Creating an SRO Flyer and PowerPoint

Template Instructions

General Instructions

This document is intended to assist homeless housing and service programs develop successful strategies and materials to advertise available single-room occupancy (SRO) units to program participants experiencing homelessness. It is intended to compliment the "Generic SRO Flyer" template and PowerPoint.

The following sections include information on how to customize the template. Remember: when deciding what to include, be sure to utilize this opportunity to emphasize only the information necessary for prospective tenants to pursue this housing opportunity and those features/attributes of the unit that they would find most attractive.

Title & Subtitle

The title and subtitle should include the building name, as well as an advertisement of the next steps for interested future residents. Next steps could include:

- An open house

- A solicitation of interest/applications (e.g., "Apply today!")

- An extremely brief, positive description of the unit (e.g., "Light and airy, renovated unit")

Images

The template includes placeholders for two images. Programs seeking to advertise available units should select photos representing the most desirable aspects of the unit being advertised. While we suggest using an exterior photo of the building and screenshot of a location map, if other options (such as interior photographs) would be more enticing to prospective residents, insert those instead. Consider utilizing images of:

- The exterior of the building

- A map of the building's location

- The interior of the unit

- Other amenities

Descriptive Paragraph

The descriptive paragraph provides an opportunity to provide a brief description of the available housing, the program, and/or the most important thing(s) that interested future residents would want to know about the unit or program. Think about why a future resident would select this particular program and/or unit and develop a narrative advertisement to include here. You may wish to include information related to:

- Emphasize the date/time of an open house or instructions for pursuing this opportunity (e.g., "Submit your application to XYZ today!")

- Information about the program (e.g., eligibility requirements, rental contributions, etc.)

- Description of the unit or property (see the amenities section below)

Amenities

On the righthand side of the template, there is a column to include the five most attractive amenities connected to the unit, as well as an editable selection of nearby subway and bus lines (be sure to edit both the letter/number and background color of each graphic, as appropriate). Carefully consider which features or amenities would be most attractive to prospective tenants, including:

- In-unit features (accessibility, laundry, kitchen, bathroom, air conditioning, utilities, etc.)

- Communal amenities (on-site laundry, outdoor spaces, shared areas, etc.)

- Security and staffing (on-site superintendent, services, etc.)

- Location (proximity to entertainment, parks, etc.)

- Other enticements (first-month's free, free utilities, equipment, etc.)

Contact Information

Homebase
ADVANCING SOLUTIONS TO HOMELESSNESS

In the lower-right corner of the template, include relevant contact information for the building and/or program so that interested prospective tenants know who to contact for more information.

Homebase

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