COMMUNITY ACTION PARTNERSHIP
National Impact Report
Building Opportunity for All
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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.
Dear Community Action Agencies:

We are excited to announce the release of the Community Action National Impact Report: Building Opportunities for All!

This first-of-its-kind national Community Action Report is designed to tell Community Action’s story and impact in a way that will reach a broad audience. We hope it will expand our reach and provide you with a tool to amplify Community Action’s promise.

The report was developed out of feedback received from our membership to enhance the visibility of the Community Action Network. Working with a committee of Community Action experts, the Partnership is pleased to be releasing this report next week. We want you to be engaged and help spread the word!

The report was exclusively to the network on January 16th during the Partnership’s Management and Leadership Conference in New Orleans, LA. Conference attendees received a hard copy of the report to take home, and members unable to attend the conference received access to an electronic copy of the report.

We hope this toolkit provides you tips on how to use the report locally and at the state level to stay engaged with the network for this nationwide conversation. The toolkit includes a variety of components from within the report for you to incorporate with local messages. These tools can be used beyond social media within annual reports, on your websites, and much more, both during the release and throughout the year.

We want to thank Mutual of America for supporting this report! The funding they provided helped support the development and initial printing of the first National Impact Report and we are grateful for that assistance.

Sincerely,

Denise Harlow, CCAP
Chief Executive Officer
About the Toolkit

The purpose of this toolkit is to provide resources to promote the outstanding work of the Community Action Network through the first National Impact Report. We believe by telling the story of our network’s collective impact, we will expand our reach and raise awareness of our mission.

Mark your calendars for January 24th for the public launch of the report, and use #CommunityActionImpact on social media to expand the reach and visibility. Also on January 24th, the Partnership will launch a 6-part podcast series and will kick off the series discussing the report. Tune in and subscribe on iTunes, Spotify, SoundCloud or your favorite podcatcher site.

Within this toolkit, you will find sample social media posts, infographics and memes, sample press releases, partner letters, and more. We encourage you to tag partners and others on social media, and to share the report with your elected officials and other stakeholders.

As during Community Action Month, we also encourage you to share your agency’s statistics, data, and concerns with local audiences including the media. This report, however, illustrates that by addressing our local needs we are making a national impact. When we come together nationally, we can amplify our messages of being a voice for opportunity.

How to Incorporate with Local Materials

This report, the design elements, stories, and data can be used in a variety of ways. Local agencies and state associations can adopt pieces of the report to illustrate the local need and impact, and can compare that to the national need and impact. Consider adding a page or graphic from the report to your annual report, newsletters, or social media content. You may also adopt the design elements within other materials to create a bridge between the national impact report and your local materials throughout the next year. State Associations may be able to support local agencies by developing state-specific templates with state level data that can be “filled in” with local data at the agency level.

The sky is the limit on the ideas that could be generated throughout the next year. Got a great idea or need some help? Let us know! Email Johnny Eudaly at jeudaly@communityactionpartnership.com.
Accessing the Report and Toolkit

The report can be accessed at www.communityactionpartnership.com/impactreport.

Along with the mobile-ready version of the report, you will find access to all of the toolkit materials on the website. Additional hard copies of the report may be requested for a fee. Members may also request a print-ready PDF to allow printing at your local copy house.

Launch Activities

January 16th: Network-wide Report Launch, MLTC Conference New Orleans, LA
January 17th: Toolkit Review for State Associations, MLTC Conference New Orleans, LA
January 22nd: Impact Report Review and Toolkit Webinar
January 24th: National Release Activities
   Facebook Live event, 12:00 p.m. EST/11:00 a.m. PST
   #CommunityActionImpact on social media
   Community Action Podcast: Building Opportunities for All series Kick Off

2019: Continue promoting and using the Impact Report

Social Media Key Handles

Facebook: @CommunityActionPartnershipNationalOffice
Twitter: @CAPartnership
         @PartnershipCEO
Instagram: @CAPartnership
Short Link: http://bit.ly/2H1OoLC
Design Elements

Colors (hex codes):
- Red: #C70752
- Blue: #365575
- Yellow: #EED163
- Gray (cover): #4C4D4F

Fonts:
- Avenir Next: Body, Spotlight Headlines, Drop Caps
- Archer: Data and Section Headlines

Infographics and Memes

More infographics and memes are available on our website.
www.communityactionpartnership.com/impactreport

DID YOU KNOW...

2.1 million people have an opioid use disorder
Learn more about the impact of opioid use disorder in Ohio.
www.communityactionpartnership.com/impactreport

#COMMUNITY ACTION IMPACT

The National Need
- Overall, 3% of Ohio residents experience food insecurity or are at risk for food insecurity.
- About 44% of Ohio households are unable to pay for basic needs for three months after the loss of a job or regular income.

Our Reach
- More than 900 CAA staff members and financial advisors help thousands of Ohioans every year.
- More than 400,000 people are assisted in CAA budgeting and financial planning.
- More than 400 CAA staff members provide financial services with volunteers.

Find out more at www.communityactionpartnership.com/impactreport

#CommunityImpact

"Wayne Etter (Community Action) provided the help, the boost, that I needed in order to stay in my home...."

-W. Kennedy

44 million volunteer hours were donated to CAA.
The total value of volunteer hours was estimated at over $1 billion.

Learn more at www.communityactionpartnership.com/impactreport
Social Media Sample Posts

Pre-Launch and General Launch Samples

Wow! @CAPartnership is launching a 6-part podcast series and will talk about the first #CommunityActionImpact report! T-minus [XX] days! #BeCommunityAction

We’re excited to share @CAPartnership’s 1st of its kind #CommunityActionImpact report which was released today! http://bit.ly/2H1OoLC

#WeR1000Strong across the country. We are making an impact, helping people, and changing lives! Find out more about our national impact in @CAPartnership’s first Impact Report! #CommunityActionImpact http://bit.ly/2H1OoLC

[AGENCY] is proud to be a member of the Community Action Network! Together we are making an incredible impact across this country #CommunityActionImpact http://bit.ly/2H1OoLC

(Committee Members) Proud that [WHO] was invited to participate on the advisory committee for this first ever #CommunityActionImpact report! CAAs across the country are truly making a difference. Find out more http://bit.ly/2H1OoLC

Did You Know...

Did you know that 99% of America’s counties in all 50 states, D.C. and Puerto Rico are served by #CommunityAction? #BeCommunityAction #CommunityActionImpact http://bit.ly/2H1OoLC

Did you know 1000s of pre-k children have been helped by CAAs across the country? Last year, [AGENCY] served [XXX] kids in [SERVICE AREA]! #CommunityActionImpact http://bit.ly/2H1OoLC

Did you know that nearly 40 MILLION Americans live in poverty and people of color are disproportionately impacted? CA is building opportunities for all! Find out more http://bit.ly/2H1OoLC #CommunityActionImpact

1 in 6 children go hungry at some point during the year. Find out how we are making a #CommunityActionImpact http://bit.ly/2H1OoLC

What People are Saying

“It isn’t just about getting or keeping a job, because not all jobs are created equal.”
@ParntershipCEO#CommunityActionImpact http://bit.ly/2H1OoLC
Hi [REPORTER NAME]- A new report by the National Community Action Partnership looks at how nonprofit organizations help improve the health of 15 million low-income Americans. Community Action Agencies, like [ORGANIZATION] right here in [COMMUNITY], work in 99 percent of all U.S. counties to address the social determinants of health that affect overall well-being.

The report provides national statistics on factors that affect the health of children and families living in poverty, and outlines the solutions Community Action Agencies create to address these factors. It takes a detailed look at the connection between housing and health or health and economic stability, and it makes a case for investing in initiatives that improve health outside the doctor’s office or hospital.

For example, safe home conditions promote good physical health, but healthy homes come with a cost burden that notably impacts low-income people. As the report states, low-income families in America typically spend 16 percent of their income on energy costs, but in response Community Action Agencies provide weatherization and energy services that result in $123 million in annual utility savings. Those investments also protect families from known health threats, avoiding needless suffering and costs to our health care system.

With both national impact statistics and locally-specific case studies, the report gives a fresh perspective on how healthcare leaders, governments, and community organizations can improve health and health equity through initiatives that provide food access, employment opportunities, children and adults’ education, and financial capability.

If you’re interested in learning more, I’m happy to connect you with an expert at the National Community Action Partnership who can speak more on solutions that improve health in individual homes and across whole communities. We are also happy to talk with you about the work we do at [ORGANIZATION], and how it improves the health of [COMMUNITY] residents. And, of course, glad to answer any questions.

Thanks for your consideration!
Sample Op-Ed

What’s wrong with one-size-fits-all problem solving? When it comes to building opportunity for people and communities struggling with poverty, everything. A new report by the National Community Action Partnership shows that there is a better way: engaging local residents and community leaders in understanding the specific barriers to progress, then working together to build economic opportunity.

ORGANIZATION is one of more than 1,000 Community Action Agencies nationwide, serving 99 percent of America’s counties. There are some things we all have in common. All Community Action Agencies are locally-led and build locally-driven partnerships that engage private and public-sector leaders. Also, each agency engages local residents in a deliberate effort to understand the obstacles to prosperity unique to their specific community.

But there are also important differences, as the Community Action Partnership National Impact Report illustrates. In one community, local leaders identified substance abuse treatment delays as an obstacle to economic recovery, and the Community Action Agency built a better referral system. In another community, an agency designed and implemented a two-generation support system to address families’ immediate needs and to lay the groundwork for children to succeed in the future. Others focused on financial education, credit coaching, and assistance with utility bills and tax returns to help neighbors reduce personal debt and begin building assets of their own.

Community Action consistently focuses on bringing local residents to the table, to understand the obstacles their communities face and develop solutions uniquely designed to work for that community. Right here in [COMMUNITY], [ORGANIZATION] is working on [PLACEHOLDER FOR A PARAGRAPH ON THE LOCALCAA’S WORK].

[PLACEHOLDER FOR A PARAGRAPH ON THE IMPACT OF THE LOCAL CAA’S WORK.]

We’re proud of the work we’re doing to make [COMMUNITY] a better place to live, work, raise a family, and run a business. We’re also proud of the tremendous impact Community Action makes every year, across the country. As the report details, America’s Community Action Agencies:

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Sample Op-Ed (continued)

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• PLACEHOLDER FOR IMPACT STATISTIC THE CAA THINKS WOULD BE MOST INTERESTING FOR READERS IN THEIR COMMUNITY
• PLACEHOLDER FOR IMPACT STATISTIC THE CAA THINKS WOULD BE MOST INTERESTING FOR READERS IN THEIR COMMUNITY
• PLACEHOLDER FOR IMPACT STATISTIC THE CAA THINKS WOULD BE MOST INTERESTING FOR READERS IN THEIR COMMUNITY

We encourage you to learn more about how Community Action is building economic opportunity in big cities and small towns all over America. Read the report online at communityactionpartnership.com/impactreport.

We also invite you to partner with us. We do our best work when our neighbors partner with us to understand the challenges and build solutions that work right here in the community we call home. Cookie-cutters are great – for cookies. But when it comes to building a better future for our community, we’ve got to do it together.
Below we’ve outlined an introductory and follow-up email that you can send to partners in your community to inform them about the Community Action Partnership National Impact Report. These are examples of how you might introduce partner organizations to the report and request that they take specific actions to share the report with their own networks. We encourage you to revise these sample emails as needed to suit your organization’s priorities.

**Initial Email**

Hi [NAME],

Hope you’re doing well! I’m pleased to share with you a new report by the National Community Action Partnership that highlights the work [ORGANIZATION] and more than 1000 other Community Action Agencies do to build opportunity in communities across the country.

The Community Action Partnership National Impact Report underscores some of the challenges America’s communities face. It serves as an important reminder that we are not alone here in [COMMUNITY], and communities all over the country face their own obstacles to progress. The report then illustrates the unique approaches Community Action Agencies take to address those obstacles. I was eager to share this resource with you because it demonstrates the powerful role collaboration plays in building opportunity for communities to thrive.

There’s a great story in the report about an agency that partnered with its city government to restore a historic Rail Depot and bring jobs, tourism opportunities, and new business to the area. Another agency partnered with its county to reduce appointment wait times for community members in need of substance abuse treatment. These stories made me think of our work with you to [INSERT INITIATIVE THE CAA HAS WORKED WITH PARTNER ON, IF APPLICABLE]. With the success of INITIATIVE and the other exciting efforts mentioned in this report, I’m inspired to continue building and growing partnerships with organizations like yours that are committed to making [COMMUNITY] a better place to live.

I invite you to read through the report and learn more about the network of Community Action Agencies that [ORGANIZATION] is proud to be a part of. It’s because of partners like you that our agency and agencies across the country can create the tremendous impact you’ll see on the pages of this report.
Follow-up Email

Hi [NAME],

I wanted to reconnect on the Community Action Partnership National Impact Report I shared earlier. I’d love to hear what you thought about it!

If you have questions, or if you’d like to learn more about the data or one of the promising stories featured in the report, please let me know. I can connect you with colleagues at the Community Action Partnership.

I’ll say the report also got me thinking about how organizations in [COMMUNITY] can team up to make an even greater impact. My hope is that both [PARTNER ORGANIZATION] and organizations in your network will find the report helpful as a starting point to explore new ways to build opportunity right here in [COMMUNITY].

So, in the spirit of sharing and collaboration, I invite you to send the report to colleagues of yours working on education, housing, asset building, health, or economic development initiatives. Here are three simple ways you can help spread the word:

1. Retweet our Twitter tweet about the report or share our Facebook post from your page
2. Post a blog about the report, or include an article about it in your e-newsletter [samples here and here]
3. Share the report with local reporters who cover issues spotlighted in the report [samples here and here]

We would also be happy to reach out directly to any of your partners who might be interested in new collaborations. Thanks again for your partnership and for helping us spread the word about this important, locally-relevant resource.