Night](#)

[Webinar or Talk](#)

[Virtual Contest or Talent Show](#)

[T-shirt Design Contest](#)

[Virtual scavenger hunt](#)

[Virtual Flying Spaghetti Monster Dinner](#)

Advocacy Resources for Homelessness Prevention

[National Low Income Housing Coalition - Legislative Action Center](#)

Find housing crisis information, local partners, and advocacy actions for [your state here](#)

General Activism and Advocacy Webinars

[#AtheistsENGAGE: Using Social Media to Fight for Separation of Religion and Government](#)

[Artivism: Using Art to Create Social Change](#)

[How Groups Can Be #HereForClimate](#)

[Secular Invocations](#)

[State Legislative Advocacy](#)

Organizing and Promotion Tools

[Making a Media Splash](#)

[Social Media Skills](#)

[Taking Good Photos](#)

Suggested Planning Timeline

- **Friday, March 18** (six weeks from the start of Secular Week of Action): Start discussing with leadership what kinds of events you want to plan and how many.
- **Friday, April 1** (one month from the start of Secular Week of Action): Start planning your event(s). If you are working with partners or volunteering with another organization, confirm dates and times.
- **Friday, April 8** (three weeks from start of Secular Week of Action): Make sure your event(s) is posted to your social media and on calendars (including on the [Secular Week of Action](#) website) and you are promoting it to your members and potential volunteers.
- **Week before your event(s)**: final push for volunteers and making sure key volunteers and details are confirmed
- **Day of event(s)**: Post pictures, go live, have fun!
- **Within a week of your event(s)**: Post a wrap up with pictures and impact information to your blog, facebook. Talk with your leadership to debrief what went well and what can be improved. **Share your success metrics with us using [this form](#)** so we can brag to the press and the secular community!

Logos and Fonts

Use these files, colors, and fonts to create your own SWoA promotional materials!

[Logo files](#)

Logo Fonts:

- Biff Bam Boom (Paid: [Adobe](#))
- Crimefighter BB (Free: [1001 Fonts](#))

Print Media Fonts:

- Crimefighter BB (Free: [1001 Fonts](#))
- Knewave Regular (Free: [1001 Fonts](#))

SWoA Color Codes

- Red: #ff1e39
- Orange: #fe7e39
- Green: #12ef4b
- Yellow: #fada57

Social Media Tips

- Need some graphics or suggested posts? Check out our [SWoA memes!](#)
- **Like the [Secular Week of Action Facebook Page](#) and share our posts.** We'll be posting project ideas, memes, and other fun stuff you can share to let your followers know about Secular Week of Action.
- **Share the [Secular Week of Action website](#).** Help raise the visibility of SWoA and the work we are all doing to make positive change.
- **Post pictures**
Whether you're participating in a virtual group activity or as an individual, find creative ways to photograph your servicework and share online to inspire others.
- **Go live**
Live stream on [YouTube](#), [Facebook](#), [Instagram](#), or other platforms. Are you working on a creative project? Interact with your audience while you work. Take suggestions from viewers as you go, or auction off creative choices! Make sure to talk about your activity regularly in advance so people know to tune in.
- **Network with other groups**
Like, follow, and share the posts of other volunteer groups across the country to support one another's work!
- **Post your event online to help advertise your activity**
Use [Facebook events](#), [Meetup](#), [Eventbrite](#), [Yelp](#), or others to let people know what you're doing for Secular Week of Action. Also check your local newspaper online to see if they have an event calendar that allows submissions.
- **Be sure to use the hashtags #SecularAction #Action4Unhoused and #WeekOfAction.**

Sample Social Media Posts

General

It's that time of year again — when the secular community unites in compassion for Secular #WeekOfAction, and we're proud to be a part of it! Stay tuned for more details, and check out weekofaction.org to learn more! #SecularAction #Action4Unhoused

Looking for an opportunity to meet people in your community who share your secular values? Join our service event during Secular #WeekOfAction! [\[insert your event link here\]](#). #SecularAction #Action4Unhoused

Secular groups and individuals all over the country will be making change in their communities for Secular #WeekOfAction April 29 - May 8! Join us in being a part of the movement for compassionate action and secular values! [\[insert your event link here\]](#) #SecularAction #Action4Unhoused

Secular #WeekOfAction is a great opportunity to meet new people, make new friends, and change the world! We've got a wonderful event planned and we hope you'll join us! [\[insert your event link here\]](#) #SecularAction #Action4Unhoused

All over the country, secular communities are organizing service events to support unhoused people and address the housing crisis during Secular #WeekOfAction, April 29 - May 8. Join us in making a difference: [\[insert your event link here\]](#) #SecularAction #Action4Unhoused

Taking Action for Unhoused People

Homelessness feels like a big problem — but we can have a big impact when we work together. Secular #WeekOfAction is bringing the whole secular community together to take action for unhoused people. Here's what we're doing: [\[insert your event link here\]](#) #SecularAction #Action4Unhoused

On any given night in the U.S., some 550,000 people have nowhere to call home. The secular community is uniting to support people experiencing homelessness and the organizations that serve them for Secular #WeekOfAction. Join us: [\[insert your event link here\]](#) #SecularAction #Action4Unhoused

Did you know: there is no county anywhere in the US where a renter working full time at minimum wage can afford a median two-bedroom apartment? During Secular #WeekOfAction, secular communities all over the country are participating in advocacy, volunteer work, and fundraising to address the housing crisis. Let's make a difference together: [\[insert your event link here\]](#) #SecularAction #Action4Unhoused

On any given night nearly 16,000 unaccompanied youth experience homelessness — and up to 40% of them identify as LGBTQ. The National Day of Prayer isn't going to solve this crisis, but the Secular #WeekOfAction will address the problem in tangible ways. Here's what we're doing: [\[insert your event link here\]](#). #SecularAction #Action4Unhoused

When people who are experiencing homelessness don't have to spend their day seeking food, clothes, medical supplies, bus passes, and other necessities, that's more time they can spend on other important tasks that will end their homelessness and improve their lives in meaningful ways. Here's how we're making an impact during Secular #WeekOfAction: [\[insert your event link here\]](#) #SecularAction #Action4Unhoused

Secular Week of Action as an Alternative to A Day of Prayer

Secular people demonstrate our values by participating in service, education, and solidarity rather than by praying. That's what Secular #WeekOfAction is about. Join us: [\[insert your event link here\]](#) #SecularAction #Action4Unhoused

Secular values don't just mean rejecting religion. Our values mean embracing positive action! While the Religious Right gets on its knees for National Day of Prayer, we'll be on our feet for Secular #WeekOfAction, April 29 - May 8: [\[insert your event link here\]](#) #SecularAction #Action4Unhoused

Don't believe in a higher power? Let's flex our human power! National Day of Prayer excludes people who don't use prayer to solve problems, but Secular #WeekOfAction is a call to action for everybody! Will you be there? [\[insert your event link here\]](#) #SecularAction #Action4Unhoused

Secular #WeekOfAction April 29 - May 8 overlaps with the federally-recognized National Day of Prayer. The secular community won't be praying — instead we'll focus our efforts on a full week of inclusive action! This year's theme: Taking #Action4Unhoused People. We're proud to be involved: [\[insert your event link here\]](#) #SecularAction

"The hands that help are better far than lips that pray," wrote Robert Ingersoll. It's like he invented Secular #WeekOfAction! Instead of participating in the National Day of Prayer on May 5, the secular community will be putting our hands to work in our communities all week. Put your hands to work, too: [\[insert your event link here\]](#) #SecularAction #Action4Unhoused

Media Tips

Put out a Press Release

You'll want to **send this out before May 5** so that reporters can cover Secular Week of Action events in conjunction with the National Day of Prayer. Check out this [sample press release](#) from a local group's SWoA event as a guide.

Not sure where to send it? You can usually find reporter, editor, and assignment desk email addresses on the staff pages of your local newspaper and television websites. If you enjoy a good debate, don't forget to include religious news sources!

If you're affiliated with a national secular organization, contact them for help using their PR software to build a custom press list for your region. You can also email Foundation Beyond Belief's Communications Director for assistance: serah@foundationbeyondbelief.org.

Tweet at Influencers!

If your group has a Twitter account, you can tweet about your event @ local news sources, reporters, secular organizations, and atheist thought leaders. Make sure to use the hashtags #SecularAction #WeekOfAction and #Action4Unhoused.

Follow Up

After you've completed your event, share pictures, fundraising numbers, and other markers of success on social media and in follow-up emails to reporters. Don't forget to tag [Secular Week of Action on Facebook](#) so we can help celebrate your accomplishments and brag on your efforts. And use those hashtags! #SecularAction #WeekOfAction and #Action4Unhoused

Need more promotion ideas? Check out these helpful media guides from [CodePink](#) and [Move On](#).

Sample Emails to Send Your Members

Email 1: All About Secular Week of Action

Subject: Join us for Secular Week of Action!

Hi [Name],

Every year, the secular movement comes together to improve our communities and provide a relevant alternative to the National Day of Prayer (May 5, 2022). We spend a whole week organizing service projects and volunteering as individuals — increasing the visibility of our groups and making a difference.

We're excited to participate this year with our service event, [Service Event Name Here]. We hope you'll join us [Date] to make change in our community — and celebrate our secular values! Learn more here: [Link to event].

And make sure to follow [Secular Week of Action on Facebook](#) to stay connected to the national event.

Thanks for helping us put our values into action!

Sincerely,
[Name]

Email 2: RSVP for Our Event and Share on Social Media!

Subject: Let's Get Trending with SWoAI!

Hi [Name],

We're one of countless secular groups around the country planning service events for this year's Secular Week of Action — and this gives us a great opportunity to put the spotlight on shared secular values both here in [your city or state] and nationwide! We want to make sure people who share our values know about this important week — and you can help us get the word out! Here's how:

- **RSVP for our local service event here:** [insert link to your event]
- **Share memes and other media ahead of Secular Week of Action**
Want to share some fun Secular Week of Action posts? Check out these [SWoA memes!](#)
- **Like the [Secular Week of Action Facebook Page](#)**
They'll be posting project ideas, memes, and other fun stuff you can share to let your friends know about Week of Action.
- **Share the [Week of Action website](#) and our event [link to event]**
This will help potential volunteers find us and raise the visibility of the secular community as we work to make positive change.
- **Be sure to use the hashtags #SecularAction #Action4Unhoused and #WeekOfAction.**

Thanks for helping us make Secular Week of Action a success!

Sincerely,
[Name]

Email 3: Encouragement

Subject: We're Part of a Movement!

Dear [Name],

The list of exciting, impactful events planned for Secular Week of Action keeps growing over at weekofaction.org. We're so proud to be a part of this movement of compassionate action, and we hope you'll participate! If you haven't had any opportunity to RSVP for our service event, do it now! Check it out here: [\[insert event link\]](#). You can also see all the great events that are lining up on the national calendar by visiting weekofaction.org. Now is a great time to brag about our amazing community on your social media, and use hashtags #SecularAction #WeekOfAction and #Action4Unhoused.

Thanks for putting secular values into action!

Sincerely,

[Name]

Email 4: Reminder to Attend and Promote

Subject: It's Happening! Secular Week of Action is Here!

Dear [Name],

Amazing! With so many groups and individuals around the country committing to impactful action in 2022, this year's Secular Week of Action is something truly special. If you haven't signed up to join us yet, make sure to RSVP here: [\[insert event link\]](#). And don't forget to wear your secular swag!

If you aren't able to join us in person, head over to the Secular Week of Action website to take the [pledge for action](#) — you'll find a bunch of individual and virtual volunteer activities you can participate from anywhere on your own time.

Thank you for helping amplify secular values, and for making an impact in our community. We appreciate you!

Sincerely,
[Name]

THANK YOU TO OUR NATIONAL PARTNERS:-

