

THE BIG SLEEP OUT - 2026



KINGSTON CHURCHES
action
on homelessness
10/10/26
**YOUR HOME
OR GARDEN**

WELCOME TO THE TEAM!

Thank you for participating in Kingston's Big Sleep Out (BSO) 2026 in support of Kingston Churches Action on Homelessness (KCAH).

By hosting a satellite event at home or in your community, your family is now part of a very important movement supporting our mission that "Everyone in Kingston is in a safe and stable home and is able to build a happy life".

We support single adults with a connection to the borough of Kingston, that means they have no partner and no dependant children and that they have been in the borough for 3 out of the last 5 years, or 6 out of the last 12 months.

Why just this group? Single adults are at the bottom of the pile for help from councils and governments because they are supposed to be the most resilient and capable, able to find their own way to stability and happiness, but there is a group of single adults who do not have that ability, many of the people we see have been faced with a series of circumstances that led them toward homelessness.

The money you raise by sacrificing your time and comfort will help to ensure that KCAH's services remain available to local people who find themselves in housing crisis. Your amazing fundraising efforts will provide life-changing support and services to local people in their hour of need.

£40 will fund an hour of vital face-to-face expert support for an individual in a housing crisis while £75 will provide a new home starter pack, giving the person bedding and essential items for their new room.

By raising funds for KCAH, you are providing local people with services including our Housing Crisis Intervention Service, Winter Night Shelter, Access Project temporary accommodation and The Bridge.

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LOGISTICS, ADVICE, AND SAFEGUARDING

A Sleep Out involves giving up your bed for one night to sleep somewhere uncomfortable, like your garden, a safe, school playground or your living room, using only cardboard and a sleeping bag. It is important to remember that a Sleep Out does not replicate what it is truly like to be homeless. Instead, a Sleep Out is an act of solidarity.

The Optional Teen Programme

This pack is accompanied by an empowering project for a young teen (page 3 onwards). We have devised 13 x 1 hour sessions with activities that will help them become one of our best advocates as well as a fundraising champion.

Please note that participation in this structured 13 week programme is entirely optional. Families are completely welcome to simply host the night and raise funds in a way that works best for them. See page 8 for details of our preferred fundraising platform.

Advice for Hosting Your Sleep Out

To ensure your night is a success, please follow this essential advice:

The Kit List: Please advise all participants to bring a sleeping bag, a roll mat, cardboard or similar. Ensure everyone has plenty of layers, a warm hat, gloves, and waterproof clothing. A spare pair of socks is highly recommended.

We would encourage you to not pitch a tent and instead create a shelter from other materials, cardboard, tarpaulins, etc.

The Golden Rule for Safeguarding

Safety is paramount. All participants must have explicit permission from a parent or guardian to sleep out in their own garden or living room, and parents must be present in the home overnight. If you have any questions about your fundraising journey, please do not hesitate to contact KCAH on 02082557400, or email us at enquiries@kcah.org.uk.

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EMPOWERMENT PROJECT

You are now part of a very important movement supporting our mission that “**Everyone in Kingston is in a safe and stable home and is able to build a happy life**”.

Sound's simple right? Well, the reality is very different.

We **support single adults with a connection to the borough of Kingston**, that means they have no partner and no dependant children and that they've been in the borough for 3 out of the last 5 years, or 6 out of the last 12 months.

Why just this group? Single adults are at the bottom of the pile for help from councils and governments because they're supposed to be the most resilient and capable, able to find their own way to stability and happiness, but there is a group of single adults who don't have that ability.

We see people from all walks of life and with all sorts of issues; poor mental health, recovering from traumatic incidents, neurodivergence, unmanageable substance use, release from hospital or prison with nowhere to go, fleeing violence at home or in another country or simply victims of situations beyond their control.

For a lot of people the safety and security of their home is held in a fragile balance, things cost more than they used to, but their wages don't keep up, meaning they have to make tough choices over very basic things, for example, **shall I buy food or shall I pay my electricity bill?**

The people who are faced with those choices, or are experiencing those issues alone need somewhere to turn for help, and **that is why KCAH exists.**



WHAT'S IN THIS PACK?

This is your very own promotion pack. You are now a marketer for our cause, and your job is to tell everyone you know about the good work we do, why it matters and what they can do to help.

We have devised 13 x 1 hour sessions with activities that will help you become one of our best advocates as well as a fundraising champion.

WHAT YOU'LL GET...

Marketing Skills: Build digital campaigns and pitch so well that people actually want to donate.

Serious Confidence: Master public speaking and learn to handle tough questions from adults.

True Leadership: You are the boss, setting your own targets and recruiting your own squad.

Real Impact: The money you raise will literally help house someone right here in Kingston.

THE SCHEDULE

Week 1 - The knowledge - build on your understanding of homelessness, KCAH, Big Sleep Out events and World Homelessness Day.

Week 2 - Talk the talk - build on your confidence talking about homelessness

Week 3 - Build your campaign - Who do you want to talk to?

Week 4 - Fundraising - how to set up a fundraising page

Week 5 - Digital toolkit - messages and assets for your digital campaign

Week 6 - Offline assets - create a flyer and a poster

Week 7 - connect the dots - where and how to help others start fundraising

Week 8 - Write your script - crafting a compelling talk

Week 9 - Public speaking - how to speak to a group about your mission

Week 10 - Hit the streets - deliver your flyers and posters

Week 11 - Digital launch - spread the word!

Week 12 - Measure your success - who's signed up? How much have they raised?

Week 13 - Wrap it up - let's reflect...

WEEK I - THE KNOWLEDGE

Before you can ask anyone to support your campaign, you need to be an expert on what you are promoting. This week is all about building your foundation.

World Homelessness Day. Every year on the 10th of October, communities around the globe come together for World Homelessness Day. The purpose is to draw attention to the needs of people experiencing homelessness locally and provide opportunities for the community to get involved in responding to it. This year, our Big Sleep Out falls exactly on this date.

What is a Big Sleep Out? A Sleep Out involves giving up your bed for one night to sleep somewhere uncomfortable, like your garden, a safe, school playground or your living room, using only cardboard and a sleeping bag. It is important to remember that a Sleep Out does not replicate what it is truly like to be homeless. You are safe, you have a warm home to return to the next day, and you are with friends. Instead, a Sleep Out is an act of solidarity. It is a way to raise awareness, prompt conversations, and raise essential funds to help those who do not have a choice about where they sleep.

Homelessness in Kingston. As you read on page 1, KCAH specifically helps single adults in the borough of Kingston upon Thames. While rough sleeping (sleeping on the streets) is the most visible form of homelessness, it is only a small part of the problem.

Week 1 Task: Your objective for this first one hour session is to gather the facts and understand the human impact of what we do.

General research: List the different living arrangements that are classed as homelessness.

Bonus, what are the most common causes of homelessness?

About KCAH: Visit <https://kcah.org.uk> to find out about us and the different services we offer then head to <https://substack.com/@kcahomelessness> and read a couple of newsletters. This will give you a feel for the human side of our work before you start pitching to people.

Write Your 'Why': Note down three sentences explaining why you have chosen to work with KCAH. Keep this paper safe; you will need it in Week 4 when you create your fundraising page.

WEEK 2 - TALK THE TALK

When promoting the Big Sleep Out, people will ask questions. Some might have outdated views. Your job is not to argue, but to confidently give them the facts. Here is your cheat sheet:

"Where does the money actually go?" Our value is in our people. Every penny goes towards their knowledge and training. This ensures we can give the absolute best advice and support to someone across all areas of their life, with secure housing as our ultimate goal.

"Why don't they just get a job?" Actually, many do work, but local rent is simply too high. Others are trapped in a cycle: you cannot get a job without a fixed address, and you cannot get an address without a job.

"Isn't it usually their own fault?" Homelessness is rarely a choice. It is usually the result of a sudden crisis, such as a relationship breakdown, fleeing domestic violence, sudden illness, or a unexpected change in finances.

"What should I do if I see someone sleeping rough?" The best practical step is to use the StreetLink app or website. This sends an alert to local outreach teams who will connect them to services like KCAH. (<https://streetlink.org.uk>)

"Should I give money directly to people on the street?" It is a personal choice. A smile or a chat goes a long way. However, donating to KCAH ensures the money is used to fix the root causes of their homelessness permanently.

Your Week 2 Tasks:

The Stats Hunt: People respect numbers. Spend 15 minutes researching local facts. Look up the current average monthly rent for a one bedroom flat in Kingston, and compare it to the average monthly salary. The discrepancy is a massive eye opener and makes a powerful argument for why our services are needed. Write these numbers down.

The Roleplay: Confidence comes from practice. Grab a parent, a friend, or a teacher and ask them to read the five questions out loud. Practise answering them naturally, and try weaving your newly researched statistics into your answers to make your argument bulletproof.

WEEK 3 - BUILD YOUR CAMPAIGN

You have the facts and the answers. Now it is time to build your pitch. To get people on board, you need to show them exactly how their support changes lives in Kingston.

The KCAH Impact

Memorise these **2025** figures. They prove our expertise works.

403 Kingston people registered with us facing homelessness through KCAH's direct action:

196 people were successfully housed.

83 people were supported to stay in their homes.

70 people were helped out of debt.

Every person is unique, which means every solution is unique. We offer holistic support that starts where they are and ends with a housing option.

Mapping Your Network. Who are you going to talk to? Think about your inner circle (family and friends), your school (teachers and form tutors), and your wider community (sports clubs, youth groups, or parents' colleagues).

Setting Your Targets. Specific goals get results. Decide now: How many people do you want to recruit to sleep out? How much will you ask them to raise? (e.g. £150).

The Golden Rule,

All participants must have explicit permission from a parent or guardian to sleep out in their own garden or living room, and parents must be present in the home overnight.

Week 3 Task:

Brainstorm: List 10 specific people or groups to approach.

Set Goals: Write down your final recruitment and financial targets.

Draft Your Pitch: Combine your "Why" and research from Week 1, your knowledge and confidence from week 2 with these 2025 stats, to create a compelling statement that will encourage people to get involved and always end with a clear "ask": "I am building a team who can raise money to help KCAH get more people into safe homes. Will you join me?"



WEEK 4 - BUILD YOUR HQ

You have your targets and your pitch. Now you need a central platform to manage your campaign, track your team's progress, and securely collect donations. We ask everyone to use **Zeffy**. Unlike other platforms that charge processing fees, Zeffy is completely free. This ensures that 100% of the money your team raises goes directly to KCAH and the people we support.

Taking the Lead. As a campaign leader, your role is to set the foundation for others to join. By setting up a "Team" page, you can monitor how much your group raises collectively. Here is how to build your hub.

Access the Platform: Scan this QR code to open the official KCAH Big Sleep Out campaign hub.



Create Your Team: Select the "Fundraise" option and choose to create a new team.

Add Visuals: Upload a clear profile or team photo. Campaigns with authentic photos build trust and raise significantly more funds.

Write Your Campaign Story: Once you've created your team, selected "Edit Campaign" > "Description". Do not leave the default text. Own the page by using your "Why" from Week 1 and the 2025 impact statistics from Week 3. Explain clearly why and where your team is sleeping out and the specific impact the funds will have. Make your "thank you email" personal too.

Get your QR code: when you hit "Save & Share", click "More ways to share" to access your QR code.

Guiding Your Recruits. When you deliver your pitch to potential team members, you need to guide them through the next steps clearly. Give them these exact instructions: "Scan my QR code to view my page, select 'Join Team' to register yourself for the sleep out, and the platform will automatically generate your personal sponsorship link."

Your Week 4 Task: Take responsibility for your campaign hub today. Spend this session getting your Zeffy team page live, fully written, and visually complete. Finally, navigate through the page on your phone so you understand the user journey your recruits will take when they sign up.

WEEK 5 - YOUR DIGITAL TOOLKIT

Your campaign hub is live. Now you need to prepare the digital materials you will use to drive people to it. This week is about gathering your assets and drafting your messages.

The Golden Recruitment Rule, as you prepare your recruitment messages, you must be completely clear about the event's age restrictions. (See week 4)

Ensure you include this information when asking friends, schoolmates, or youth groups to join your team.

Online Safety First, as a KCAH campaign leader, you are representing the charity. You must follow these rules (N.B. if you are under 13, ask a trusted adult if you can use their account):

Protect Your Privacy: Never share your personal home address, phone number, or exact daily location in public social media posts.

Stay Professional: Rely on the facts and figures you learned in Weeks 1 to 3. If someone replies to a post with a negative comment, do not argue with them. Simply ignore, delete, or block.

Use the Hub: Always direct people to your Zeffy page. Never ask people to transfer sponsorship money directly to your personal bank account.

The KCAH Asset Drive. We have created a secure online folder containing our brand guide, official KCAH logos, approved photos of our work, and ready made graphics for your social media. <https://kcah.org.uk/bs0-2026-assets>

Drafting Your Messages, different platforms require different approaches:

The Family WhatsApp: Personal. Remind them about your DofE goals, explain the KCAH mission, and include your Zeffy link.

The Social Media Story: Highly visual. Use a KCAH graphic, a short bold statement (like your 2025 impact stats), and a clear call to action to check your link.

Your Week 5 Task: Do not publish anything just yet. Your official digital launch is scheduled for Week 11. Today, spend your hour accessing the KCAH Asset Drive. Download three images or graphics you want to use. Then, open the notes app on your phone and write three draft messages: one for your extended family, one for your friends, and one short pitch for your social media. Save them safely.

WEEK 6 - OFFLINE ASSETS

Digital marketing is crucial, but physical spaces still matter. To reach your teachers, local shop owners, or community groups, you need high quality printed materials. This week, you will design a poster to display on noticeboards and a flyer to hand out in person.

The Golden Rules of Design. When people look at a poster, you only have about three seconds to grab their attention. Follow these rules to make sure your design works:

Less is More: Do not write an essay. Use short, punchy statements. Your 2025 impact statistics from Week 3 are perfect for this.

The Essentials: Make sure the name of the event (The Big Sleep Out) and the date (10/10/26) are the most prominent text on the page.

The Call to Action: Tell them exactly what to do. Use phrases like "Scan here to sponsor me" or "Join my team and sleep out for KCAH."

The Mechanics: Leave a blank square in your design so you can drop in the unique QR code that links directly to your Zeffy team page.

The Mandatory Details. Because KCAH is a registered charity, your printed materials must be legally compliant. You must include:

The KCAH Registered Charity Number: 1075890

The safeguarding rule: "All participants must have explicit permission from a parent or guardian to sleep out in their own garden or living room, and parents must be present in the home overnight."

Your Week 6 Task. We recommend using a free design tool like Canva, which has hundreds of templates. Spend this hour designing two items (don't forget the Asset Drive):

A Poster (A4 size): Designed to be read from a distance. Keep the text large and the message simple.

A Flyer (A5 size): Designed to be handed to someone. This can include a bit more detail, like your personal "Why".

Ensure both designs include the mandatory charity number, the safeguarding rule, and your Zeffy QR code. Save your final designs as PDF files, ready for printing.

WEEK 7 - CONNECT THE DOTS

Getting people to join your Big Sleep Out team is a massive achievement, but it is only half the mission. Once they are signed up, you need to help them raise money. As the Team Captain, you are their guide.

Sharing the Knowledge, your recruits will not have this 13 week guide, so you need to pass down the knowledge you have built. If they are going to ask people for money, they need to sound confident.

Give them the stats: Share the 2025 impact figures from Week 3 so they can prove KCAH's expertise.

Give them the answers: Share the FAQ cheat sheet from Week 2 so they know exactly what to say when people ask, "Where does the money actually go?"

The Zeffy Mechanics, when someone joins your Zeffy team, the platform automatically generates a personal sponsorship link just for them. Their totals will feed into your main team target. Your job is to remind them to actually use their link! Encourage them to write their own personal "Why" and where story on their page, just like you did.

Expanding the Network, help your team members map out their own networks. While you might be asking your family, your recruits have their own grandparents, sports coaches, and neighbours to ask. By helping them brainstorm who to approach, you instantly multiply the amount of money your team can raise for Kingston's single adults.

Your Week 7 Task: You need a system for welcoming new recruits. Open your notes app and write a "Welcome to the Team" message. This is the message you will send to anyone who signs up to your Zeffy team.

Make sure your message includes:

1. A massive thank you for joining.
2. A reminder of the safeguarding rule (parental permission and attendance).
3. The 2025 impact stats so they can use them in their own pitches.
4. A link to the KCAH digital asset drive so they can post on their own social media.

WEEK 8 - WRITE YOUR SCRIPT

Speaking in front of a group, whether it is your school assembly, your form class, or a local sports club, is the single most effective way to recruit a large number of people at once. Public speaking can feel daunting, but a great script gives you total confidence.

The Four Part Formula, a compelling talk does not need to be long. Two to three minutes is perfect. You just need to follow this professional structure:

The Hook: Do not start with a boring introduction. Grab their attention immediately with a powerful fact. Example: "Last year, 403 single adults right here in Kingston faced homelessness."

The Reality: Use what you learned in Week 1. Briefly explain the "fragile balance" and how a sudden crisis or a rent increase can leave people with nowhere to turn. Share your personal "Why" to make it authentic.

The Solution: Prove that the situation can be fixed. Tell them how KCAH successfully housed 196 people last year. Remind your audience that their money funds expert staff who provide long-term housing solutions.

The Call to Action: End with clear instructions. Tell them about the Big Sleep Out on 10/10/26. Explain the rules (parental permission and attendance) and tell them exactly how to scan your QR code to join your team.

Keep It Natural, when writing your script, use the words you would actually say in a conversation. Short sentences work best. If you run out of breath reading a sentence on the page, it is too long to read out loud.

Your Week 8 Task: Spend this hour writing your script. Use the four part formula above to structure your talk. Once it is written, stand up and read it out loud while timing yourself on your phone. Adjust the script until it flows naturally and fits comfortably within a three minute window.

WEEK 9 - PUBLIC SPEAKING

You have a brilliant script. Now it is time to bring it to life. Standing up in front of an audience is the fastest way to build your team and boost your fundraising, but it requires practice.

Beating the Nerves, it is completely normal to feel nervous before speaking in public. Nerves just mean you care about the outcome. Before you start, take three deep breaths. Remember that your audience is on your side and they want you to succeed.

The Rules of Delivery, to make sure your message lands perfectly, follow these presentation rules:

Control Your Pace: When we get nervous, we tend to rush. Force yourself to speak much slower than you think you need to. Pause for two seconds after you deliver your KCAH impact statistics to let the numbers sink in.

Ditch the A4 Paper: Do not hide your face behind a large sheet of paper. Write your main bullet points onto small cue cards. This forces you to look up and make eye contact with the room.

Volume: Project your voice to the very back of the room. If the people in the back row cannot hear your call to action, they cannot join your team.

The Visual Aid: Make it easy for people to say yes. Have your Zeffy QR code displayed prominently on a projector screen behind you, or print it on a massive piece of card so people can scan it straight from their seats.

Your Week 9 Task:

First, secure your stage. Speak to your form tutor, head of year, or club leader today and book a five minute slot to deliver your pitch to the group.

Second, spend the rest of this hour doing a full dress rehearsal. Stand up in your living room and deliver your talk to a family member exactly as you will do it on the day. Ask them for honest feedback on your speed, volume, and eye contact.

WEEK 10 - HIT THE STREETS

Your posters and flyers are printed. Now it is time to get them out into the real world. This week is all about physical marketing and making sure your local community knows exactly how to join your team.

Safety First. Taking your campaign to the streets requires common sense. You must follow these strict rules:

The Buddy System: Never distribute flyers or put up posters alone. Always go with a parent, a guardian, or a group of friends.

Stay Public: Only hand out flyers in public spaces or drop them through letterboxes. Never enter a stranger's house.

Ask Permission: If you want to put a poster up in a shop window, cafe, or school noticeboard, you must politely ask the manager or teacher first.

Where to Target. Think about where your target audience actually spends their time. Good locations for posters include:

School or youth club noticeboards.

Local community centres and church halls.

Independent cafes or shops on your local high street.

Sports club pavilions.

The Shop Pitch. When asking a shop owner to display your poster, be polite and direct. Try this: "Hello, I am volunteering for KCAH, a local charity helping single adults facing homelessness in Kingston. Would you mind displaying this poster to help me recruit a team for our Big Sleep Out?"

Your Week 10 Task

Grab your printed assets and hit the streets safely. Spend this hour distributing your flyers to the people you identified in your Week 3 planner, and pinning up your posters in high footfall areas. Make sure every single piece of paper you leave behind has your Zeffy QR code and the safeguarding rules (parental permission and attendance) clearly visible.

WEEK II - DIGITAL LAUNCH

Your physical posters are up and your public talks are in motion. Now it is time to ignite the online phase of your campaign. This week is all about publishing the drafts you created in Week 5 and driving massive traffic to your Zeffy page.

The Coordinated Launch. Momentum is everything in fundraising. If people see that others are joining your team and donating, they are much more likely to do the same. By launching all your digital messages in the same week, you create a buzz that is hard to ignore.

The Direct Approach (WhatsApp & Messages). Social media is great, but direct messages get the best results. Open the drafts you wrote in Week 5 and start sending them to your extended family, friends, and the specific people you listed in your Week 3 Campaign Planner.

Make sure every message includes your unique Zeffy link.

Remind them of your personal "Why" and the KCAH 2025 impact statistics.

Be clear about the rules: "If you want to sleep out, you must have your parent's permission and they must be nearby."

The Social Media Push. Now it is time to post the official KCAH graphics you saved from the Asset Drive.

The Visuals: Post the graphics on your stories or timeline.

The Link: Social media platforms often hide posts with links in the text. Put your Zeffy link in your profile bio and write "Link in bio to sponsor me or join my team!" on the actual post.

Tagging: Remember to tag the official KCAH accounts so we can see your incredible work and share it.

Don't Post and Ghost. When people reply to your stories or message you back, reply immediately. A quick, polite response answering any questions they have (using your Week 2 FAQ cheat sheet) is often the final push they need to make a donation.

Your Week 11 Task

It is launch day. Spend this hour hitting "send" on your WhatsApp broadcasts and publishing your social media posts. Once they are live, monitor your Zeffy team page and be ready to welcome any new recruits using the guide you created in Week 7.

WEEK 12 - MEASURE YOUR SUCCESS

Your campaign is out in the wild. You have spoken to your network, distributed your flyers, and launched your digital push. Now it is time to look at the data, track your progress, and secure those final pledges.

The Art of the Follow Up. In fundraising, people often say, "I will definitely sponsor you," and then completely forget. They are not ignoring you; they are just busy. Sending a polite reminder is not annoying, it is an essential part of running a campaign.

The secret to a good follow up is keeping it friendly and urgent: "Hi! Just a quick reminder that the KCAH Big Sleep Out is getting close. You mentioned you might be able to sponsor me or join the team. If you are still keen, here is the link to my Zeffy page. Thank you so much!"

Checking Your Dashboard. Log into your Zeffy account and review your team hub. This is your campaign data center. Look at your two main targets from Week 3:

Recruitment: How many people have officially joined your team?

Financials: What is your current team fundraising total?

Publicly Celebrate the Wins. When you hit a milestone (like your first £50, or getting three people to join your team), shout about it. Post an update on social media or in your family WhatsApp thanking the specific people who have already supported you. Public gratitude makes your current sponsors feel great and encourages others to chip in so they do not miss out.

Your Week 12 Task

Spend this hour managing your campaign data. First, log into Zeffy and write down your current recruitment and financial totals. Second, identify three people who said they would support you but have not done so yet, and send them a polite follow up message with your link. Finally, post a public "Thank You" message to everyone who has supported your team so far.

WEEK 13 - WRAP IT UP

You have made it to the final week of your campaign preparation. Over the last three months, you have learned about the complex realities of homelessness, built a fundraising strategy, designed a marketing campaign, and stepped up as a team leader.

The Bigger Picture. Before we look at the admin, take a moment to look at what you have actually achieved. The money your team has raised on Zeffy is going to make a direct, tangible difference to single adults in Kingston. Because of your hard work, KCAH can continue to provide the expert advice and support needed to guide people out of crisis and into secure homes.

Your Week 13 Task:

Your campaign does not truly end until the morning after the Big Sleep Out. As we approach the 10th of October, make sure your team knows their logistics for the event, what to wear, and remind them one last time of the golden rule: All participants must have explicit permission from a parent or guardian to sleep out in their own garden or living room, and parents must be present in the home overnight.