Allegheny Counts

Allegheny County Department *of* Human Services

Allegheny Counts Media Toolkit

Included in this toolkit:

- What is Allegheny Counts?
  - How You Can Help
- Sample Social Media Posts and Graphics
  - Partner Email Template
    - Other Materials

Be sure to tag and follow us on social media

Facebook: @ACDHS

Instagram: @acdhsoffical

What is Allegheny Counts?

Every January, communities across the country participate in the U.S. Department of Housing and Urban Development's annual effort to estimate the number of people experiencing homelessness on a single night.

In Allegheny County, this upcoming count will take place the evening of **Tuesday, January 26, 2027 from 8:45 pm to as late as 2:00 am.**

How You Can Help

Allegheny County is launching “Allegheny Counts” to build a tradition of community engagement. The goal is to recruit 400 volunteers and make this an annual initiative that residents look forward to - a meaningful way to connect with and support homelessness efforts year after year.

Volunteers are essential in making this effort possible. Volunteer participation helps ensure that every person in Allegheny County is seen, counted, and connected to support.

- Time commitment: 8:45 pm to as late as 2:00 am
- Volunteers will work in teams, traveling by foot or car
- Training and supplies are provided on site

Sample Social Media Posts and Graphics

We’ve provided some social media options for your organization to help spread the message. See below for recommended posts. Download the graphics here.

Facebook Post Option 1:

@ACDHS needs volunteers on January 26th for their annual effort to estimate the number of people experiencing homelessness in Allegheny County.

By volunteering, you’re helping ensure every person is seen, counted, and supported. The data collected helps shape local services, resources, and funding to make lasting changes for those in need.

Every person counts, and every volunteer makes a difference.



Volunteer to help count: alleghenycounty.us/alleghenycounts

Facebook Post Option 2:

On January 26, @ACDHS and Allegheny County community volunteers will take part in Allegheny Counts, an annual effort to estimate the number of people experiencing homelessness on a single night. Volunteers are essential in making this effort possible. Volunteer participation helps ensure that every person in Allegheny County is seen, counted, and connected to support.

Sign up to volunteer by visiting: alleghenycounty.us/alleghenycounts



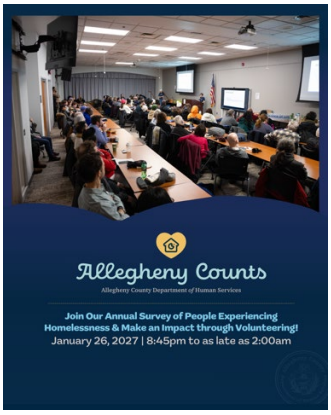
Instagram Post Option 1:

@acdhsoffical needs volunteers for Allegheny Counts on Tuesday, January 26, 2027, from 8:45 pm to as late as 2:00 am.

The goal is to recruit 400 volunteers and make this an annual initiative that residents participate in - a meaningful way to connect with and support homelessness efforts year after year.

Join others who care about making sure everyone in our community is recognized and supported.

Together, let's be part of a night that truly makes a difference. Sign up to volunteer by visiting alleghenycounty.us/alleghenycounts



Instagram Post Option 2:

@acdhsoffical needs volunteers to help ensure that every person in Allegheny County is seen, counted, and connected on January 26th, 2027. This annual effort estimates the number of people experiencing homelessness in Allegheny County.

🕰️ Time commitment: 8:45 pm to as late as 2:00 am

👥 Volunteers will work in teams, traveling by foot or car

🚀 Training and supplies are provided on site

Volunteer to help count at alleghenycounty.us/alleghenycounts



X Post Option 1:



@Allegheny_Co and the Department of Human Services are seeking #volunteers to help estimate the number of people experiencing homelessness on January 26, 2027. Sign up to be a part of a night that truly matters: alleghenycounty.us/alleghenycounts

X Post Option 2:

@Allegheny_Co and the Department of Human Services need volunteers on January 26th for their annual effort to estimate the number of people experiencing homelessness in Allegheny County. Volunteer to help count: alleghenycounty.us/alleghenycounts



Partner Email Template

Subject Line: We need your help: Join the annual census of people experiencing homelessness

Hello,

Allegheny County has asked for our help to mobilize teams of volunteers for one night in January to conduct a census of people experiencing homelessness. **I'm hoping you will consider signing up for this unique and important volunteer opportunity.**

Every year, communities across the country participate in the U.S. Department of Housing and Urban Development's annual effort to estimate the number of people experiencing homelessness on a single night.

In Allegheny County, this count will take place the evening of **Tuesday, January 26, 2027, from 8:45 pm to as late as 2:00 am** (Yes -- 2 am.) The event, locally named "Allegheny Counts," is modeled after other cities' counts like New York and Paris.

If you sign up to help, you'll receive training that night and then work in teams with other volunteers, traveling by foot or car, to complete a brief survey for each person you encounter outside. If individuals are sleeping, the survey will be based only on observation.

Participating in this event provides a chance to learn more about homelessness in our community. Your participation allows us to ensure those experiencing homelessness are seen, counted, and connected to supports.

To learn more and sign up to volunteer, please visit the Allegheny Counts website at alleghenycounty.us/alleghenycounts and select our organization to help us reach our recruitment goal.

Thank you for considering this meaningful opportunity.

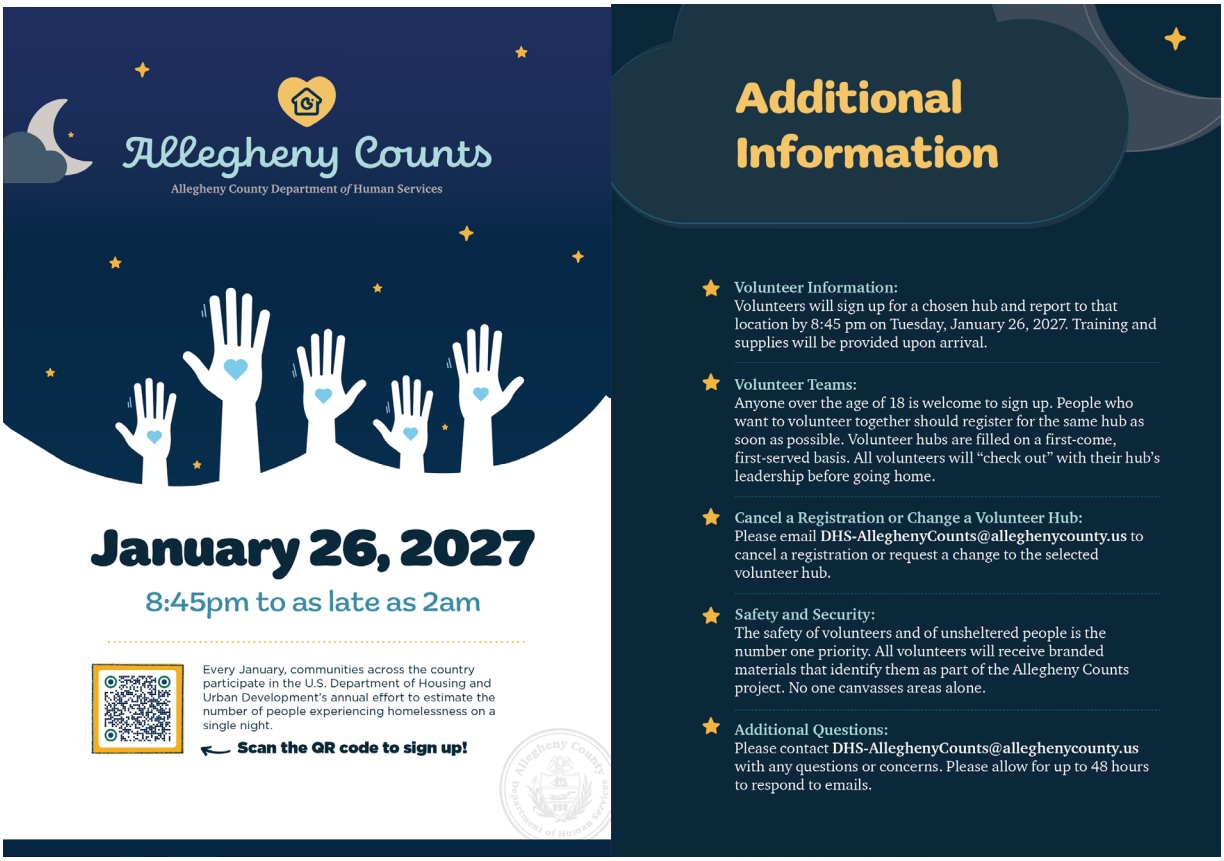
Best,
[Your Name]

Other Materials

Email Header



5x7 Handout



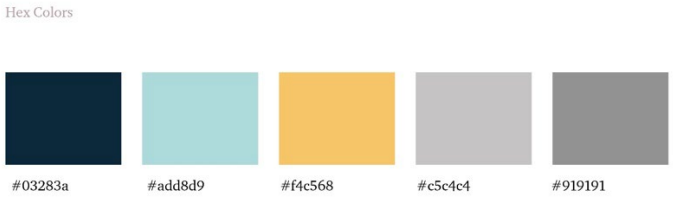
Flyer/Poster

Logos/Swatches









Additional Questions?

For more information, please contact DHS-AlleghenyCounts@alleghenycounty.us with any questions or concerns.