COMMUNITY ACTION MONTH

Helping people. Changing lives.

MAY 2021

TABLE OF CONTENTS

Welcome from Denise Harlow 3
The Promise of Community Action 4
About the Toolkit | How to Use the Toolkit 5
Board Engagement Guide 6
COVID-19 Quick Guide 7
Community Action Month Activities 8
- Community Action Month Calendar 9
- Color the Huggy Heart 10

Community Action Month Social Media Outreach 11
- Sample Social Media Posts 12
- Social Media Creator 19
- Sample Social Media Images 20
- Graphics That Promote Community Action Values 26
- Graphics & Resources for Advancing Equity 27
- Heritage Month Graphics 31
- Other Social Media Suggestions 32
- I Love Community Action Sign 33
- Social Media Resources 34

Branding with NCAP 35
Publicizing Community Action Month in the Press 37
- Tips for Interviewing with the Press 38
- Sample Talking Points 39
- Network Talking Points 40
- Community Action Press Release Template 41

Video Production Tips 42
Community Action Month Proclamation 45
- Sample Community Action Month Proclamation 46

Conduct a Site Visit with Elected Officials 47
Fundraising During Community Action Month 48
- Fundraising Appeal Tips 49
- Sample Fundraising Letter/Email 50

Other Community Action Month Resources 51
2021 Annual Convention Save the Date 52
NCAP Board & Staff 53

WELCOME

Community Action,

May is here and that means that once again it's time to celebrate Community Action Month! Because of the pandemic, our events and activities will no doubt look and feel a little different than they have in years past. In some cases, we'll have to adapt the way we do things, but by now I'm sure we all have grown accustomed to adapting.

We've seen how agencies in every corner of America have adjusted operations and stepped up in a big way in order to meet the growing needs of their communities. And with this in mind, we want to help you spotlight your successes, share your stories, and promote the mission of Community Action. Therefore, we've included pieces in this year's Community Action Month Toolkit that highlight Community Action's response efforts. For instance, we've produced a new series of Impact Wednesday graphics and sample social media messages promoting some of the many ways Community Action Agencies are fulfilling local needs during the pandemic. We also have customizable templates included which you can use to showcase your own local data and successes.

What else is new this year? We've developed a Board Engagement Guide which provides ideas on how CAA board members can get involved in Community Action Month activities. We've also added a section of the toolkit devoted to Community Action equity efforts. Here you will find graphics, resources, videos, and more for promoting our network's continued focus on advancing equity for all. Another exciting new addition to the toolkit is our branding section, which has guidance and tools for connecting your CAA to the national brand.

We recognize that COVID protocols will vary from place to place this May – we just encourage you to celebrate this Community Action Month as best and safely as you can. Consult our Community Action Month & COVID-19 Quick Guide if you need ideas and resources for hosting your events virtually this year.

None of this past year has been ideal in any sense, but we've made do. And we'll make do this May as well – which means I expect our network will have the best Community Action Month we can. These days it feels like all of us could use a good reason to celebrate and have a little bit of fun, so here's our chance. I can't wait to see what each and every one of you has in store!

Denise Harlow, CCAP
NCAP Chief Executive Officer

THE PROMISE OF COMMUNITY ACTION

Community Action
changes people's lives,
embodies the spirit of hope,
improves communities,
and makes America
a better place to live.

We care about the entire community,
and we are dedicated
to helping people
help themselves
and each other.

ABOUT THE TOOLKIT

About the Toolkit

The purpose of the 2021 Community Action Month toolkit is to provide resources to promote your Community Action Agency and to raise awareness of Community Action Month this May. We encourage you to share your stories throughout the entire year, but Community Action Month is a great way to showcase your successes in connecting struggling families to opportunity.

To those ends, this toolkit contains templates of social media posts, press releases, government proclamations, fundraising ideas, video production tips, and event and activity information that your agency can use to increase your visibility!

How to Use the Toolkit

We encourage you to use the templates, tips, and other resources in this toolkit and to customize them to fit your agency, region, and audience. When communicating with individuals in your community, especially the press and elected officials, be sure to specifically address the concerns and conditions present in the area you serve. That will help your agency receive the most attention and make people feel personally invested in your work. Statistics related to your region and stories from individuals and families that your agency has served will best engage your local supporters and stakeholders.

However, even as you customize the resources in this toolkit and add your own creativity and ideas to them, we encourage you to also be aware of the leverage that comes from associating with our national network. When we come together nationally, we amplify our message of being a voice for opportunity.

#CommunityActionResponds
#WeR1000Strong
#BeCommunityAction

COMMUNITY ACTION MONTH

BOARD ENGAGEMENT GUIDE

Showing Your Community Action Pride on Social Media

Let your friends and followers on social media know how much your service to your Community Action Agency means to you by sharing our "**Proud Board Member**" Huggy Heart design!

Advocate for Community Action

There are lots of ways to advocate for your CAA, from sharing an agency success story on social media, to inviting an elected official to visit your agency, or writing an op-ed for your local newspaper. Our "**Advocacy for CAA Boards**" webinar discusses additional ideas and necessary skills for engaging in advocacy work.

Recite the Community Action Promise on Video or Facebook Live

On Saturday, May 1st join CAAs across the country in reciting the Community Action Promise on social media via Facebook Live, a recorded Zoom meeting, or however you shoot video.

COMMUNITY ACTION PARTNERSHIP'S

COMMUNITY ACTION MONTH & COVID-19 QUICK GUIDE

Helping People. Changing Lives. community Action PARTNERSHIP AMERICA'S POVERTY FIGHTING NETWORK

for resources and memes CLICK HERE

IDEAS & TOOLS TO HELP YOU STAY SAFE WHILE YOU CELEBRATE

CRISIS COMMUNICATIONS WEBINAR

CEO Denise Harlow, consultant Ketayoun Darvich-Kodjouri, and executive leadership from the network discuss key considerations about crisis communications.

DONATE TO YOUR LOCAL CAA MEMES

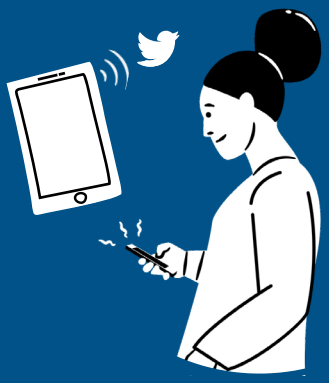
Download one of our social media ready memes or customize our graphics with the Social Media Creators to help raise donations for your agency.

SOCIAL DISTANCING DOESN'T MEAN SOCIAL ISOLATION MEMES

Our Crisis Communications webpage offers a collection of memes for promoting the need to stay connected while social distancing.

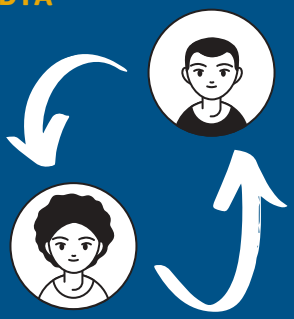
COMMUNITY ACTION RESPONDS

Post about the great work your agency is doing to support your community in the wake of COVID-19 using the hashtag: Community Action Responds.



STAY CONNECTED WITH YOUR COMMUNITY AND STAFF ON SOCIAL MEDIA

Ask your staff to post Throwback Thursday photos, share their Transformation Tuesday story, or participate in Fun Friday with "I Love Community Action" selfies.



GOING VIRTUAL WITH COMMUNITY ACTION MONTH

In lieu of an in-person event, make a Pizza Party photo montage of your staff or provide a virtual site visit for your local representatives via video or Facebook Live.

CLICK HERE TO ACCESS MEMES AND RESOURCES

COMMUNITY ACTION MONTH ACTIVITIES

The following contains just a handful of the activities and themes we've included in this year's Toolkit. See the Community Action Calendar on page 9 for the full schedule of activities.

First Day of Community Action Month (Saturday, May 1) – Post a video of your staff reciting the Community Action Promise, which can be found on page 4.

Impact Wednesday (Wednesday, May 5, 19 and 26) – We have a new collection of Impact Wednesday sample graphics and posts that promote some of the many ways that Community Action has responded to local needs during the COVID-19 pandemic. Share our sample posts and/or promote your agency's local data and successes on social media using the hashtags #ImpactWednesday and #CommunityActionResponds.

Sunday Success (Sunday, May 16) – Share a customer, staff, or volunteer success story on social media using the hashtag #SundaySuccess.

Throwback Thursday (Thursday, May 13 and 27) – Post throwback photos of agency staff, old newspaper clippings featuring your agency, or photos from around the office that have been taken over the years. #TBT

Color the Huggy Heart (Monday, May 17) – This year, we're holding Huggy Heart Day on Monday, May 17. You can find a blank copy of the Huggy Heart on page 10. Be sure to share your Huggy Hearts on social media using the hashtags #CommunityActionWorks and #WeR1000Strong.

Head Start's Birthday (Tuesday, May 18) – How has Head Start touched the lives of children and families in your community? Share your Head Start success stories on social media or host a safe, socially distant in-person or virtual celebration in honor of your Head Start families and staff!

National Pizza Party Day (Friday, May 21) – Consider holding a pizza party for your team or customers in celebration of National Pizza Party Day. Remember to take pictures or a video of these activities and post them on social media with the hashtags #FunFriday and #NationalPizzaPartyDay.

"I Love Community Action Selfies" (Friday, May 28) – Community Action Month is just about coming to a close – it's time to celebrate the last Fun Friday of the month by posting a selfie to social media with the "I Love Community Action" sign which you can find on page 15. #FunFriday #CommunityActionWorks #WeR1000Strong

Raising Visibility with the Local News Media – Community Action Month is an excellent opportunity to work with your local news media to garner coverage. This toolkit provides tips on interviewing, writing press releases and more. We also have the Community Action Month & COVID-19 Quick Guide one-pager with ideas and resources for safe, socially distant virtual forms of engagement.

Other Activities – Check out the calendar on the next page to see what events, themes, holidays, and hashtags we have planned. Follow along or get creative and come up with your own unique event or activity! And please be sure to tag us on social media so we can see what great ideas you've come up with this year! #CommunityActionWorks #WeR1000Strong

MAY 2021

Celebrate Heritage Months

Haitian Heritage Month

Jewish-America Heritage Month

National Asian American and South Pacific Islander Heritage Month

South Asian American Heritage Month

Share our Heritage Month graphics.

1 — First Day of Community Action Month

Post a video reciting *The Promise of Community Action*

2 — BABY DAY

Share our graphic and/or spotlight your own Early Head Start or Whole Family services.

3 — motivation monday

Share MLK graphic #MotivationMonday

4 — National Teacher's Day

Share our Teacher Day graphic or honor your own Head Start teachers

5 — HAPPY Cinco de Mayo — impact wednesday

Share sample social media posts and graphics or promote your own data/success stories #ImpactWednesday #CommunityActionResponds

6 — National Nurses Day — National Day of Prayer

Share our graphic honoring nurses or use social media to share expressions of hope and healing for healthcare works and those who are suffering as a result of the COVID-19 pandemic

7 — Provider Appreciation Day

Share Provider Appreciation Day graphic and/or honor your own child care providers on social media

8 — STAT SATURDAY

Share sample social media posts or promote your own data. #StatSaturday

Happy Mother's Day

Share the Mother's Day graphic

10 — mission monday

Use the Social Media Creator to promote your agency's mission #MissionMonday

11 — TRANSFORMATION TUESDAY

Sample tweets provided #TransformationTuesday

12 — weatherization wednesday

Share Weatherization Wednesday graphic, sample tweets provided. #WeatherizationWednesday

throwback thursday

Share Shriver graphic and/or post your own #TBT photo

13 — NCAP Health Intersections Convening

14 — fact friday

Sample tweets provided, or create your own #FactFriday

15 — International Day of Families may 15

Share International Day of Families graphic, sample tweets provided

16 — Sunday Success

Post an agency success story on social media #SundaySuccess

17 — Huggy Heart Day

Color the Huggy Heart and post to social media

International Day Against Homophobia, Transphobia and Biphobia

Share our sample graphic

18 — Head Start's Birthday

Share our graphic celebrating Head Start

19 — IMPACT WEDNESDAY

Share sample social media posts and graphics or promote your own data/success stories #ImpactWednesday #CommunityActionResponds

20 — THANKFUL THURSDAY

Thank your board members #ThankfulThursday

21 — World Day of Cultural Diversity

Share World Day of Cultural Diversity graphic

National Pizza Party Day

Throw a pizza party for staff and post photos to social media #FunFriday

22 — HARVEY MILK DAY

Share our graphic honoring Harvey Milk

23 — Super Soul Sunday

Shoutout to faith-based leaders and initiatives that are providing needed access to resources and opportunity in local communities

24 — MOTIVATION MONDAY

Sample social media graphics provided

Last Day of Community Action Month

Use the Social Media Creator to thank folks for participating in Community Action Month

25 — Training Tuesday

Sample tweets provided #TrainingTuesday

Africa Day

26 — impact wednesday

Share sample social media posts and graphics or promote your own data/success stories #ImpactWednesday #CommunityActionResponds

27 — Throwback Thursday

Share LBJ graphic and/or post your own #TBT photo

28 — Fun Friday

Post "I love Community Action" selfies on social media #FunFriday

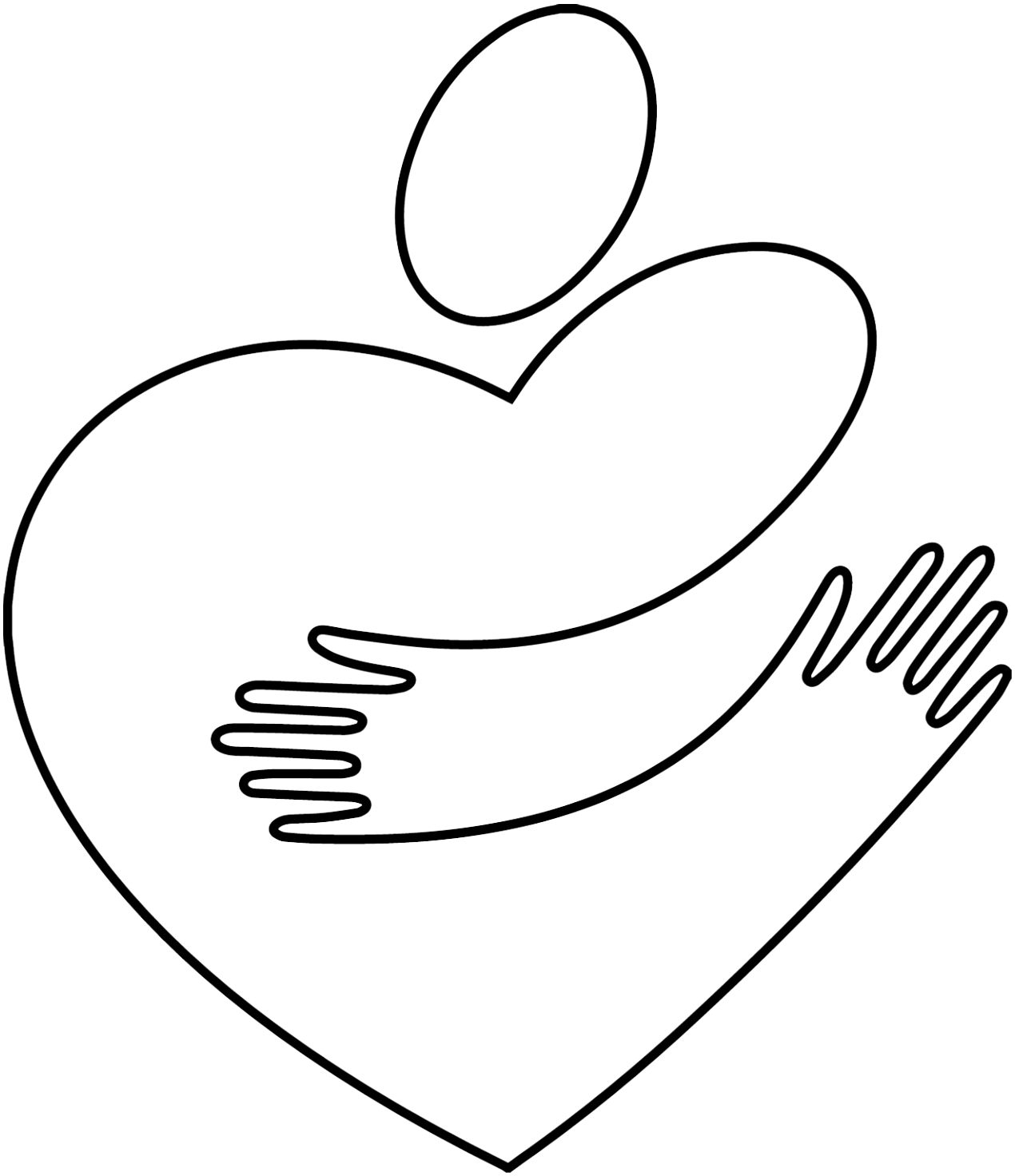
29 — Saturday Shoutout

Shoutout local partners on social media #SaturdayShoutout

30

31 — MEMORIAL DAY

COLOR THE HUGGY HEART



#WeR1000Strong

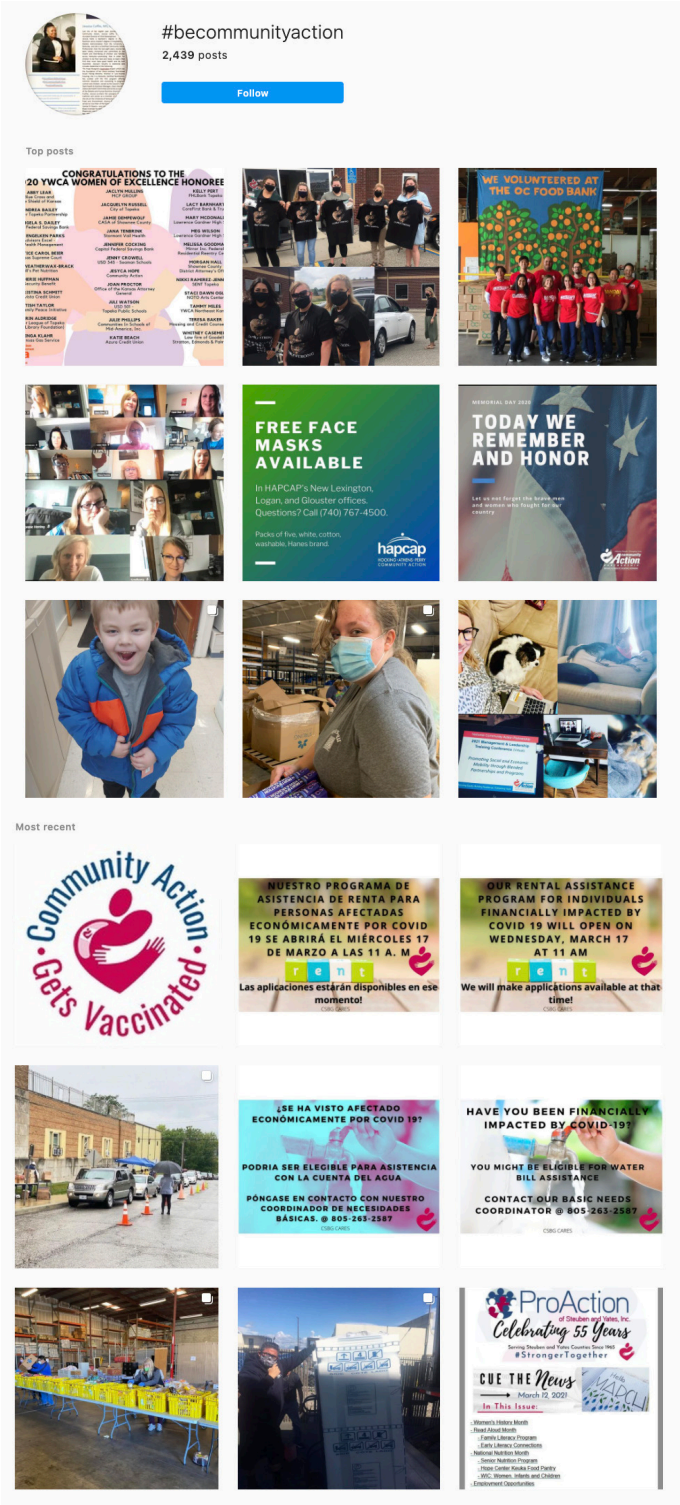
COMMUNITY ACTION SOCIAL MEDIA OUTREACH

Social media is a great way to get the word out about Community Action, especially during Community Action Month! Through social media, your agency can control your messages and enlist your followers as ambassadors who share your content with their own networks. Social media also helps supporters engage with your agency and helps you reach new people who may not know about the excellent work that Community Action is doing. Plus, social media lets you be creative and innovative as you experiment with different content (images, photos, articles, facts, events, videos, infographics, etc.).

In this section of the toolkit, we have sample social media posts and graphics that you can use throughout Community Action Month. We encourage you to use these resources to emphasize our network and unify our national awareness efforts during Community Action Month.

We also hope that you will put your own unique spin on these resources and share your ideas with us on Facebook, Twitter, and Instagram. Use our hashtag #BeCommunityAction all year round on social media to emphasize the ways that our agencies take positive action in their communities to fight poverty, and use #CommunityActionWorks and #WeR1000Strong throughout May to promote Community Action Month.

Please follow the Partnership on social media for more!



SAMPLE SOCIAL MEDIA POSTS

Friday, May 1, Share the Community Action Promise: Share the Community Action Promise graphic or share a simple video with staff reciting the Promise. #CommunityActionWorks #WeR1000Strong

Saturday, May 2, Baby Day: Share our graphic spotlighting Community Action's commitment to ensuring all infants and families have an equitable start. #BabyDay

Monday, May 3, Motivation Monday: Share our graphic honoring Dr. Martin Luther King, Jr. using the hashtag #MotivationMonday. Additional graphics with motivational quotes are available here. #MotivationMonday

Tuesday, May 4, National Teacher Day: Share our graphic or post a tribute to your Head Start teachers on social media. #NationalTeacherDay

Wednesday, May 5, 19, and 26, Impact Wednesday: Share our #ImpactWednesday graphics or promote your own local data and success stories. Feel free to use any of the below sample tweets:

1. Community Action has been working to meet increased food needs in communities by providing food pantry and delivery services. #ImpactWednesday #CommunityActionResponds

2. Community Action has been providing utility assistance to help families avoid service shut-off during the COVID-19 pandemic. #ImpactWednesday #CommunityActionResponds

3. Community Action has been keeping families housed during the pandemic by providing rental assistance to struggling families. #ImpactWednesday #CommunityActionResponds

4. Community Action Head Start facilities and staff have been utilized to provide child care services to essential workers since the start of the pandemic. #ImpactWednesday #CommunityActionResponds

Thursday, May 6, National Nurses Day: Share our graphic honoring nurses. #NationalNursesDay

SAMPLE SOCIAL MEDIA POSTS *(continued)*

Chautauqua Opportunities celebrates Provider Appreciation Day

Friday, May 7, Provider Appreciation Day: Share our Provider Appreciation Day graphic and/or honor your own child care providers on social media. #ProviderAppreciationDay

Saturday, May 8, Stat Saturday: Share sample social media posts or promote your own data. #StatSaturday

1. We have the data to prove #CommunityActionWorks! #CommunityAction
   Agencies like ours put 6.5 million people on a path to good jobs by providing job coaching, skills training and other employment support services that help folks succeed. #StatSaturday #WeR1000Strong

2. The Community Action network is proud to help families improve financial stability. Over 800,000 households increased their financial assets or financial capability skills with the help of #CommunityAction Agencies. #StatSaturday #CommunityActionWorks #WeR1000Strong

3. What does the data say about the Community Action network? At a time when healthcare has become a growing concern, #CommunityAction Agencies are making healthcare more accessible to 627,000 people! #StatSaturday #CommunityActionWorks

4. $449 million in tax credits, like the Earned Income Tax Credit and Child Tax Credit, were returned to low-income families through #CommunityAction Volunteer Income Tax Assistance services. #StatSaturday #CommunityActionWorks #EITC #VITA

5. Did you know that 339,000 people obtained safe, affordable housing with the help of #CommunityAction Agencies? #StatSaturday #CommunityActionWorks

6. #CommunityAction Agencies put 5.8 million people on a path to good jobs through employment support. #StatSaturday #CommunityActionWorks

Sunday, May 9, Mother's Day: Share our Mother's Day graphic.

SAMPLE SOCIAL MEDIA POSTS *(continued)*

Monday, May 10, Mission Monday: Use the Social Media Creator to promote your agency's mission. #MissionMonday

Tuesday, May 11: Transformation Tuesday: Promote Community Action programs that have transformed lives. #TransformationTuesday

1. Millions of Americans live in economically distressed areas. #CommunityAction Agencies are helping transform communities by creating and expanding community resources including public facilities, local businesses, and other entities. #TransformationTuesday #WeR1000Strong

2. Families who live in safer, more stable housing can better manage their daily lives and their children's nutrition, health, development and academic performance. #CommunityAction transforms lives. #TransformationTuesday #CommunityActionWorks

3. Community Economic Development (CED) programs transform lives in communities suffering from disinvestment. #CommunityAction CED projects create jobs, affordable housing and business revitalization. #TransformationTuesday #CommunityActionWorks #WeR1000Strong

4. [NAME OF AGENCY] provided [NUMBER OF INDIVIDUALS ASSISTED] people with safe and affordable housing last year. #TransformationTuesday #CommunityActionWorks

5. How does [NAME OF AGENCY] transform lives? Last year, we provided safe, affordable housing to [NUMBER OF INDIVIDUALS ASSISTED] people. Safe, affordable housing produces better health outcomes and helps families afford basic necessities. #TransformationTuesday

Highlight the work your agency is doing!

In the photo to the left, Community Action Allegan County's Dual Community Development Program (workforce development and affordable housing program) is showcased.

SAMPLE SOCIAL MEDIA POSTS *(continued)*

Wednesday, May 12, Weatherization Wednesday: Share our Weatherization Wednesday graphic and/or select any of the following tweets promoting Community Action weatherization services. #WeatherizationWednesday

1. Across the country, more than 500 #CommunityAction Agencies operate a #Weatherization Assistance Program – helping families save money on utilities by making homes more energy efficient. #WeatherizationWednesday #CommunityActionWorks

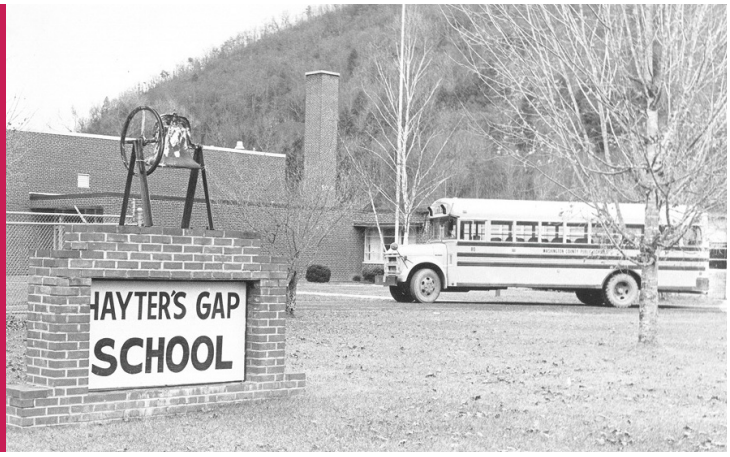
2. Did you know that Community Action #weatherization services help save families $283 per year on average in energy costs? Reducing energy burden helps families afford food, medicine, and other necessities. #WeatherizationWednesday #CommunityActionMonth

3. 128,000 housing units were weatherized, preserved, or otherwise improved with the help of #CommunityAction Agencies. #WeatherizationWednesday #CommunityActionWorks

Thursday, May 13, Throwback Thursday: Share our Sargent Shriver graphic and/or post your own Throwback Thursday photo. #TBT

Dig deep for some Throwback Thursday photos!

Here is one of the Hayter's Gap Community Club which began in 1964 and would later become People Incorporated (Virginia).



SAMPLE SOCIAL MEDIA POSTS *(continued)*

Friday, May 14, Fact Friday: Sample tweets provided. #FactFriday

1. Did you know that 4.2 million families participated in summer camps, sporting events, literacy programs, and other enrichment services provided by #CommunityAction Agencies like ours? Just the facts. #FactFriday #CommunityActionMonth

2. What's the reach of the Community Action network? 15.3 million people and 6.3 million families participated in #CommunityAction programs! #FactFriday #CommunityActionWorks #WeR1000Strong

3. For every $1 of #CSBG funds, the #CommunityAction Network annually leverages $7.70 from state, local, and private sources. #FactFriday #CommunityActionWorks #WeR1000Strong

4. $459 million in tax credits, like the earned income tax credit and child tax credit, were returned to low-income families through #CommunityAction Volunteer Income Tax Assistance (VITA) services. #FactFriday #CommunityActionWorks #EITC #VITA

5. 800,000 households increased their financial assets or financial capability skills with the help of #CommunityAction Agencies. #FactFriday #CommunityActionWorks

SAMPLE SOCIAL MEDIA POSTS *(continued)*

Saturday, May 15, International Day of Families: Share our International Day of Families graphic and/or choose from any of the following sample tweets:

1. #CommunityAction Agencies connect families to approaches that help them succeed – including high quality education programs for children, job training for adults, stable and affordable housing for families and more. #InternationalDayofFamilies

2. #CommunityAction Agencies provided 6.3 million families with life-changing services through programs like Head Start, healthy food assistance, literacy programs, childcare and so much more! #InternationalDayofFamilies

3. 247,000 parents improved family functioning skills and thousands more children experienced improved health and physical development with the help of #CommunityAction Agencies. #InternationalDayofFamilies

Monday, May 17, International Day Against Homophobia, Transphobia and Biphobia: Show your support for LGBTQ communities by sharing our graphic on social media.

Tuesday, May 18, Head Start's Birthday: Share our graphic celebrating Head Start and/or choose from any of the following sample tweets:

1. Happy birthday, Head Start! For 56 years #HeadStart has been providing comprehensive early childhood education, health, nutrition, and parent involvement services to children and families. #HappyBirthdayHeadStart

2. Celebrating 56 years of the Head Start program! Last year, [NAME OF AGENCY] Head Start served [NUMBER OF INDIVIDUALS ASSISTED] children in [SERVICE AREA]! #HappyBirthdayHeadStart

Friday, May 21, World Day of Cultural Diversity: Share our graphic celebrating world diversity, tolerance, and peace. #WorldDayForCulturalDiversity

Saturday, May 22, Harvey Milk Day: Share our graphic honoring Harvey Milk.

SAMPLE SOCIAL MEDIA POSTS *(continued)*

Sunday, May 23, Older Americans Month: Choose from any of the following sample tweets:

1. #CommunityAction Agencies are proud to offer a wide variety of services aimed at improving quality of life for seniors, such as meal delivery, transportation, in-home assistance, grocery shopping, meal prep and more. #CommunityActionWorks #OlderAmericansMonth

2. For seniors, socialization is key in maintaining independence and quality of life. #CommunityAction Agencies everywhere create opportunities for seniors to develop stronger social networks, helping them live longer, healthier lives. #OlderAmericansMonth #WeR1000Strong

Monday, May 24, Motivation Monday: Share our graphic honoring Shirley Chisholm. Additional graphics with motivational quotes are available here. #MotivationMonday

Tuesday, May 25, Training Tuesday: Choose from any of our sample social media posts highlighting training opportunities provided by Community Action. #TrainingTuesday

1. There are more than 700 #CommunityAction Agencies providing employment support services such as jobs skills training to help folks find pathways to opportunity and success. Just one more reason why #CommunityActionWorks! #TrainingTuesday

2. Nearly four-fifths of families in America are living paycheck to paycheck. #CommunityAction Agencies are working to change that by helping families access financial skills training to help improve their economic stability and build assets. #TrainingTuesday #CommunityActionMonth

3. Getting a job is one thing. Getting and keeping a full-time job that can support a family is another. #CommunityAction Agencies helped 187,000 folks get the skills training they need to secure a good job that can house, clothe and feed their families. #TrainingTuesday

Thursday, May 27, Throwback Thursday: Share our LBJ graphic and/or post your own Throwback Thursday photo. #TBT

Monday, May 31, Last Day of Community Action Month: Use our graphic creator to post a thank-you graphic and message thanking folks for participating. #CommunityActionWorks #WeR1000Strong

SOCIAL MEDIA CREATOR

This year's Social Media Creator is easier than ever! Each graphic takes only four simple steps. On Mission Monday, May 10, use our template to create a graphic promoting your agency's mission. On May 31, the last day of Community Action Month, use our template to design a thank-you graphic expressing gratitude to everyone who participated in another successful Community Action Month.

Mission Monday Instructions

1. Open PowerPoint File
2. Copy/paste your agency's mission into the text placeholder in the middle of the graphic.
3. Choose which font and size works best for you. Then center the text box.
4. Click "Save As" and select .PNG file. PowerPoint will then ask you which slides you would like to export. Select "Just This One."

Thank-You Graphic Instructions

1. Open PowerPoint File
2. Click the icon in the middle of the picture placeholder located in the blue box, then add your staff photo.
3. Click the icon in the middle of the box in the top right corner, then add your logo.
4. Click "Save As" and select .PNG file. PowerPoint will then ask you which slides you would like to export. Select "Just This One."

If you have any questions, contact Johnny Eudaly at jeudaly@communityactionpartnership.com.

SAMPLE SOCIAL MEDIA IMAGES

Follow the Partnership on Facebook and Twitter to share these images as we post them on the dates indicated below! You can also find them on our website at: www.communityactionpartnership.com

Promise, May 1
#CommunityActionWorks

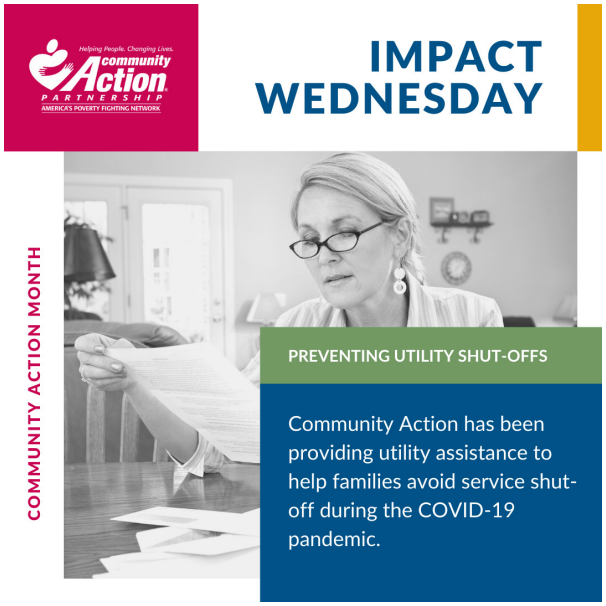
Baby Day, May 2
#BabyDay

Motivation Monday, May 3
#MotivationMonday

National Teacher Day, May 4
#NationalTeacherDay

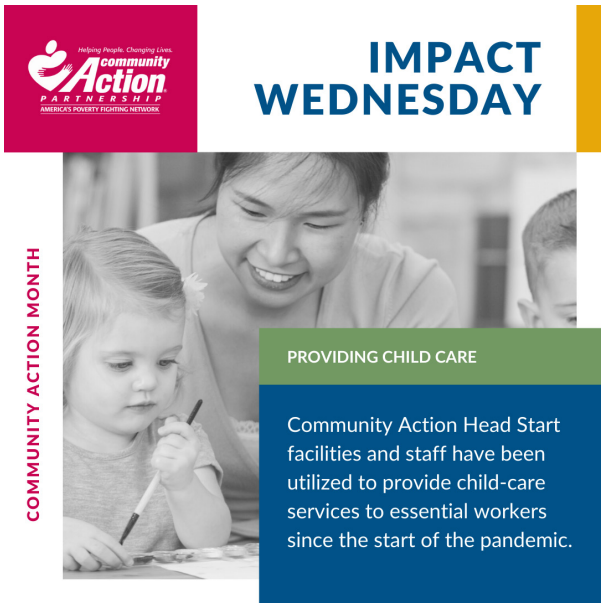
SAMPLE SOCIAL MEDIA IMAGES *(continued)*

Follow the Partnership on Facebook and Twitter to share these images as we post them on the dates indicated below! **To download all graphics as a zip folder, click here.** You can also find them on our website at: www.communityactionpartnership.com



Impact Wednesday, May 5, 19, 26
#CommunityActionResponds

Impact Wednesday, May 5, 19, 26
#CommunityActionResponds



Impact Wednesday, May 5, 19, 26
#CommunityActionResponds

Impact Wednesday, May 5, 19, 26
#CommunityActionResponds

SAMPLE SOCIAL MEDIA IMAGES *(continued)*

Follow the Partnership on Facebook and Twitter to share these images as we post them on the dates indicated below! You can also find them on our website at: www.communityactionpartnership.com

National Nurses Day, May 6
#NationalNursesDay

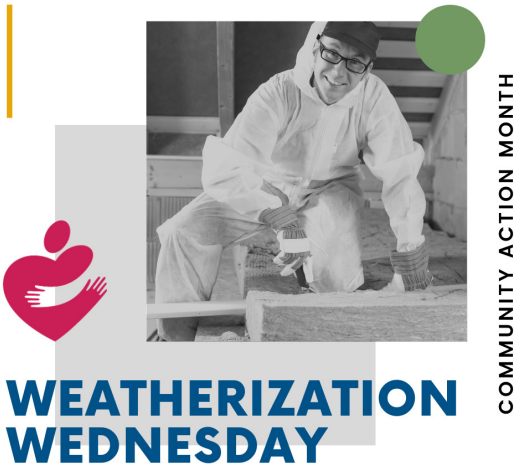
National Nurses Day, May 6
#NationalNursesDay

Provider Appreciation Day, May 7
#ProviderAppreciationDay

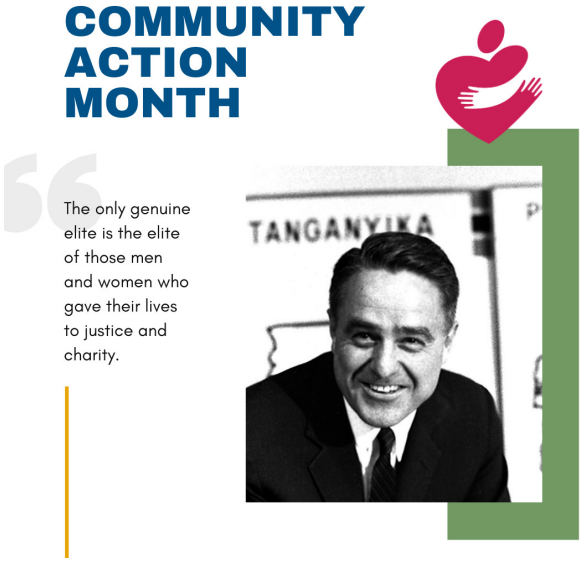
Mother's Day, May 9
#MothersDay

SAMPLE SOCIAL MEDIA IMAGES *(continued)*

Follow the Partnership on Facebook and Twitter to share these images as we post them on the dates indicated below! You can also find them on our website at: www.communityactionpartnership.com



Weatherization Wednesday, May 12
#WeatherizationWednesday



Throwback Thursday, May 13
#TBT

International Day of Families, May 15
#InternationalDayofFamilies

International Day Against Homophobia, Transphobia & Biphobia, May 17

SAMPLE SOCIAL MEDIA IMAGES *(continued)*

Follow the Partnership on Facebook and Twitter to share these images as we post them on the dates indicated below! You can also find them on our website at: www.communityactionpartnership.com

Head Start's Birthday, May 18
#HappyBirthdayHeadStart

World Day of Cultural Diversity, May 21
#WorldDayForCulturalDiversity

Harvey Milk Day, May 22

Motivation Monday, May 24
#MotivationMonday

SAMPLE SOCIAL MEDIA IMAGES *(continued)*

Follow the Partnership on Facebook and Twitter to share these images as we post them on the dates indicated below! You can also find them on our website at: www.communityactionpartnership.com

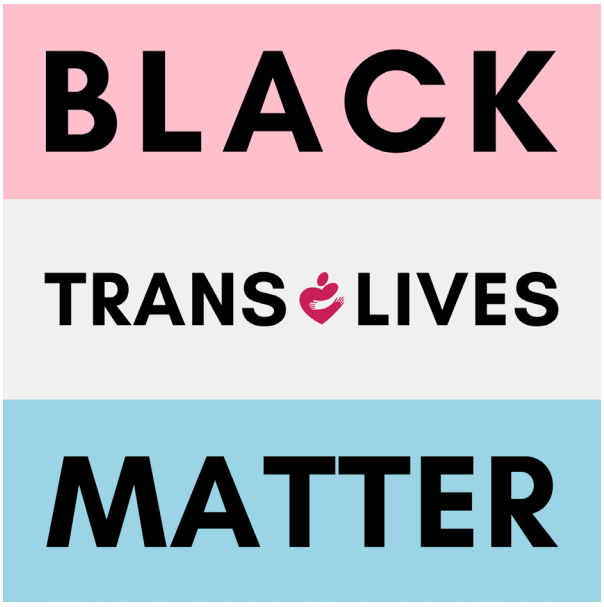
Throwback Thursday, May 27
#TBT

GRAPHICS THAT PROMOTE COMMUNITY ACTION VALUES

The following graphics can be used any day of Community Action Month and beyond.

GRAPHICS AND RESOURCES FOR ADVANCING EQUITY

To support the Community Action Network's continued emphasis on equity, we're pleased to provide the following collection of social media graphics which you can share during Community Action Month and beyond. Please note that some of the graphics we've included are specific to a particular holiday or month-long observance that does not place in May, such as our Juneteenth (June 19) and Pride Month (June) graphics.



GRAPHICS AND RESOURCES FOR ADVANCING EQUITY *(continued)*

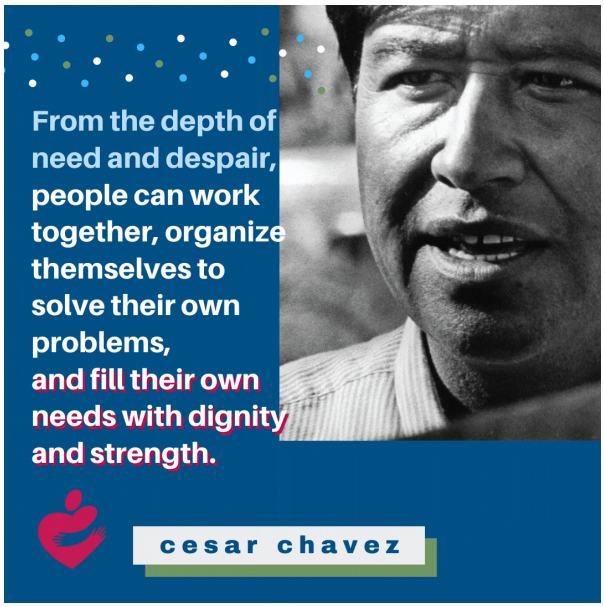
June

June

June

June 19th

GRAPHICS AND RESOURCES FOR ADVANCING EQUITY *(continued)*



GRAPHICS AND RESOURCES FOR ADVANCING EQUITY *(continued)*

Resources

- Here is a selection of resources for advancing racial equity from NCAP's Resource Library.
- *Applying the Equity Lens to COVID-19 Response and Recovery* – this brief discusses how the COVID-19 pandemic has disproportionately impacted people of color and provides equitable approaches for human service delivery.
- *Taking Action Against Structural Racism* – a short list of things we can all do today to take action against structural racism.
- *Selected Resources for Community Action to Understand, Communicate, Strategize and Take Action to Eliminate Structural Racism*
- Our National Community Action Immigration Summit landing page includes high-quality video recordings of many of the presentations that took place during the event. Uncover existing immigration issues and the role that CAAs can play in meeting the needs of immigrant families.
- This landing page offers a collection of resources for supporting immigrant and migrant families.
- *National Community Action Partnership's Federal Policy Platform* – see page 16 for our section on establishing structural equity in the criminal justice system and page 18 for our section on protecting immigrant community members.
- Stop AAPI Hate Campaign – a national coalition addressing anti-Asian hate amid the COVID-19 pandemic.

HERITAGE MONTH GRAPHICS

Use these graphics in your celebrations of the following Heritage Month observances taking place during the month of May:

- Asian/Pacific American Heritage Month
- Haitian Heritage Month
- Jewish-American Heritage Month
- South Asian American Heritage Month

OTHER SOCIAL MEDIA SUGGESTIONS

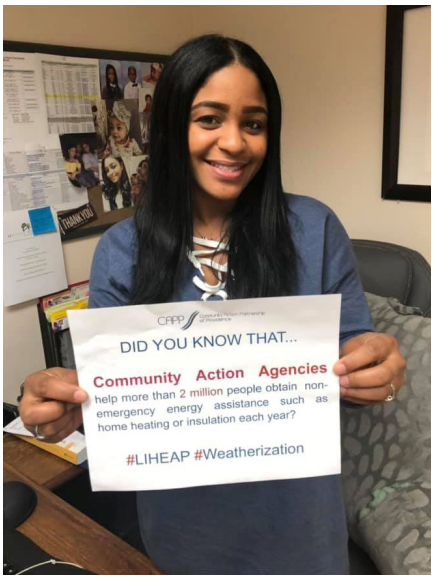
I Love Community Action Selfies

Show your love for Community Action by taking a selfie of yourself and your staff with one of our "I Love Community Action" selfie signs. A sample selfie sign is available on the next page and features the Huggy Heart in our logo. Remember to tag #WeR1000Strong and #CommunityActionWorks when you post it.

Social Media Posts about Activities and Programs

When looking for social media content, the best place to start is your agency's regular activities and programs. Take photos and videos of your staff and customers participating in the activities suggested in the Toolkit as well as in programs and events that your agency normally hosts. *(Make sure that you get written permission from your clients and/or your clients' legal guardians before posting any photos or videos of them.)* Your work is vital to the communities that you serve, and the best way to increase your social media visibility is to show your communities how you serve them.

Be sure to tag your posts with #CommunityActionWorks and #WeR1000Strong if you'd like them to get a social media boost. Also, please tag @CAPartnership on Twitter, and e-mail Johnny Eudaly, Communications and Branding Associate, at jeudaly@communityactionpartnership.com so that our national office can share your success stories!



Community Action

#WeR1000Strong

SOCIAL MEDIA RESOURCES

COVID Response Story Communication Tools:

- Landing Page

Community Action Gets Vaccinated:

- Graphics Folder

Social Media 101 Webinar:

- Webinar Recording
- PowerPoint Slides

Social Media Tips and How-To Resources:

- Best Times to Post
- List of Social Media Scheduling Tools
- Graphic Design Tips for Non-Designers
- An Introduction to Canva
- How to Use Facebook Live
- How to Use Instagram Stories

National Impact Report Resources:

- National Impact Report
- Impact Report One-Pager
- Impact Report Toolkit
- Impact Report InDesign Files and Graphics
- Impact Report Webpage

BRANDING WITH NCAP

Brand Logos

Looking for simple ways to connect your CAA to the national brand? Adding the national brand logo to your agency's website footer and/or homepage creates a strong visual connection to both NCAP and the network at large. We even have a special variation of the Huggy Heart logo that tells your audience that your CAA or State Association is a proud member of the Community Action Network. You could post this graphic to your website and/or social media accounts, include it in your print materials, etc. Feel free to use it however you see fit.

We have an entire collection of logos available. There are Huggy Heart designs that honor Community Action volunteers, celebrate LGBTQ Pride Month, promote the importance of getting vaccinated for COVID-19 and more. Click here to access our full collection of brand logos and Huggy Hearts.

Sample Language

Another easy way to brand with NCAP is including any of the following language on your website, publications, and social media accounts:

- AGENCY X is a member of the National Community Action Partnership, which is the national hub that links the nation's 1,000+ local Community Action Agencies and State Associations to each other and to leaders looking for solutions that connect families to great opportunity.
- We are a proud member of the National Community Action Partnership
- AGENCY X, a Community Action Agency

BRANDING WITH NCAP *(continued)*

Taglines

The following taglines are used by many CAAs and State Associations. Even if your logo doesn't incorporate the NCAP branding, adding these taglines to your websites, t-shirts, business cards, letterhead, etc. is a great way to tie your agency to the Network.

- Helping People, Changing Lives
- America's Poverty Fighting Network

Hashtags

Hashtags are an effective way to connect audiences with other Community Action Agencies and even our network at large. For instance, when you use a hashtag like #CommunityActionResponds, it ties your COVID-19 response story to other CAAs and State Associations around the country that are fighting the same battle. Here is a list of popular hashtags used by our network:

- #CommunityActionResponds
- #BeCommunityAction
- #WeR1000Strong or #1000Strong
- #CommunityAction
- #CSBGWorks or CommunityActionWorks
- #WeatherizationWorks

The Promise

How does your Community Action Agency use the Promise? Is it posted on your website? Maybe it's included in some of your publications or printed on a banner in your office? The Community Action Promise is one of the most adopted national branding tools throughout the network because it tells folks who we are, what we do, and why we do it.

Other Resources

- In 2018, the NCAP Board approved a new mission, vision, and value statements. These pieces are available for the Network to use, borrow, or promote as local needs arise.
- Is your CAA or State Association strategic about the messages it relates? NCAP has developed sample messaging to help unify our network's voice and better communicate our mission.
- Looking for logos, fonts, and color palettes? Click here.
- For additional resources and guidance, please consult our Style Guide.

PUBLICIZING COMMUNITY ACTION MONTH IN THE PRESS

The press loves good stories. Reporters at newspapers, radio, television stations and online news sites are always looking for fresh content. In particular, local agencies are looking for compelling, emotionally driven, and useful content with a local angle. As active and integral parts of their communities, Community Action Agencies are uniquely positioned to provide these stories as well as serve as experts on poverty and related social and economic problems. Positive press coverage can show the wider community the value of Community Action's important work, encourage local engagement with your agency, and promote your events and services.

Maybe your Community Action Agency has already fostered relationships with reporters in your area or maybe you' re just getting started in your press outreach. Wherever you are in your public relations efforts, Community Action Month is a great opportunity for you to reach out to the media and strengthen your relationships with the press. This section of the toolkit will give you concrete tips and templates for publicizing your agency in the press.

Tip for Pitching Stories and Responding to Reporters

Be Specific—Reach out to reporters who cover topics and areas related to your agency's geographic scope and program issues.

Be Creative—Find unique hooks or angles that make your story interesting.

Be Responsive—Reporters work on tight deadlines and appreciate prompt replies and follow-ups, especially for interview requests.

Be Knowledgeable—Present yourself as an expert on your agency's programs and on issues of poverty in your community.

Be Prepared—When suggesting a story to reporters or doing an interview, have relevant talking points, facts, and anecdotes on hand.

Be Personable—Public relations is about building and maintaining ongoing, mutually beneficial, positive relationships with reporters.

What is your agency doing?

Here LEO Inc. celebrates the graduation of Head Start students socially distanced due to the pandemic.

TIPS FOR INTERVIEWING WITH THE PRESS

Know the Facts — Have a list of facts and statistics on #CommunityAction and how your agency creates opportunities in your region as part of your talking points. (See the list below.)

Tell Stories — In your talking points, also include anecdotes about individuals and families served by your agency that can illustrate your points.

Speak Clearly — In an interview, enunciate, be direct, and use words and terms that the reporter and general public can easily understand.

Practice Interviewing — Doing interviews is a learned skill, and practicing regularly can help you feel more at ease and feel more prepared.

Resources for Finding Talking Points on Creating Opportunity

National Impact Report

2020 Kids Count Data Book

Hunger Doesn't Take a Vacation: Summer Nutrition Status Report

2020 Prosperity Now Scorecard

2020 Distressed Communities Index

FFY 2019 National CSBG Fact Sheet

2018 Census Bureau Poverty Data

Feeding America on Food Insecurity

US Dept. of Housing and Urban Development (HUD) on Homelessness

United States Dept. of Agriculture on Rural Poverty

National Center for Children in Poverty

US Bureau of Labor Statistics Unemployment Data

SAMPLE TALKING POINTS

We encourage you to use local facts, statistics and success stories to promote the impact of your agency. Below are some sample talking points.

1. ***The nation's Community Action network — including 1,000+ Community Action Agencies — are a robust, national, state, and local force, reaching children and families in 99% of America's counties with life changing services that create pathways to opportunity and prosperity.***

2. ***Community Action Agencies connect individuals and families to approaches that help them succeed — including high quality education programs for children, job training for adults, stable and affordable housing for families, utility assistance for seniors, and so much more.***

3. ***The need for Community Action has never been greater. Neither has our resolve. We're challenged to create solutions that don't just help people stay afloat but build lives of stability, dignity, and, whenever possible, prosperity. And we will rise to that challenge.***

4. ***Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live.***

NETWORK TALKING POINTS

The Need:

Whether our neighbors are experiencing a temporary set back or have been priced out of affordable housing – too many struggle to achieve a good quality of life. Despite America's economic recovery, nearly 40 million of us are still living in poverty and even more are just one missed paycheck away from hardship. **We believe everyone should be able to take care of their families and have an equal opportunity at success.**

How the Network Addresses the Need:

The nation's Community Action network – including 1,000 plus Community Action Agencies – are a robust, national, state, and local force, reaching children and families in 99% of America's counties with life changing services that create pathways to opportunity and prosperity.

The Community Action network:

Connects individuals and families to approaches that help them succeed – including high quality education programs for children, job training for adults, stable and affordable housing for families, utility assistance for seniors, and so much more.

Promotes community-wide solutions to seemingly stubborn challenges throughout our cities, suburbs, and in rural areas – whether it's the lack of affordable housing or the need to promote economic growth that benefits all families.

Shares expertise with national, state, and local leaders looking for evidence on what works to promote greater economic opportunity for children and families.

The Vision:

America's Community Action Agencies connect millions of children and families to greater opportunity, transforming their lives and making our communities – and our nation – stronger. Every year, these agencies help:

- Tens of thousands of children and youth with before-and after school programs.
- More than 165,000 unemployed people get a job.
- Almost 220,000 families find safe and affordable housing.
- About 6.5 million people, including seniors, make their homes more energy efficient and lower their energy bills.

COMMUNITY ACTION PRESS RELEASE TEMPLATE

AGENCY LOGO

Community Action Network Celebrates 57 years of Service, [YEARS] in [COMMUNITY/COUNTY]

For Immediate Release
Contact: [CONTACT NAME, PHONE NUMBER & E-MAIL ADDRESS]

([CITY, STATE] May 1, 2021) – 2021 marks the 57th year since the Community Action Network was established to help American families and communities overcome obstacles to poverty. Over 1000 agencies across the country are working every day to create opportunities and transform the lives of their neighbors making communities stronger and helping families across the US thrive. This year, [AGENCY], a proud member of the Community Action Network, will also commemorate [YEARS IN SERVICE] helping families throughout [SERVICE AREA].

"Each May, during Community Action Month, we reflect on the impact [AGENCY] and our network has had on families," said [EXECUTIVE DIRECTOR] of [AGENCY]. "Last year alone, we served [TOTAL NUMBER OF PEOPLE] in [COMMUNITY/COUNTY], and over 15 million across the country with immediately needed services such as shelter and food, and also longterm solutions like education and job placement."

Community Action Agencies serve 99% of all American counties with life-changing services to help families achieve financial stability. All agencies are locally controlled and represented by the private, public, and low-income sectors of the community. "We are proud of our communities' participation in the development and oversight of our programs," said [ED LAST NAME]. "Their engagement helps us to be more effective in our approach by determining what [SERVICE AREA] needs."

To celebrate the continued success of Community Action and raise awareness throughout the [SERVICE AREA], [AGENCY] will host [INSERT DETAILS/DATE/TIME/LOCATION/WHO SHOULD COME/WHY IS IT IMPORTANT].

###

[AGENCY] is a member of the National Community Action Partnership and the Community Action Network, which was born out of the Economic Opportunity Act of 1964. [AGENCY OVERVIEW/MISSION STATEMENT, WEBSITE]

VIDEO PRODUCTION TIPS

How to Shoot Videos

Cinematography and videography are the art of visual storytelling. Anyone can set a camera on a tripod and hit record, but the artistry of cinematography comes into play when you control what the viewer sees (or doesn't see) and how the image is presented.

Shot sizes, angles, and movements are the heart of exceptional camerawork, and when coupled with good lighting, enhances emotions, forming the essence of cinematography. They provoke, inspire, frighten, relieve, and amaze us.

Your **opening shot,** often referred to as an **establishing shot,** is usually a long shot. It establishes the general location of where the action will follow. Video producers and editors often showcase something moving toward the camera. For example, in a movie, you often see a car driving into the scene toward the camera or a person walking toward the camera. Those are common establishing shots.

Rain can signify change in your story. If you want to change the direction of your story from happy to sad or vice versa, many videographers use a rainy shot to subliminally highlight that the story is changing.

The end / close of your story always works nicely if you provide a closing shot or sequence. Videotape something moving away from the camera to subliminally signify the end. For example, in a love story the subject of your story may walk off into the sunset holding the hand of his or her romantic love interest. You only see their backs and not their faces. This signifies the story is ending.

Bottom line: When you are videotaping a story, you need to look for opening sequences, middle transition shots and closing sequences.

VIDEO PRODUCTION TIPS *(continued)*

Important Video Tips

1. Depending upon which social media platform you use, the length of your video will need to fit within their guidelines. For example, **Twitter supports the MP4 video format. You can upload videos up to 512MB; however, you will be prompted to keep videos to 2 minutes and 20 seconds** or less in length. **Facebook has different parameters. Per Facebook: Videos should be less than 45 minutes long and smaller than 1.75 GB. The longer your video, the larger its file size.** This may affect the quality of the video. Keep in mind that most people don't watch videos longer than 2:00 minutes.

2. **Use a tripod** or other method to stabilize the camera. (Unless you're going for a certain creative look, it is highly recommended that you stabilize your camera or video recorder.)

3. Make sure the recording **environment is quiet** and there is no background noise in your video.

4. **Use a plain background** for your video and ensure that your subject doesn't blend into or clash with your background. (Solid walls / brick walls work well.)

5. **Avoid busy patterns in clothing and jewelry** and stay away from shirts or patterns with stripes.

6. Make sure there is **plenty of light and that the subject's face is well-lit** in the recording.

7. **Shooting B-roll** refers to shooting video footage that sets the stage. For example, at a school play, besides shooting the play, you need to get b-roll of the outside of the school, the program, faces of audience members, cast members hiding in the wings, or costume details. These shots will be spliced into your story to help tell the story.

8. **Shoot more footage than you think you'll need.** Include footage that enhances the story or sets the scene. You can use it for smooth transitions in your video.

VIDEO PRODUCTION TIPS *(continued)*

More Important Video Tips

Before you begin, check the lighting and sound. Say a few lines for the camera / recorder, and then review the footage. Does your lighting need to be adjusted? How does your shirt look against the background? Is your video Inviting and appropriate or unflattering and amateurish? Can you be easily heard on a laptop computer with the volume at a normal level?

You might have to experiment a bit to get the lighting, the colors of your wardrobe, and the sound just right.

Placing your subject slightly off center, so there is space on the left or right side is preferred in videography and photography. Try to stay away from videotaping people in the center of your frame. If the person is on the right side, angle their body inward. If the person is on the left, also have them turn their body slightly inward. These are common videography and photography tips that even the pros follow.

Editing Tips

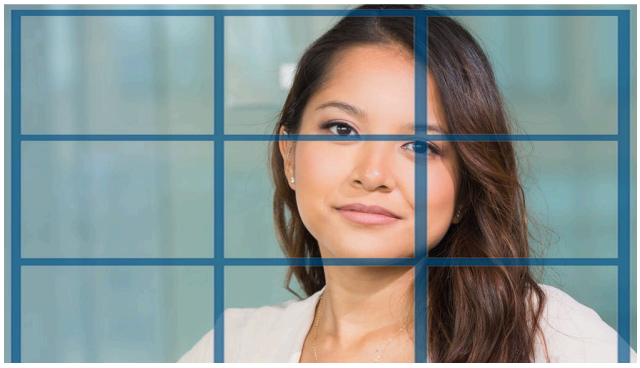
When choosing a video editor, it's all about control. Do you need something simple? If so, iMovie and the YouTube video editor work well. To use the YouTube editor, sign into your account, click Video Manager, click create in the menu at the left and select Video Editor. Create a new project.

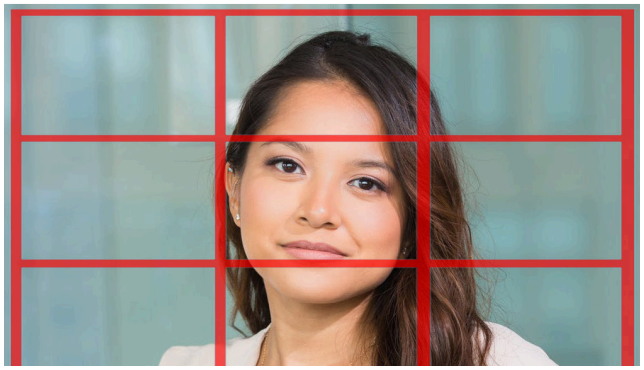
If you need something more robust and polished, you should use Adobe Premiere Pro, Final Cut Pro X, or Avid. Keep in mind, these take longer to learn.

Additional Resources

The Top 10 Video Mistakes to Avoid

Video Editing Tips & Tricks





COMMUNITY ACTION MONTH PROCLAMATION

Many elected officials may offer proclamations designating the observance of a particular day or month in their local community or state. We encourage our Community Action Agencies to reach out to local mayors, county officials, and governors to request that they designate May as Community Action Month.

The nation's 1000-plus Community Action Agencies are a robust, state and local force— reaching children and families in 99% of America's counties with lifechanging services that create pathways to prosperity. These agencies connect individuals and families to approaches that help them succeed, promote community-wide solutions to difficult challenges, and share expertise with national, state, and local leaders looking to promote greater economic opportunity for all.

To learn how you can reach out to your elected officials and their staff to suggest a Community Action Month Proclamation, visit their websites. We also encourage you to use the template proclamation in this toolkit and adapt it with your agency's specific information.

SAMPLE COMMUNITY ACTION MONTH PROCLAMATION

Proclamation

AGENCY LOGO

WHEREAS, Community Action has made essential contributions to individuals and families across this Nation by creating economic opportunities and strengthening communities; and

WHEREAS, Community Action is a robust state and local force connecting people to life-changing services and creating pathways to prosperity in 99% of all American counties; and

WHEREAS, Community Action builds and promotes economic stability as an essential aspect of enabling and enhancing stronger communities and stable homes; and

WHEREAS, Community Action promotes community-wide solutions to challenges throughout our cities, suburbs, and rural areas; and

WHEREAS, Community Action delivers innovative services and supports that create greater opportunities for families and children to succeed; and

WHEREAS, Community Action insists on community participation and involvement ensuring that all sectors of the community have a voice and will be heard; and

WHEREAS, Community Action is celebrating 57 years of innovation, impact, and providing proven results for Americans.

NOW, THEREFORE, I [NAME & TITLE] of [CITY AND/OR STATE], do hereby proclaim May 2021 as Community Action Month in recognition of the hard work and dedication of all [CITY AND/OR STATE] Community Action Agencies.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of [CITY AND/OR STATE], on this day of [DAY st/th] of [MONTH], 2021.

SIGNATURE OF: [OFFICIAL SIGNATURE]

BY THE: [TITLE] OF: [CITY AND/OR STATE]

ATTEST: [NAME] [POSITION]

CONDUCT A SITE VISIT WITH ELECTED OFFICIALS

Another way to educate your elected officials about the stellar programs and excellent work that your Community Action Agency is doing is to invite them to a site visit to observe one of your programs. A site visit provides them an opportunity to see first hand how vital Community Action is to the families and constituents in their jurisdiction.

Be sure to contact the National Community Action Foundation as soon as you schedule a site visit so that they are aware of it in their advocacy efforts!

Site Visits

- Plan ahead and consider the goals of the site visit. Do you want more support from elected officials? Do you want to showcase your program's successes? All of the above? How best can you achieve those goals?
- Craft an agenda and identify key players to participate in the site visit, including staff and program customers who can best showcase the successes of the program and who are willing and eager to be involved. The agenda will also ensure that the event remains on topic and on task so that the site visit remains focused on your goals.
- Keep the event small and be respectful of everyone's time. The Weatherization Assistance Program Technical Assistance Center advises having no more than 10 guests and keeping the site visit to one hour.
- Perform a dry run or dress rehearsal of the site visit the day before the event.
- Allow time for a questions and answers session at the end of the site visit. Prepare and review talking points about the program in advance.

FUNDRAISING DURING COMMUNITY ACTION MONTH

You can use Community Action Month as a fundraising opportunity to reach out to your donors and other supporters and stakeholders. In your fundraising letter or e-mail, you can provide them with information about the purpose of Community Action Month and then reflect upon the lives your agency has changed over the past year. Community Action Agencies give their time, energy, and passion to help people help themselves, and those who are inspired by the dedicated efforts of your agency may wish to offer their support for your programs.

A good fundraising appeal tells the story of an agency and the individuals it serves. It uses specific examples of success stories to illustrate the needs in the community and explicitly states how your Community Action Agency is meeting those needs and assisting families to achieve self-sufficiency. While fundraising can often seem intimidating, once you make your initial ask, you'll often find that there are many people in your community who are motivated and happy to contribute to your cause.

Even as you ask for funds, Community Action Month can also be a time when you thank your donors, both individuals in the community who have contributed to your work as well as foundations, businesses, and government grantmakers who support your agency and its anti-poverty programs. You can also communicate your gratitude to volunteers who give their time and talents and who may further along also be motivated to give financially. People always appreciate thank-you notes, and by showing your appreciation for your donors and volunteers, you can strengthen and affirm your relationships with them.

FUNDRAISING APPEAL TIPS

Emphasize the need in your community — Inform your donors about the problems in your community that your agency is working to solve. Using specific facts and statistics about poverty in your region is helpful because it shows that there is a need that your Agency is responding to.

Emphasize individual stories — There's a saying in fundraising that people give to people. Pick one or two customer stories that showcase how their lives have been significantly and positively changed by your work. What was their situation before they found Community Action? What programs did they participate in and what do their lives look like now that they have completed these programs? How did they feel before they found Community Action and how do they feel now? Just make sure that you have your customers' permission to use their stories.

Emphasize your agency's role in solving the problem — After you've shown the need in your community, make sure that your donors clearly understand how Community Action is addressing and meeting that need. Present data that demonstrates the difference you are making, whether it's the number of individuals you have served in a year, the number of individuals who have successfully completed your programs, or the number of individuals who are selfsufficient because of your help.

Emphasize the ask — Don't be shy about directly asking your donors for money. Your fundraising appeal should include a section where you ask donors to give a gift. You may even want to provide suggested donation amounts, which should be appropriate to your audience. (You probably don't want to ask former customers for large donations, and you probably don't want to ask wealthy philanthropists in your community for small donations.)

SAMPLE FUNDRAISING LETTER/E-MAIL

Dear [NAME OF INDIVIDUAL],

We are excited to announce that May is Community Action Month, a celebration of the accomplishments of Community Action Agencies across the country who are a robust state and local force—reaching children and families in 99 percent of America's counties with life-changing services that create pathways to prosperity. As a Community Action Agency, [NAME OF AGENCY] is committed to the Promise of Community Action: to change people's lives, embody the spirit of hope, improve communities, and make America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

In the past [MONTH/YEAR], [AGENCY] served [NUMBER] of families with low-income and transformed their lives by helping them become self-sufficient. We are particularly excited to share the story of [NAME OF CLIENT], who participated in [NAME OF PROGRAM]. [Insert brief anecdote about how the person was helped by the program and give a tangible example of how his/her life has improved.] But [CLIENT] is not the only person positively impacted by [AGENCY]. [Insert relevant facts that demonstrate your agency's success to show how you are having a positive impact on the region.]

As [AGENCY] improves the lives of people in our community, we also need our community to help us. We request that you make a special Community Action Month gift of [INSERT SUGGESTED AMOUNT/LINK TO ONLINE DONATION FORM]. Your generosity will allow us to continue to change people's lives in [COMMUNITY].

We very much appreciate your generous contribution!

Yours Truly,

[NAME OF BOARD PRESIDENT]
Board President
[NAME OF AGENCY]

OTHER COMMUNITY ACTION MONTH RESOURCES

- NCAP has partnered with Strategic America to produce a series of Community Action COVID-19 Response Story Templates for CAAs to use in promoting their work during the pandemic. We have both ready-to-go and customizable design materials for one-pager documents, social media graphics, and e-mail templates.
- NCAP's new report, COVID-19: Community Action Responded Quickly in the Early Days of the Pandemic, contains stories of Community Action Agencies stepping up to meet increased local needs caused by the coronavirus.
- The Community Action & COVID-19 Resource Series highlights proven Community Action approaches and best practices for CAAs responding to the COVID-19 pandemic.
- Derived from our strategic plan and core values, our Federal Policy Platform can be utilized for local and state engagement by Community Action Agencies and State Associations.
- Community Action branding materials, including color palettes, fonts, high-resolution logos, Huggy Hearts and more are available in our Community Action Toolkit & Style Guide.
- The National Impact Report is designed to tell Community Action's story and impact in a way that will reach a broad audience across the country.
- Check out Virtual Fundraising: The Nonprofit's Complete Guide for 2021 for ideas, tips, and best practices to help adapt your fundraising strategies amidst the COVID-19 pandemic.

2021 Annual Convention

September 1-3, 2021

Boston, MA

Pre-convention Training
August 30-31

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Barbourville, KY

Region 5
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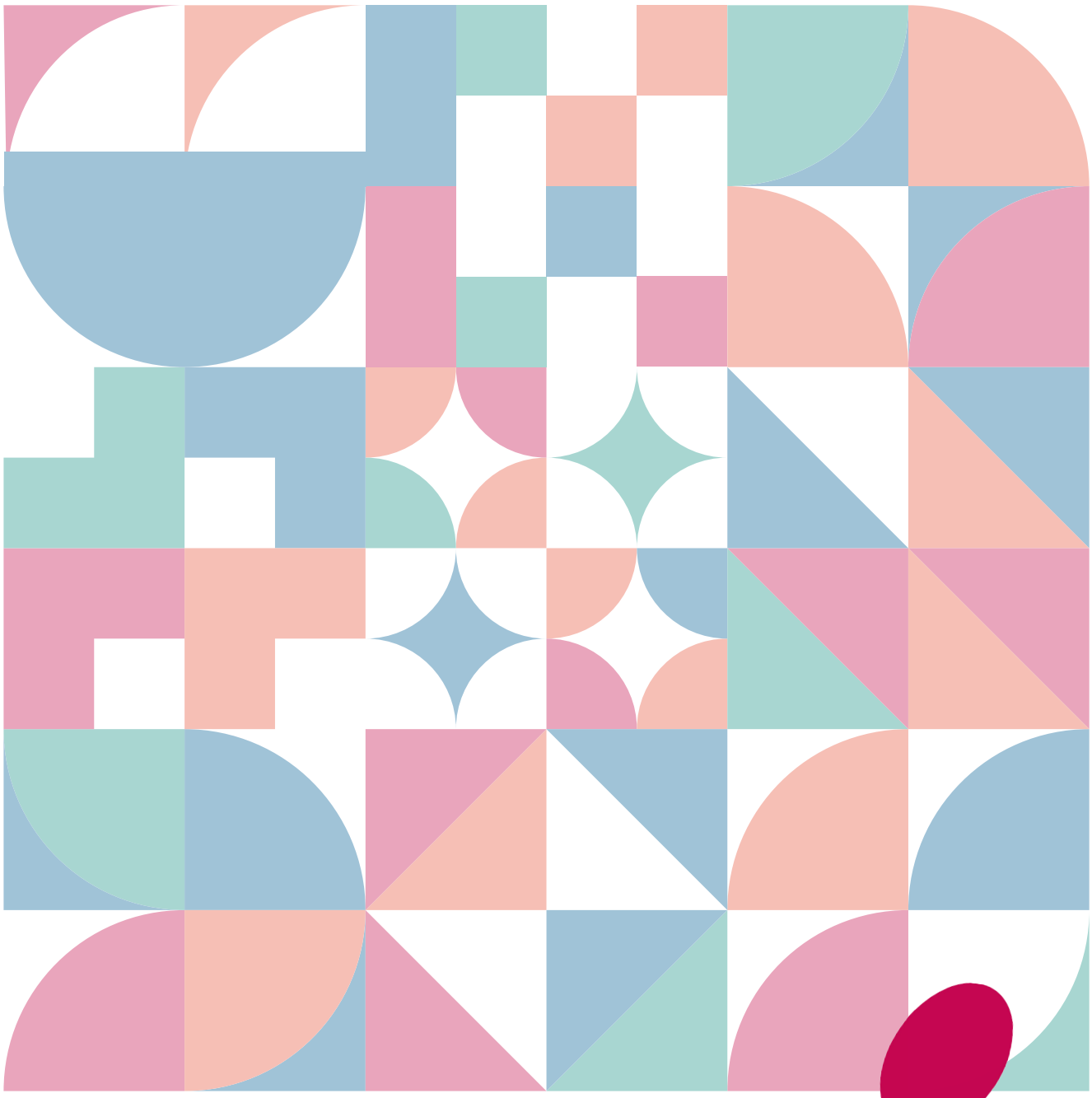

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