COMMUNITY ACTION MONTH
MAY 2020

Celebrate Community Action Month with resources in this toolkit to help your agency spread the word!

HELPING PEOPLE. CHANGING LIVES.
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Greetings Community Action!

Let me begin by commending you and everyone throughout the network for your bravery and effort – we know that each and every one of you has been working diligently to respond to the months-long coronavirus (COVID-19) pandemic and will continue to do so well into the summer, and perhaps even beyond. As such, we’ve had to pivot in order to supplement our 2020 Community Action Month Toolkit with ideas and resources for staying safe while you participate. We are urging folks to take every precaution, which will by and large entail shifting many of our efforts virtual.

In order to assist you in this pivot, we’ve provided a companion piece to the toolkit, called the “Community Action & COVID-19 Quick Guide.” I encourage you consult this supplemental document (page 8) when planning your activities, bearing in mind that the toolkit was produced before the pandemic hit the states, and before the severity of the situation was completely understood. Therefore, for those who’ve been intending to host a site visit or participate in such activities as “Pizza Party Day,” please refer to the aforementioned “Quick Guide” for tools to help you do so virtually.

All that being said, I’m excited to say that Community Action Month 2020 is among us, and we’ve got you covered with an upgraded toolkit to assist and inspire you in your efforts all month long. Community Action Month is such a great opportunity for all of us to illuminate the diverse ways in which our network is helping people and changing lives with programs and services that connect folks in nearly every county in the nation with pathways to opportunity.

This year’s toolkit has even more social media graphics than last year. All of which are brand new, as is the “Social Media Creator” which you can use to promote your agency’s mission or post a thank-you message to folks around the community who have participated or supported your activities. Additionally, we have a collection of new sample social media posts to help you engage with followers and promote the great work of your agency.

You’ll also find some brand-new themes such as #WeCountWednesday, which you can use to spotlight your work around the 2020 Census. We have #SocialSaturday for promoting the need to stay connected to our staff members and community as we practice social distancing. On Sunday, May 3 and 24, we hope you’ll post a customer, staff, or volunteer success story to social media using the hashtag, #SundaySuccess. And lastly, we encourage you to use the hashtag, #CommunityActionResponds, when promoting any efforts to support your community through the coronavirus pandemic.

As always, there’s a ton of great activities happening this month which you can find in the Community Action Month Calendar on page 10. We encourage you to take advantage of everything this toolkit has to offer. Utilize our Sample Press Release Template and talking points for engaging with the media or customize our Sample Fundraising Letter and tips to garner support for the work you do. And be sure to send us your Community Action...
Month press and tag us in any photos that you post so we can share them with our followers and help raise the visibility of Community Action.

We’re so excited to see what you come up with this year. It’s a source of inspiration for everyone on the Partnership staff to see the incredible work of our agencies – which is what makes Community Action Month such a special time of year for us at the national office. **Please know that we are with you during this difficult time and are committed to supporting you in any way we can.** We thank you for your continued efforts and we hope you’ll join us in celebrating the spirit and impact of this robust, nationwide network.

Stay safe and be well,

Denise Harlow, MSW, CCAP, NCRT
Chief Executive Officer
National Community Action Partnership
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

The purpose of the 2020 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
#WR1000Strong
#BeCommunityAction
COMMUNITY ACTION PARTNERSHIP’S
COMMUNITY ACTION MONTH & COVID-19 QUICK GUIDE

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 8 for the full schedule of activities.

- **Sunday Success** (Sunday, May 3rd and 24th) – Share a customer, staff, or volunteer success story to social media using the hashtag #SundaySuccess.

- **Throwback Thursday** (Thursday, May 7th and 28th) – 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** (Tuesday, May 12th) – This year, we’re holding Huggy Heart Day on Tuesday, May 12. You can find a blank copy of the Huggy Heart on page 9. Be sure to share your Huggy Hearts on social media using the hashtags #CommunityActionWorks and #WeRI000Strong.

- **We Count Wednesday** (Wednesday, May 13th) – We Count Wednesday is a new theme that we’ve added this year to help promote the importance of the 2020 Census. Please feel free to use any of our sample social media posts as well as our #WeCountWednesday meme.

- **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.

- **National Pizza Party Day** (Friday, May 15th) – On Friday, May 15, 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.

- **Social Saturday** (Saturday, May 23rd) – Have some great photos from the last community event you hosted? Show your followers and folks from around the network what your agency has been up to by posting them to social media using the hashtag #SocialSaturday. You could even plan a community event for the 23rd and shoot a Facebook Live from your smartphone! See our Social Media 101 Webinar for Facebook Live how-to and tips.

- **“I Love Community Action Selfies”** (Friday, May 29th) – Post a selfie to social media with the “I Love Community Action” sign located on page 25. #FunFriday #CommunityActionWorks #WeRI000Strong

- **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!
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 memes 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.
SAMPLE SOCIAL MEDIA POSTS
FOR SPECIFIC DAYS IN MAY

Friday, May 1, Share the Community Action Promise: Share the Community Action Promise meme or share a simple video with staff reciting the Promise. #CommunityActionWorks #WeRI000Strong

Saturday, May 2, Stat Saturday: Feel free to post one of these stats today, or use one of your own. #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 #WeRI000Strong

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 #WeRI000Strong

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 #CommunityAction Agencies helped more than 2 million people obtain non-emergency energy assistance such as home heating or insulation? #StatSaturday #CommunityActionWorks #WeRI000Strong

Monday, May 4, May the 4th be with You: Share the Star Wars Day meme honoring your agency’s strength and fortitude as you work diligently every day to move individuals toward self-sufficiency. #MayThe4thBeWithYou

Tuesday, May 5, National Teacher Appreciation Day: Share our meme or post a tribute to your Head Start teachers on social media. #NationalTeacherDay
SAMPLE SOCIAL MEDIA POSTS
FOR SPECIFIC DAYS IN MAY (continued)

**Wednesday, May 6 and 20, Impact Wednesday:** Share an #ImpactWednesday meme or choose from one of our many other Impact Report memes. Feel free to use any of the tweets below as well.

1) 6.1 million Americans are unemployed and many more are stuck in low-wage occupations. That’s why #CommunityAction Agencies offer skills training and job support services to help folks get ahead. Learn more: http://bit.ly/2HlOoLC #ImpactWednesday

2) Did you know that 44% of Americans cannot cover a $400 unexpected expense? More than 900 CAAs are making an impact by helping people build assets and financial skills to encourage resilience and economic stability. #ImpactWednesday Learn more: http://bit.ly/2HlOoLC

3) Nearly 50% of Americans across 22 states live in an area with a shortage of childcare options. #CommunityAction Agencies are making an impact by enrolling hundreds of thousands of children in before or after school programs. http://bit.ly/2HlOoLC #ImpactWednesday

4) 1 in 6 children go hungry at some point in the year. That’s why Community Action Agencies distribute more than 24 million boxes of food a year. Find out more about the impact of #CommunityAction in @CAPartnership’s National Impact Report: http://bit.ly/2HlOoLC #ImpactWednesday

5) Did you know 1000s of pre-k children have been helped by CAAs across the country? Last year, [NAME OF AGENCY] served [NUMBER OF INDIVIDUALS ASSISTED] kids in [SERVICE AREA]! #ImpactWednesday #CommunityActionImpact

6) Only 48% of 5-year-olds from low-income families are school ready. #CommunityAction Agencies offer #HeadStart and Early Head Start services that helped 365,000 children become school ready.
SAMPLE SOCIAL MEDIA POSTS FOR SPECIFIC DAYS IN MAY (continued)

Thursday, May 7, Throwback Thursday: Share our Lyndon B. Johnson meme and/or post throwback photos of staff on social media. #TBT #ThrowbackThursday

Sunday, May 10, Mother’s Day: Share our Mother’s Day meme on social media. #MothersDay

Monday, May 11, Motivation Monday: Share our meme honoring Dr. Martin Luther King, Jr. using the hashtag #MotivationMonday

Wednesday, May 13, We Count Wednesday: Share our #WeCountWednesday meme. We also have the following sample tweets which you can use.

1) We’re celebrating #CommunityActionMonth today by stressing the importance of the #2020Census! Census data drives resources into your community and ensures political representation is fairly allocated. The census is your voice. Make sure your voice is heard. #WeCountWednesday

2) Completing the #2020Census form ensures that schools, health centers, assistance programs and other vital resources are adequately funded. #CommunityAction Agencies across the country are working to improve our communities by ensuring EVERYONE is counted. #WeCountWednesday

3) The #2020Census form is easy and 100% safe. No one can be penalized for filling out the #Census – ALL responses are kept private. Don’t lose out on federal funding for resources your community needs and deserves. Make sure you and your family are counted. #WeCountWednesday

4) Why do #WeCount? Because #Census data will determine where more than $800 billion a year in federal funding will go. We can’t let our communities be deprived of the resources they deserve. That’s why #CommunityAction is working to ensure everyone is counted! #WeCountWednesday

Friday, May 15, International Day of Families: In honor of International Day of Families, highlight your agency’s impact helping families. Choose from any of the following posts.

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

2) #CommunityAction Agencies connect families to approaches that help them succeed – including high quality education programs for children, job retraining for adults, stable and affordable housing for families and 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
SAMPLE SOCIAL MEDIA POSTS
FOR SPECIFIC DAYS IN MAY (continued)

Saturday, May 16, Armed Forces Day: Honor our military service members by sharing our Armed Forces Day meme. #ArmedForcesDay

Monday, May 18, Mission Monday: Use our Mission Monday meme template to share your agency’s mission. #MissionMonday

Tuesday, May 19, Transformation Tuesday: Promote Community Action programs that have transformed lives. #TransformationTuesday

1) #CommunityAction Agencies transform communities by creating and improving community assets and services that enhance quality of life in low-income neighborhoods. #TransformationTuesday #CommunityActionWorks #WeR1000Strong

2) More than 50 million 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

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) 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

Thursday, May 21, World Day for Cultural Diversity: Share our meme celebrating world diversity, tolerance, and peace. #WorldDayForCulturalDiversity
SAMPLE SOCIAL MEDIA POSTS FOR SPECIFIC DAYS IN MAY (continued)

**Friday, May 22, Fact Friday:** Share one of these factual posts. #FactFriday

1) Summer’s just around the corner! 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) The facts say #CommunityActionWorks! #CommunityAction Agencies provided more than 8 million people with healthy food and healthcare services to increase family health and well-being. #FactFriday #WeR1000Strong

4) #CommunityAction Agencies are helping people and changing lives by providing 339,000 folks with safe, affordable housing. #FactFriday #CommunityActionWorks #WeR1000Strong

**Saturday, May 23, Older Americans Month:** Highlight your programs that help improve quality of life for our seniors. Use either of the following tweets or highlight one directly related to your agency. #OlderAmericansMonth

5) #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

6) 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 25, Memorial Day:** Honor our service members who have served and sacrificed. #MemorialDay
SAMPLE SOCIAL MEDIA POSTS
FOR SPECIFIC DAYS IN MAY (continued)

**Tuesday, May 26, 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 in America 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

**Wednesday, May 27, Weatherization Wednesday:** Select any of the tweets below to promote 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 28, Throwback Thursday:** Share our meme honoring Community Action founder, Sargent Shriver, and/or post throwback photos of your agency’s staff. #TBT #ThrowbackThursday

**Sunday, May 31, Last Day of Community Action Month:** Use our meme creator to post a thank-you meme and message thanking folks for participating. #CommunityActionWorks #WeR1000Strong
You may use these sample templates to create a mission and thank-you image. Follow the instructions below:

**Mission Monday Template**

1) Click the template to download the Word document.

2) Type your mission into the “Text Box” that we’ve placed on top of the image.

3) Holding the “Shift” key, click the image behind the “Text Box” to select both layers. Then right-click the image and select “Copy.”

4) Open a new Word document. Under the “Home” tab, click the “Paste” button and select “Paste Special.” Select “Picture (PNG)” to paste the copied layers into your destination document.

5) Finally, right-click the pasted image and select “Save as Picture.” Your graphic is now ready to post to social media.

**Thank-You Template**

1) Click the template to download the Word document.

2) Insert your staff photo into the “Text Box” that we’ve placed on top of the image.

3) Right-click the background layer and select “Copy.”

4) Open a new Word document. Under the “Home” tab, click the “Paste” button and select “Paste Special.” Select “Picture (PNG)” to paste the copied layers into your destination document.

5) Finally, right-click the pasted image and select “Save as Picture.” Your graphic is now ready to post to social media.

If you have any problems downloading the images from our website, contact the Partnership’s Communications and Branding Assistant, 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

**Star Wars Day, May 4**
#MayThe4thBeWithYou

**National Teacher Day, May 5**
#NationalTeacherDay

**Throwback Thursday, May 7**
#TBT
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

Mother’s Day, May 10
#MothersDay

Motivation Monday, May 11
#MotivationMonday

We Count Wednesday, May 13
#WeCountWednesday

International Day of Families, May 15
#InternationalDayofFamilies
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

5/16/2020

ARMED FORCES DAY

We thank you for your service.

Armed Forces Day, May 16

5/18/2020

HAPPY BIRTHDAY HEAD START!

May 18th

Happy Birthday Head Start, May 18

5/21/2020

WORLD DAY FOR CULTURAL DIVERSITY

Celebrate the richness of our world with a day of intercultural dialogue, inclusion, and peace.

World Day of Cultural Diversity, May 21

5/25/2020

MEMORIAL DAY 2020

TODAY WE REMEMBER AND HONOR

Let us not forget the brave men and women who fought for our country.

Memorial Day, May 25
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

It is not what you get out of life that counts. It's what you give and what is given from the heart.

SARGENT SHRIVER

Throwback Thursday, May 28
#TBT
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 Assistant, at jeudaly@communityactionpartnership.com so that our national office can share your success stories!
I

Community Action

#WeR1000Strong
COMMUNITY ACTION MONTH TOOLKIT | MAY 2020

SOCIAL MEDIA RESOURCES

Social Media 101 Webinar
- Webinar Recording
- PowerPoint Slides

Tips and How-To Resources:
- Complete Guides to Facebook Tags and Mentions
- Best Times to Post
- List of Social Media Scheduling Tools
- Graphic Design Tips for Non-Designers
- Best Design Tools Available
- How to Use Facebook Live
- How to Use Instagram Stories
- How to Use Boomerang

Social Media Graphics
- Community Action Partnership’s “Meme Vault”

National Impact Report Resources:
- National Impact Report
- Impact Report One-Pager
- Impact Report Toolkit
- Impact Report InDesign Files and Memes
- Impact Report Webpage
COMMUNITY ACTION
AND THE 2020 CENSUS

What is the Census?
The census aims to count the entire population of the country where they live, this includes all people, regardless of age or citizenship status.

Why is the Census important?
Census data is used to...

- **Apportion** representation among states
- **Draw** congressional and state legislative districts, school districts, and voting precincts
- **Distribute** federal dollars to states
- **Inform government planning** decisions at the federal, tribal, state and local level
- **Inform organizational decisions** (e.g., where to locate, size of market, etc.) of businesses and non-profits
- **Enforce** voting rights and civil rights legislation

The Census is safe and easy
Only 10 questions! They will ask about your...

- Name, age, race, sex, contact information, type of household, number of people in the household, relationship between people in the household

Census data is for statistical purposes ONLY
The Census Bureau cannot share personal information BY LAW

Take Action!

Wear a button! (Our [website](https://communityactionpartnership.com) has designs or contact our staff)

Post on social media! #CommunityActionCounts

Ask your friends, family, customers, and community members if they have filled out the Census

Don’t forget to fill out YOUR census form by July 24th

Have questions? Need help with Census outreach?

Contact the Partnership staff:
Lindsay Marsh, lmarsh@communityactionpartnership.com
Lil Dupree, ldupree@communityactionpartnership.com
Lauren Martin, lmartin@communityactionpartnership.com

Visit our website for resources, fact sheets, posters, buttons + more! [https://communityactionpartnership.com/2020-census](https://communityactionpartnership.com/2020-census)
Sample Social Media Posts

1) The census is only 10 questions! Make sure your community counts by filling out the #2020Census #CommunityActionCounts

2) Do you want more funding for your community?! Fill out the census! Learn more at https://communityactionpartnership.com/2020-census #CommunityActionCounts #2020Census

3) Filling out the census is your civic duty 🇺🇸 #CommunityActionCounts #2020Census
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.
TIPS FOR INTERVIEWING WITH THE PRESS

**Know the Facts** — Have a list of facts and statistics on #CommunityAction and create 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
- 2019 Kids Count Data Book
- How Hungry is America?
- 2019 Prosperity Now Scorecard
- 2018 Distressed Communities Index
- 2017 CSBG Annual Report
- 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 retraining 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.

Here are some examples of our network’s annual impact:

- According to the Community Action Partnership National Impact Report, each year 339,000 people obtain safe, affordable housing with the help of Community Action services.
- The National Impact Report also finds that 629,000 individuals obtain healthcare services for themselves or a family member every year.
- 5.8 million people receive employment support.
- 800,000 low-income households increase financial assets or skills.
- 1.7 million children receive food to assist with healthy development.
- 1.2 million people engage in activities to support themselves and the community.
- More facts and figures regarding the success of the Community Action network are available in the National Impact Report.
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 retraining 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
Community Action Network Celebrates 56 years of Service, [YEARS] in [COMMUNITY/COUNTY]

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

[(CITY, STATE) May 1, 2020] – 2020 marks the 56th 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 2020 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

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 lifechanging 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 56 years of innovation, impact, and providing proven results for Americans.

NOW, THEREFORE, I [NAME & TITLE] of [CITY AND/OR STATE], do hereby proclaim May 2020 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], 2020.

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 positive outcomes and 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 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 self-sufficient because of your help.

**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 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 2020 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 RESOURCES

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.

Looking to attract press coverage of your Community Action Month events and activities? Follow these “Ten Media Relations Tips for Your Nonprofit” to get your story covered in the news.

If you need help getting started on social media, check out our Social Media 101 Webinar. We also have a more detailed webinar about sharing your stories online here.

Nonprofit Quarterly also has a great article about how nonprofit organizations can most effectively use social media, “Social Media Effectiveness for Public Engagement.”

Community Action Partnership branding materials, including the specific colors, high-res image files of our logos, Huggy Hearts and other elements of the Community Action brand, are available online here.

If you’re thinking about using Community Action Month as a means to boost fundraising, try GuideStar’s “Top Ten Fundraising Tips.”

“A Beginner’s Guide to Fundraising” also has some helpful links and resources to kick off fundraising campaigns.

If you’re looking for customized data and mapping, you can access our Community Needs Assessment Tool online.

For detailed information about the successes of CSBG funded Agencies, please consult NASCSP’s 2017 Annual Report.
Save the Dates!

The 2020 Annual Convention is being held in Seattle, Washington, from August 26 – August 29, 2020 at the Sheraton Grand Seattle Hotel. Preconvention training will occur August 24-25, 2020. The Annual Convention is designed to provide Community Action professionals and board members with the latest in policy and programmatic updates, as well as management and governance tools.

Convention tracks will include:

- Effective Administration and Governance
- Promising Anti-Poverty Practices
- Strategies to Increase Visibility
- Research, Policy, and Action
- Performance at the Front Line
- Community Economic Development
- Energy Partnerships

Each year, hundreds of Community Action professionals attend the Partnership's Annual Convention. Registration is open!

Learn more on our website at www.communityactionpartnership.com
2020 ANNUAL CONVENTION
AWARD NOMINATIONS

Do you know any outstanding volunteers or other individuals who have advanced the work of Community Action, fought poverty in their communities, and enabled low-income families to achieve self-sufficiency? These individuals should be honored and recognized for their successful and exemplary efforts, and we invite you to nominate them for Community Action Partnership's 2020 Annual Convention awards.

Full descriptions and nomination forms are available in the following pages. Please note that if your nominee is selected, you will be asked to provide a two minute video featuring your nominee.

Please submit nominations by June 6, 2020 via the online submission form or via snail mail at the following address:

Jovita Tolbert, Senior Vice President
Community Action Partnership
1020 19th Street NW, Suite 700
Washington, DC 20036
History

Named in honor of Jayne Thomas, a preeminent Community Action leader in Virginia, this award was established in 1988 to recognize and honor volunteers who are devoted to changing people's lives and who have made a significant and outstanding contribution toward accomplishing the Promise of Community Action.
TO NOMINATE SUCH A PERSON, SUBMIT THE FOLLOWING BY JUNE 6, 2020

- **Official Jayne Thomas Nomination Form**
  
  provided on the following page.

- **Nomination Narrative**
  
  that chronicles the demonstrated contributions of your nominated local volunteer to include their length of service, scope of service and degree of leadership within your CAA and / or community they serve. Please note advocacy efforts to change people’s lives and outstanding contributions toward giving a voice to the poor.

- **Letter of Support**
  
  from your CAA executive director with clear, concise, and descriptive examples of how the nominated volunteer through activities and accomplishments has met the award criteria noted above. Letters from other supporters may also be included.

- **Two-Minute Video (If Selected)**
  
  If your nominated volunteer is selected, you will need to provide a two-minute video featuring your nominee.

If your state or agency recognizes volunteers during National Community Action Month, or at any time during the year, please submit their names as nominees. The Partnership will provide hotel accommodations and convention registration for each award recipient.
Jayne Thomas
Grassroots Volunteer Award
Nomination Form

Name of Nominee:__________________________________________________________

Nominator’s Name & Title:_________________________________________________

Nominator’s Community Action Agency (CAA):______________________________

CAA Full Address:________________________________________________________

Nominator’s Phone:_______________________________________________________

Nominator’s Email:_______________________________________________________

Awards:
If your state or agency recognizes customers or volunteers during National Community
Action Month, or at any time during the year, please submit their names as nominees.
The Partnership will provide hotel accommodations and convention registration for each
award recipient.

Deadline:
Form, narrative, supporting letter (s) and / or documentation must be postmarked or
mailed on or before June 6, 2020.

Send to:
Jovita Tolbert, Vice President
Community Action Partnership
1020 19th Street NW, Suite 700
Washington, DC 20036
Phone: (202) 860-1028
registration@communityactionpartnership.com
Sargent Shriver Achievement Award

Named in honor of Sargent Shriver, the first Office of Economic Opportunity Director. This award was established in 1995 to recognize and honor the accomplishments of individuals who, with the assistance of a Community Action Agency, have changed their lives by achieving economic stability, self-sufficiency and independence, and then have gone on to help others turn their hopes into reality by improving their communities through advocacy, volunteerism, public service, or some other vehicle.
TO NOMINATE SUCH A PERSON, SUBMIT THE FOLLOWING BY JUNE 6, 2020

- **Official Sargent Shriver Nomination Form**
  provided on the following page.

- **Nomination Narrative**
  that chronicles the demonstrated contributions of your nominated local volunteer to include their length of service, scope of service and degree of leadership within your CAA and / or community they serve. Please note advocacy efforts to change people’s lives and outstanding contributions toward giving a voice to the poor.

- **Letter of Support**
  from your CAA executive director with clear, concise, and descriptive examples of how the nominated volunteer through activities and accomplishments has met the award criteria noted above. Letters from other supporters may also be included.

- **Two-Minute Video (If Selected)**
  If your nominated volunteer is selected, you will need to provide a two-minute video featuring your nominee.

If your state or agency recognizes volunteers during National Community Action Month, or at any time during the year, please submit their names as nominees. The Partnership will provide hotel accommodations and convention registration for each award recipient.
Awards:
If your state or agency recognizes customers or volunteers during National Community Action Month, or at any time during the year, please submit their names as nominees. The Partnership will provide hotel accommodations and convention registration for each award recipient.

Deadline:
Form, narrative, supporting letter (s) and / or documentation must be postmarked or mailed on or before June 6, 2020.

Send to:
Jovita Tolbert, Vice President
Community Action Partnership
1020 19th Street NW, Suite 700
Washington, DC 20036
Phone: (202) 860-1028
registration@communityactionpartnership.com
Avril Weisman Scholarships

The Avril Weisman Convention Scholarships honor Avril Weisman, a longtime employee of the national Community Action Partnership. For more than 28 years, Avril dedicated herself to building the capacity of Community Action Agencies. For many years, Avril's primary responsibility was the coordination of the Community Action Partnership Annual Convention. The Annual Convention brings together over 1,000 Community Action leaders, staff, volunteers and board members from across the country for four days of learning, networking and sharing best practices. These scholarships reflect Avril's passion for Community Action as well as her dedication to ongoing learning, professional enrichment, and the Community Action brand. A scholarship will be given to a Community Action Agency or State Association staff member or local agency board member each year. Staff will make recommendations to the Board of Directors, who will then select the winners.
Scholarship Includes:

- Travel expenses to / from the convention, including hotel and up to $1,000 for ground / air transportation and meal per diems;
- Registration for full Annual Convention;
- Registration for pre-convention activities.

The Staff Scholarship will be given to CAA or Association staff member who meets the following criteria:

- Demonstrates passion for the mission and Promise of Community Action;
- Demonstrates an ongoing desire to enrich their professional development;
- Employed in Community Action for five or more years;
- Is not an executive director / senior management team member.

The CAA Board Scholarship will be given to a local Community Action board member who meets the following criteria:

- Demonstrates passion for the mission and Promise of Community Action;
- Demonstrates an ongoing desire to enrich their professional development.

To apply, please submit the following:

- Written statement of no more than 500 words demonstrating how the applicant meets the scholarship criteria;
- Summary of any (non-required) training attended while employed by or serving on the board of a local CAA demonstrating an ongoing desire for professional development;
- Letter of support from a supervisor or executive director documenting how this individual meets the scholarship criteria;
- Completed application form noting that the individual has permission to travel and to attend the full convention, if selected.
Name of Nominee:____________________________________________________

Nominator’s Name & Title:______________________________________________

Nominator’s Community Action Agency (CAA):____________________________

CAA Full Address:____________________________________________________

Nominator’s Phone:___________________________________________________

Nominator’s Email:___________________________________________________

Please Check One:

☐ I am applying for the CAA / State Association Staff Member scholarship

☐ I am applying for the Board Member scholarship

Deadline:
Form, narrative, supporting letter (s) and/or documentation must be postmarked or mailed on or before June 6, 2020.

Send to:
Please send the aforementioned
with “AW Scholarship” in the subject line
to registration@communityactionpartnership.com
BOARD OF DIRECTORS AND STAFF

Chair
Bryan Duncan, CCAP
I-Core Inc.
Statesville, NC

1st Vice-Chair
Dalitso S. Sulamoyo, Ph.D., CCAP
Champaign County Regional Planning Commission
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2nd Vice-Chair
Elizabeth “Biz” Steinberg
Community Action Partnership of San Luis Obispo, Inc.
San Luis Obispo, CA

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Mohawk Valley Community Action Agency
Utica, NY

Region 3
Robert Goldsmith, CCAP
People, Inc.
Abingdon, VA

Region 4
Paul D. Dole, CCAP
KCEOC Community Action Partnership
Bourbouville, KY

Region 5
Andrew “Joe” Devany, CCAP
Ohio Heartland Community Action Commission
Marion, OH

Region 6
Karen Swenson, CCAP
Greater East Texas Community Action Program
Nacogdoches, Texas

Region 7
Cenia Bosman, CCAP
Community Action Agency of St. Louis County, Inc.
Overland, MO

Region 8
Willy Soderholm
Community Action Partnership Minot
Minot, ND

Region 9
Leslie Colbese
Community Services Agency
Reno, NV

Region 10
Susan Grindle
HopeSource
Ellensburg, WA

Denise Harlow, MSW, CCAP, NCRT
Chief Executive Officer

Renetta Davis-Armstrong, M.Ed
Project Director, Whole Family Approach Initiatives

Lil Dupree, CCAP, NCMT
Senior Associate, Research

Johnny Eudaly
Assistant, Communications & Branding

Ryan P. Gelman, Esq.
Senior Associate, Public Policy & Advocacy

Alexa Hayes, MA
Program Associate, Events, Membership & Administration

Kevin Kelly
Director, Community Economic Development

Courtney Kohler, MA, CCAP, NCRT
Senior Associate, Training & Technical Assistance

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