Community Action Month Toolkit Release Webinar

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April 12, 2022

2:00 pm ET / 1:00 pm CT / 12:00 pm MT / 11:00 am PT

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The Purpose of Community Action Month

- Bring our voices together
- Raise visibility of the network
- Highlight our impact
- Celebrate success stories
- Thank our volunteers and staff

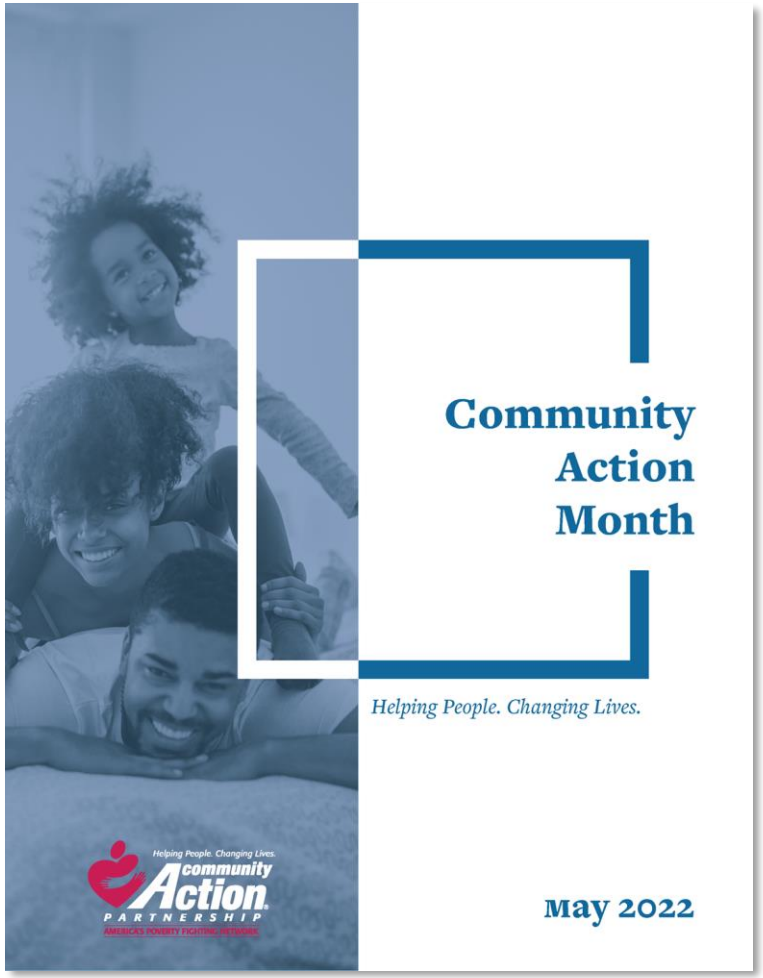




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Community Action Month Toolkit

- Toolkit includes:
  - Social media resources
  - Activities and events (follow along with our calendar)
  - Press release and proclamation templates
  - Fundraising ideas
- Toolkit and related materials available on our landing page



Community Action Month Calendar

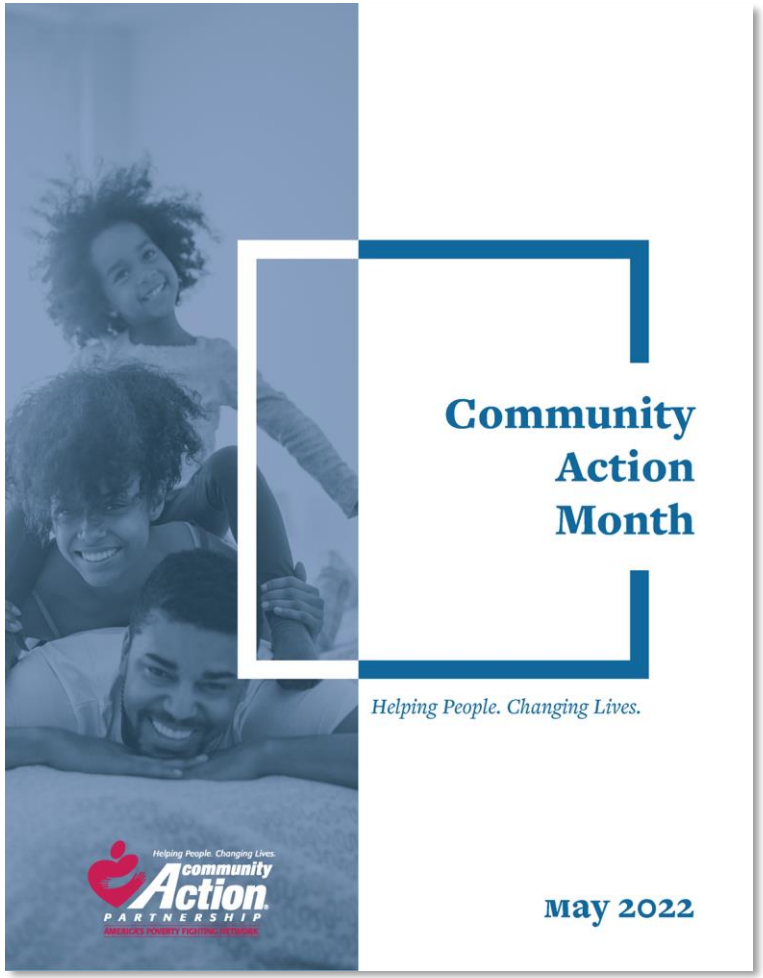
- Monday, May 2nd – recite the Promise
- Thursday, May 5th – color the Huggy Heart
- Wednesday, May 18th – Head Start's birthday
- Sunday, May 29th – Sunday Success



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What's New This Year?

- Community Action jingle contest
- New graphics
- New customizable Impact Wednesday template
- Fact Friday graphics and messaging
- Motivation Monday collection
- New Social Media Creator
- New equity content



Community Action Jingle Contest



- Send us a video of your staff singing and/or dancing along to the Community Action Jingle
  - Download the MP3
- Send your submissions to jeudaly@communityactionpartnership.com
- All submissions will be entered to win prizes or have their videos played during our Annual Convention in New York City

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New Graphics





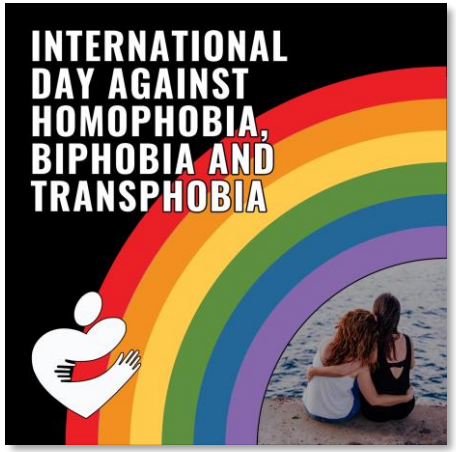






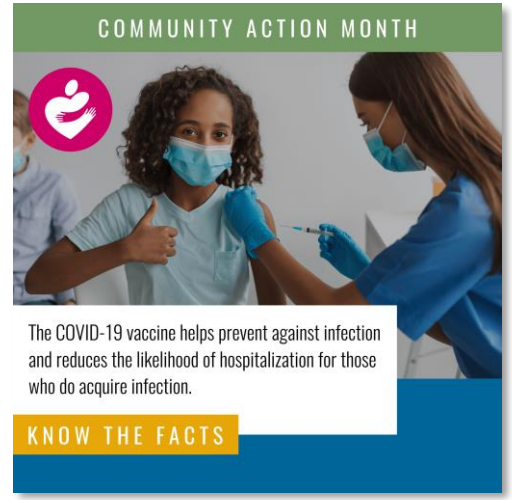






Fact Friday

- Focused on vaccination
- Sample graphics to go with social media messaging
- “Community Action Gets Vaccinated” Huggy Heart graphics
- Vaccination videos
  - Community Action leaders
  - Community Action young professionals
  - Animated short video





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Impact Wednesday

- New customizable graphic
- Customize the template in PowerPoint
- Instructions included
- Blank .PNG available for customizing in Canva or Photoshop
- Need assistance? Please email me.



Impact Wednesday

- Promote some of the ways CAAs have responded to the pandemic
  - Addressing food insecurity
  - Preventing utility shut-offs
  - Keeping families housed
  - Providing child care
- #CommunityActionResponds







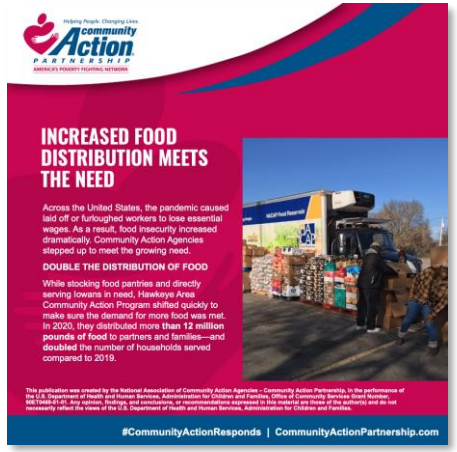


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COVID Response Templates

- Access them here
- Both customizable and ready-to-post designs for Facebook and Twitter
- We also have e-mail and one-pager templates.
- This webinar provides how-to guidance
- E-mail me if you have questions.









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Motivation Monday Collection

- May 23
- Choose from our collection of inspirational quote graphics
  - Dr. Gail Christopher
  - Equity Summit graphics
  - Whole Family Approach Institute graphics









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New Social Media Creator

- Mission Monday – May 16th
  - Post agency's mission using our customizable template
- Last day of Community Action Month – post thank-you message
  - Download the template
- Instructions included
- Need assistance? Please email me.

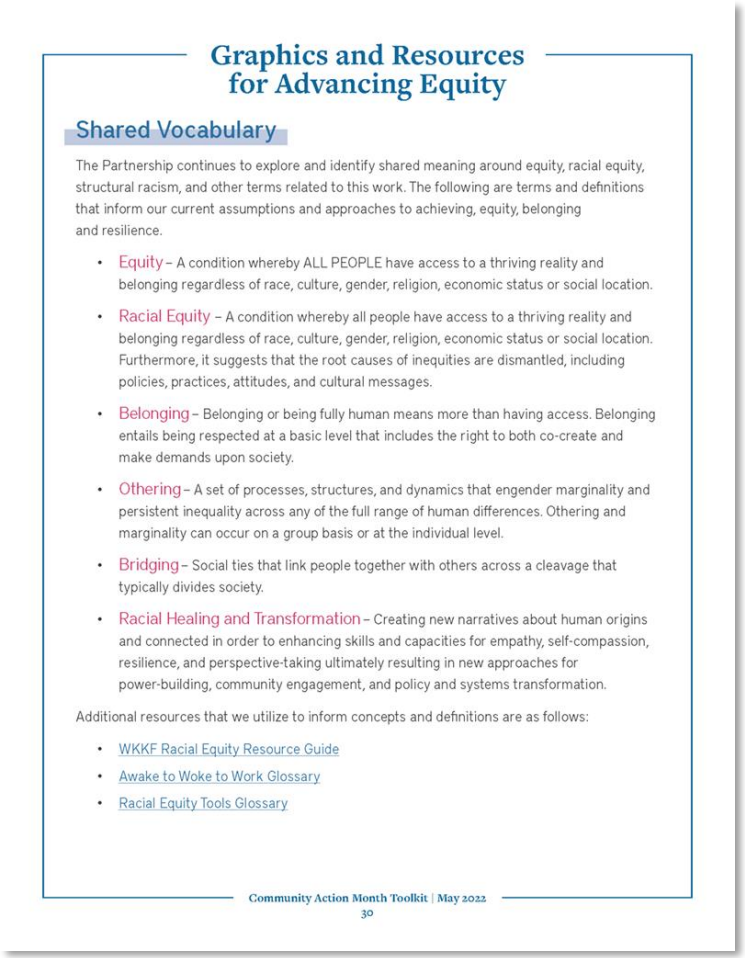




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Equity Section

- Starts on page 30
- Shared Vocabulary – glossary of terms to inform our approach for achieving equity
- Selected resources
- Graphics



Graphics and Resources for Advancing Equity

Shared Vocabulary

The Partnership continues to explore and identify shared meaning around equity, racial equity, structural racism, and other terms related to this work. The following are terms and definitions that inform our current assumptions and approaches to achieving, equity, belonging and resilience.

- Equity – A condition whereby ALL PEOPLE have access to a thriving reality and belonging regardless of race, culture, gender, religion, economic status or social location.
- Racial Equity – A condition whereby all people have access to a thriving reality and belonging regardless of race, culture, gender, religion, economic status or social location. Furthermore, it suggests that the root causes of inequities are dismantled, including policies, practices, attitudes, and cultural messages.
- Belonging – Belonging or being fully human means more than having access. Belonging entails being respected at a basic level that includes the right to both co-create and make demands upon society.
- Othering – A set of processes, structures, and dynamics that engender marginality and persistent inequality across any of the full range of human differences. Othering and marginality can occur on a group basis or at the individual level.
- Bridging – Social ties that link people together with others across a cleavage that typically divides society.
- Racial Healing and Transformation – Creating new narratives about human origins and connected in order to enhancing skills and capacities for empathy, self-compassion, resilience, and perspective-taking ultimately resulting in new approaches for power-building, community engagement, and policy and systems transformation.

Additional resources that we utilize to inform concepts and definitions are as follows:

- WKKF Racial Equity Resource Guide
- Awake to Woke to Work Glossary
- Racial Equity Tools Glossary

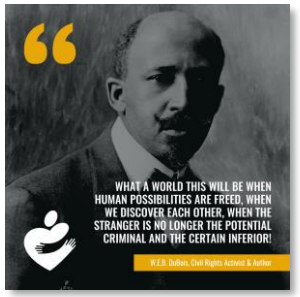
Equity Section

- Graphics include
  - Black History Month (February)
  - Hispanic Heritage Month (Sept- 15th – Oct. 15th)
  - Stop Asian Hate
  - Pride Month (June)
- Heritage Month Graphics for May
  - Asian/Pacific American Heritage Month
  - Haitian Heritage Month
  - Jewish-American Heritage Month
  - South Asian American Heritage Month







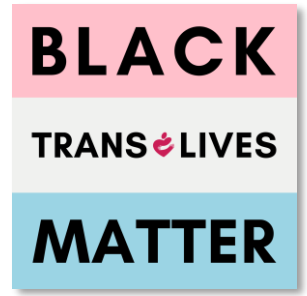






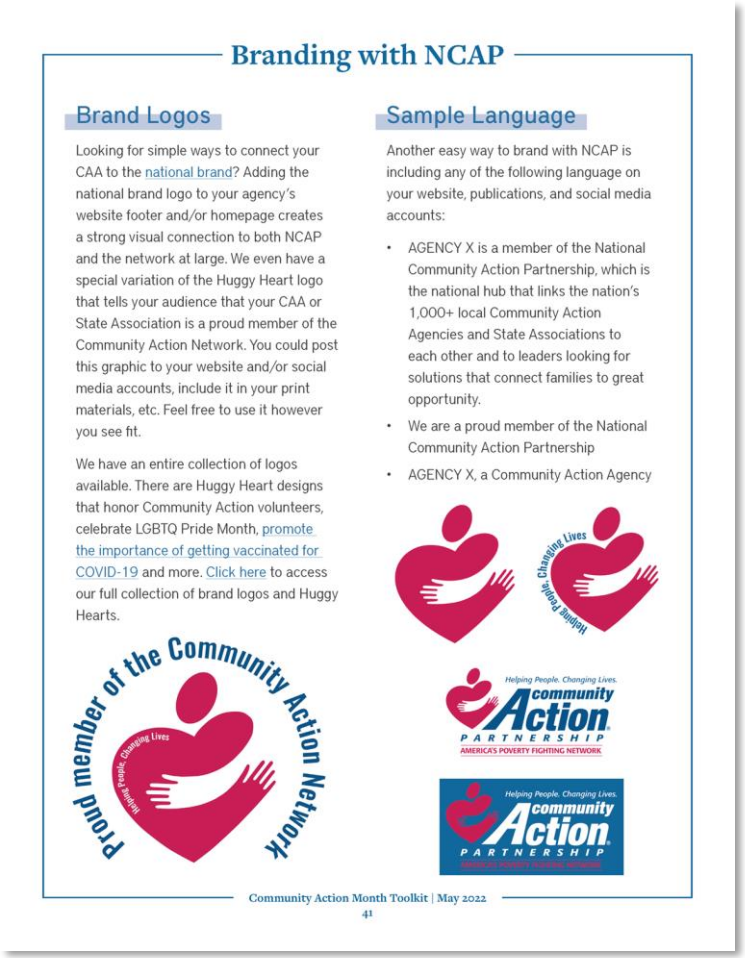






Branding Section

- Page 41
- Access brand logos
- Sample language
- Hashtags
- Taglines
- Additional resources



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

Proud member of the Community Action Network

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Board Engagement Guide

- Download it here
- Page 6 of the toolkit
- Promoting Community Action Month on social media
- Proud Board Member graphic
- Advocacy
- Reciting the Community Action Promise – May 2nd



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Values Graphics

- Page 29
- These graphics can be used any day of Community Action Month and beyond.



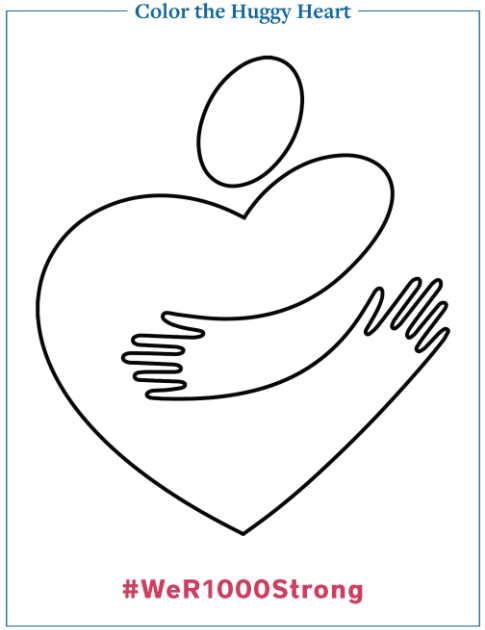






Color the Huggy & Selfie Sign

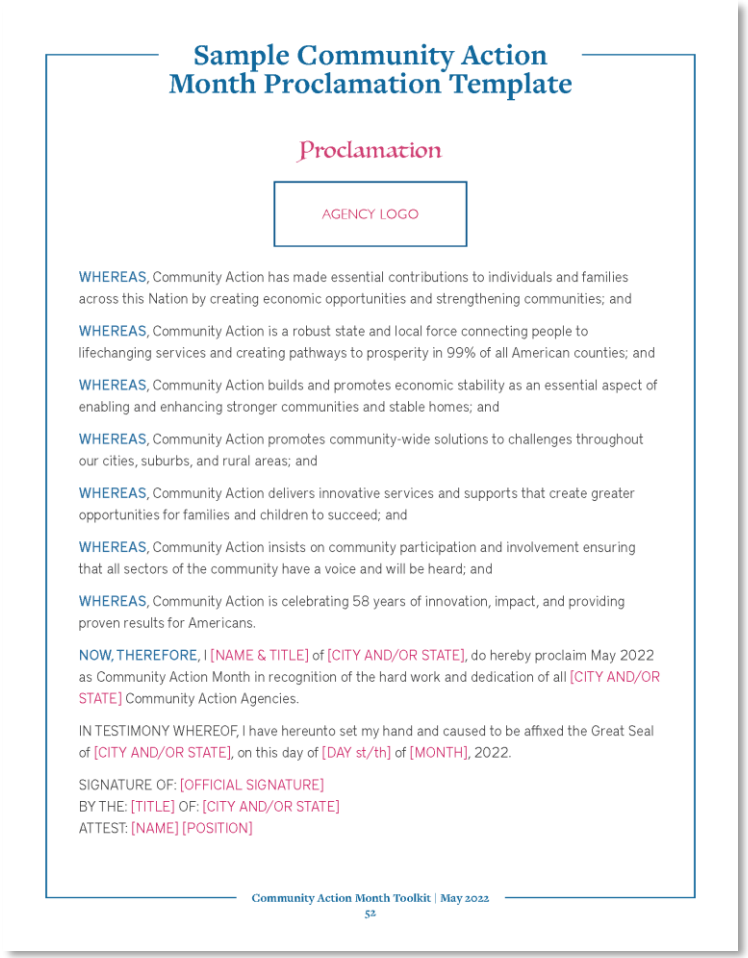
- Thursday, May 5th – color the Huggy Heart
  - Download coloring sheet
- Friday, May 27th – Fun Friday
  - Download selfie sign





Templates

- Proclamation Template
- Sample Press Release
- Sample Fundraising Letter



Sample Community Action Month Proclamation Template

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

NOW, THEREFORE, I [NAME & TITLE] of [CITY AND/OR STATE], do hereby proclaim May 2022 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], 2022.

SIGNATURE OF: [OFFICIAL SIGNATURE]
BY THE: [TITLE] OF: [CITY AND/OR STATE]
ATTEST: [NAME] [POSITION]

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Annual Convention Awards and Scholarships

- NCAP honors outstanding volunteers, staff, and customers at our Annual Convention
- Learn more on page 59
- Awards – nominate someone here
- Scholarships – apply or nominate someone here



2022 Annual Convention

- Save the date: August 31st – September 2nd, 2022
- New York City



Questions?



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