

## **Panhandling Campaign Social Media Plan**

### **National Law Center on Homelessness & Poverty (NLCHP)**

Thank you for your support of the National Law Center on Homelessness & Poverty's campaign to demand the repeal on panhandling as a free speech right for people experiencing homelessness.

On Tuesday, August 28, 2018, local organizations across the country will send a coordinated letter to government officials in cities where panhandling is banned to demand the repeal of such restrictions on free speech. Since the 2015 Supreme Court decision in *Reed v. Town of Gilbert* declaring panhandling as a free speech right, more than 25 laws attempting to ban panhandling have been found unconstitutional.

Everyone has the right to ask for help. Bans against panhandling must be repealed until basic needs such as food, health care, and housing are met for all people experiencing homelessness.

Organizations participating in the campaign can find the following resources at [www.nlchp.org/panhandling](http://www.nlchp.org/panhandling).

**Press Release (to be released on August 28):** [\[link\]](#)

**NLCHP Facebook:** [facebook.com/homelessnesslaw](https://facebook.com/homelessnesslaw)

**NLCHP Twitter:** [@NLCHPhomeless](https://twitter.com/NLCHPhomeless)

**Housing Not Handcuffs Facebook:** [facebook.com/housingnothandcuffs](https://facebook.com/housingnothandcuffs)

**Housing Not Handcuffs Twitter:** [@HNHCampaign](https://twitter.com/HNHCampaign)

**GIF/Images for Download:** [nlchp.org/panhandling](http://nlchp.org/panhandling)

**Hashtags:** #IAskForHelpBecause #HousingNotHandcuffs

**Show your support by downloading and printing our “I Ask For Help Because” sign.** Tell us the reason why you may ask someone for help, take a photo, and share on social media using hashtag #IAskForHelpBecause.

### **Sample Social Media Posts**

27% of cities prohibit panhandling city-wide. This represents an increase of 43% since 2006.  
#IAskForHelpBecause #HousingNotHandcuffs

61% of cities prohibit panhandling in particular public places—an increase of 7% since 2006.  
#IAskForHelpBecause #HousingNotHandcuffs

In cities like Raleigh, NC, a person has to obtain a permit to ask for money, which can only be attained with a photo ID. Acquiring an ID can be very difficult for a person experiencing homelessness. #IAskForHelpBecause #HousingNotHandcuffs

More than 25 laws attempting to ban panhandling have been declared unconstitutional by the court. Everyone has the right to ask for help. #IAskForHelpBecause #HousingNotHandcuffs

No one wants to see people begging, but it shouldn't be a crime to ask for help.  
#IAskForHelpBecause #HousingNotHandcuffs

Punishing homeless people for panhandling with fines and fees they can't afford will not solve homelessness. #IAskForHelpBecause #HousingNotHandcuffs

Enforcing bans against asking for help—a constitutional right—is a waste of time for law enforcement and a waste of money for taxpayers. #IAskForHelpBecause #HousingNotHandcuffs

Communities should spend more time and resources on ending homelessness with permanent housing, not bans on panhandling. #IAskForHelpBecause #HousingNotHandcuffs

**Combine the above with the below graphics – research shows that posts with graphics are 90% more likely to be shared.**

