Community Action Month Toolkit Release Webinar

Tiffney Marley, Senior Vice President, Practice Transformation

Johnny Eudaly, Program Associate, Communications & Branding

Rebecca Bishophall, Senior Associate, Administration & Membership

April 13, 2023

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

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

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

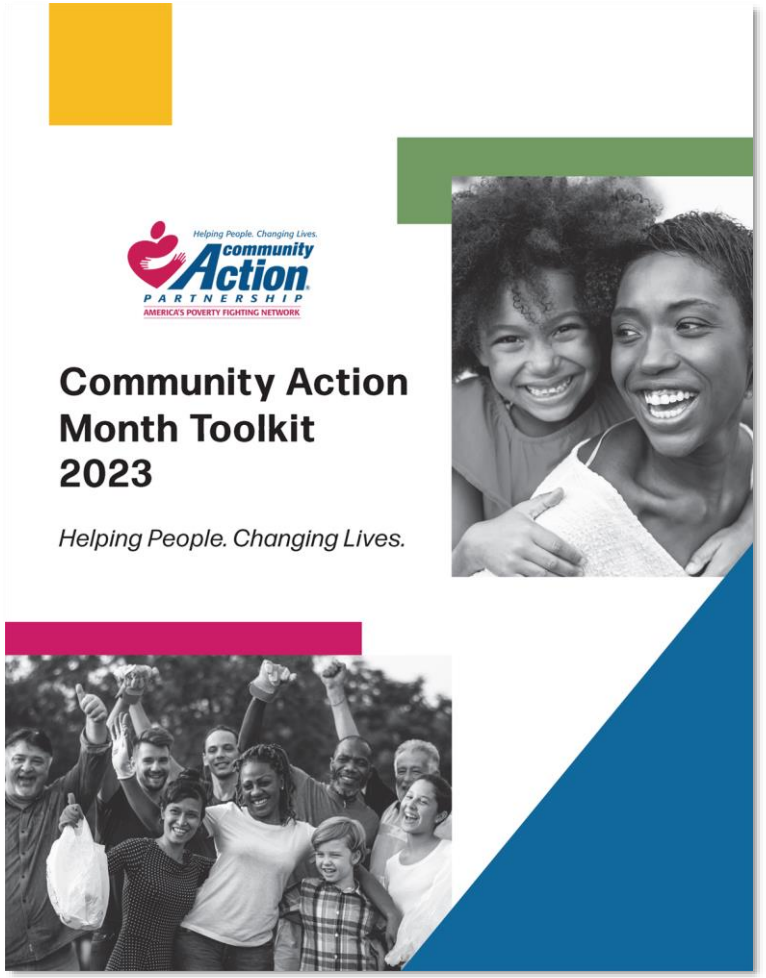




Helping People. Changing Lives.
community Action
PARTNERSHIP
AMERICA'S POVERTY FIGHTING NETWORK

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



Activities

- Page 7
- Some highlights include:
  - Monday, May 1st – recite the Promise
  - Wednesday, May 3rd – Impact Wednesday
  - Thursday, May 11th – color the Huggy Heart
  - CCAP Celebration Week (May 22nd–28th)
  - Friday, May 26th – “I <3 Community Action” selfies

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

Community Action Month Calendar

- Page 8 or download it here
- Daily themes, events, observances, etc.
  - Mental Health Awareness Week (May 10th–16th)
  - Thursday, May 18th – Head Start's birthday
  - Sunday, May 7th and 28th – Sunday Success
- Tells you which days have sample graphics and tweets

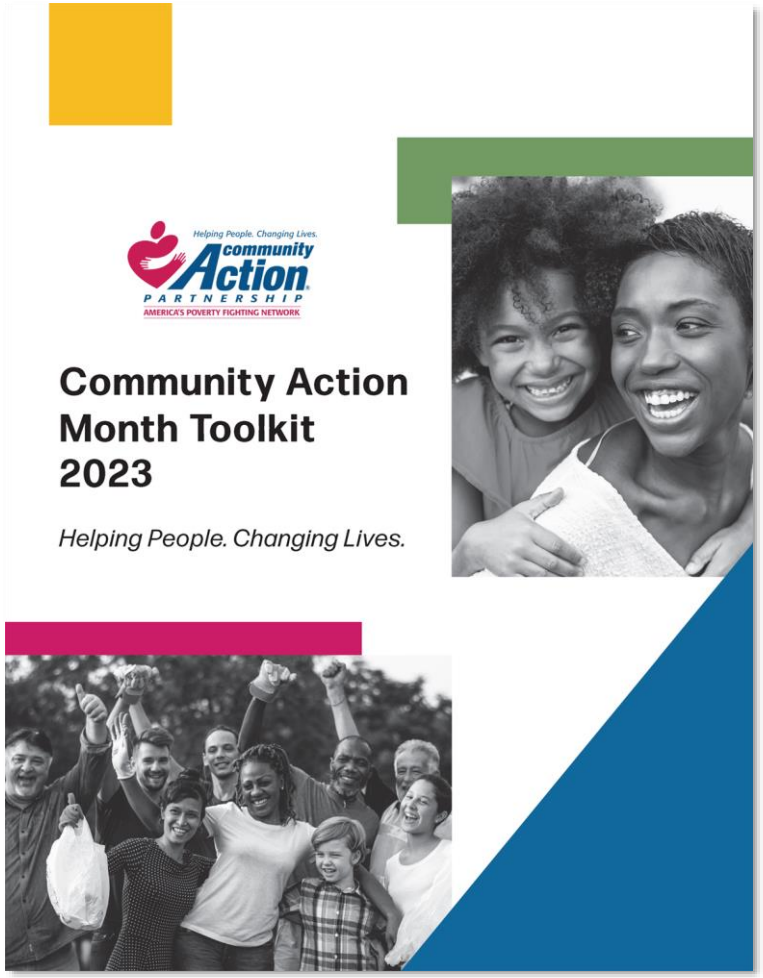


Sample Social Media Posts

- Page 12
- More sample tweets than ever!
  - National Teacher Day
  - Nurses Week
  - Training Tuesday
  - Mental Health Awareness Week
  - Stat Saturday
  - International Day of Families and more!
- Both customizable and ready-to-post tweets

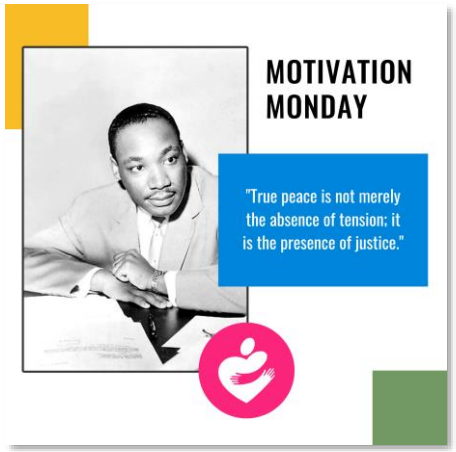
What's New This Year?

- New graphics
- Mental Health Awareness Month section
- Mothers of Community Action
- New social media creator
  - Mission Monday
  - Last day of Community Action Month



New Graphics

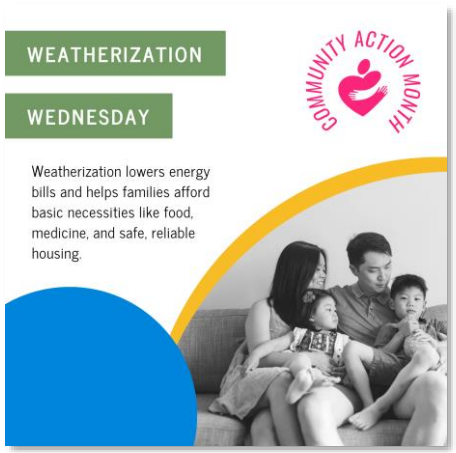




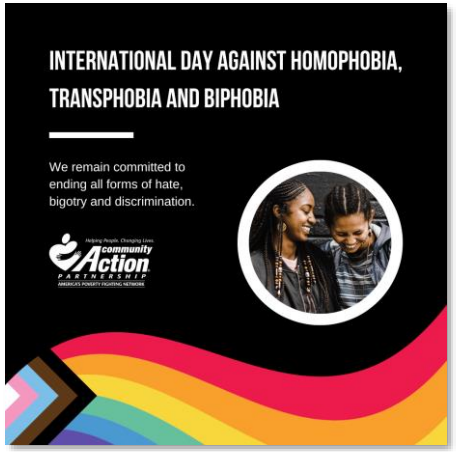












Helping People. Changing Lives.
community Action PARTNERSHIP
AMERICA'S POVERTY FIGHTING NETWORK

Mental Health Awareness Month

- Page 29
- Advocacy and support resources
- Sample social media graphics
- Sample messages (more than what's included in the Sample Social Media Posts section)





Mothers of Community Action

- These graphics recognize women who have helped shape the Community Action Network
  - Lois Carson
  - Patricia Steiger
  - Dr. Margaret Washnitzer
  - Mary Ann Vandermark
- Sample tweet provided as well



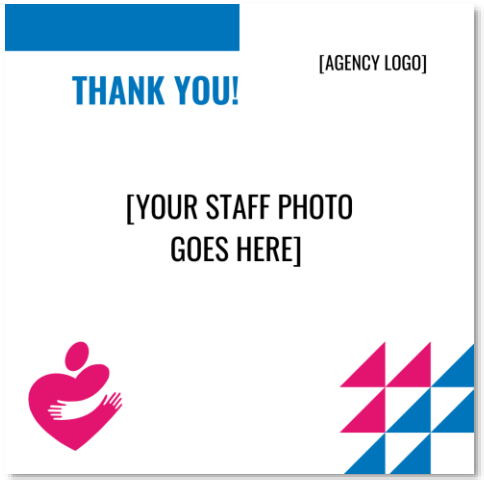


Helping People. Changing Lives.
community Action
PARTNERSHIP
AMERICA'S POVERTY FIGHTING NETWORK

New Social Media Creator

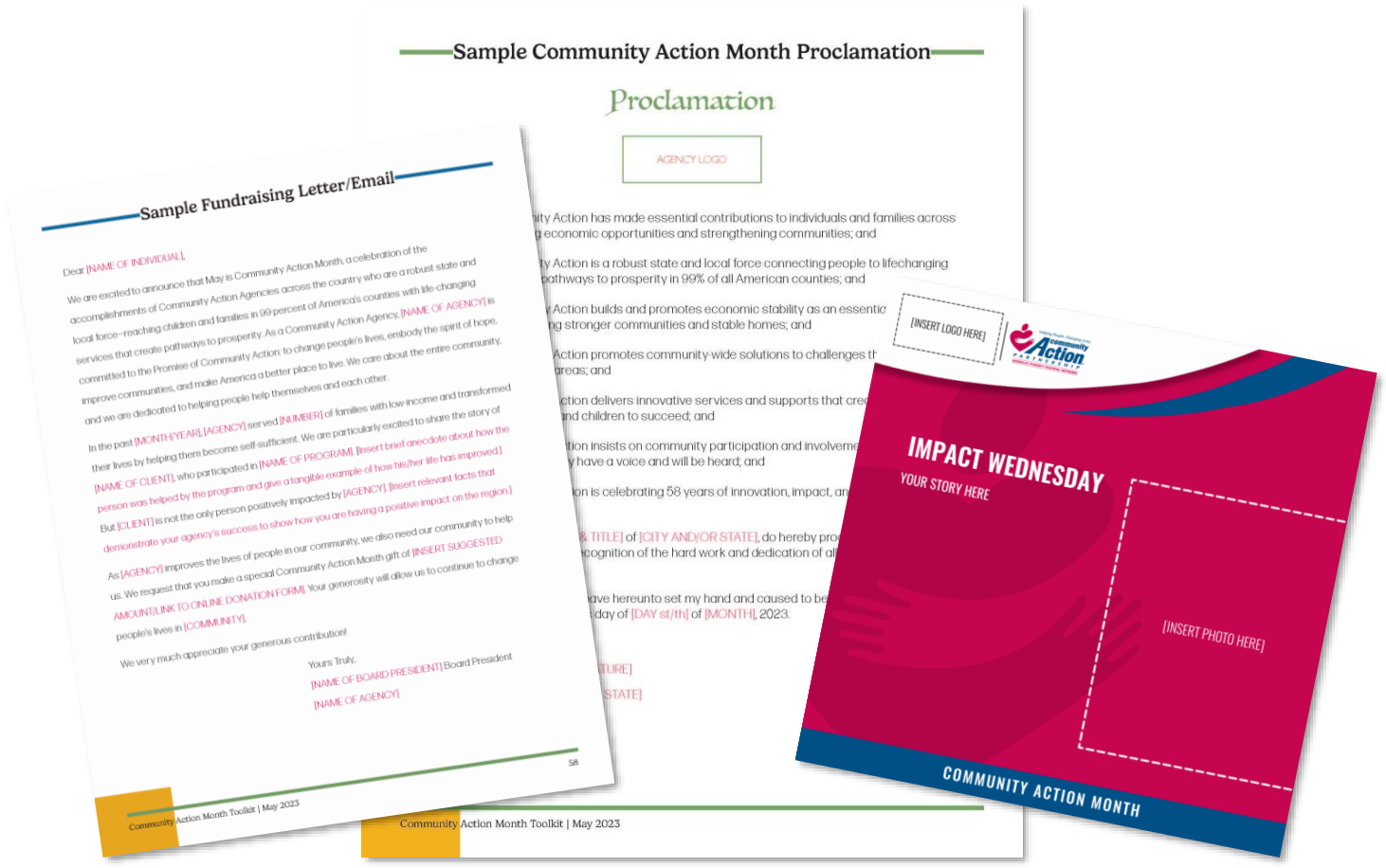
- Mission Monday – May 16th
  - Post agency's mission using our customizable template
- Last day of Community Action Month – post thank-you message
  - Download the template
- Instructions included
- Need assistance? Please email me.





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

More Customizable Templates



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

Customizable Templates

- Proclamation Template
  - See page 53
- Sample Fundraising Letter
  - Fundraising appeal tips
  - Page 56
- Sample Press Release
  - Sample talking points
  - Tips for talking to the press
  - Page 45



Sample Community Action Month Proclamation

Proclamation

AGENCY LOGO

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

WHEREAS, Community Action is a robust state and local force connecting people to 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 2023 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], 2023.

SIGNATURE OF: [OFFICIAL SIGNATURE]

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

ATTEST: [NAME] [POSITION]

Community Action Month Toolkit | May 2023

Impact Wednesday

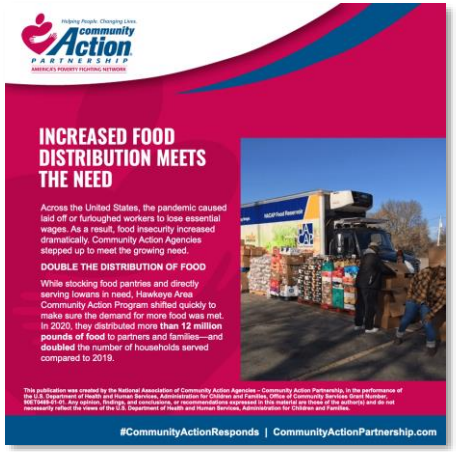
- Wednesday, May 3rd
- Promote the ways your CAA is making an impact
- Download the template here
- Instructions included



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.



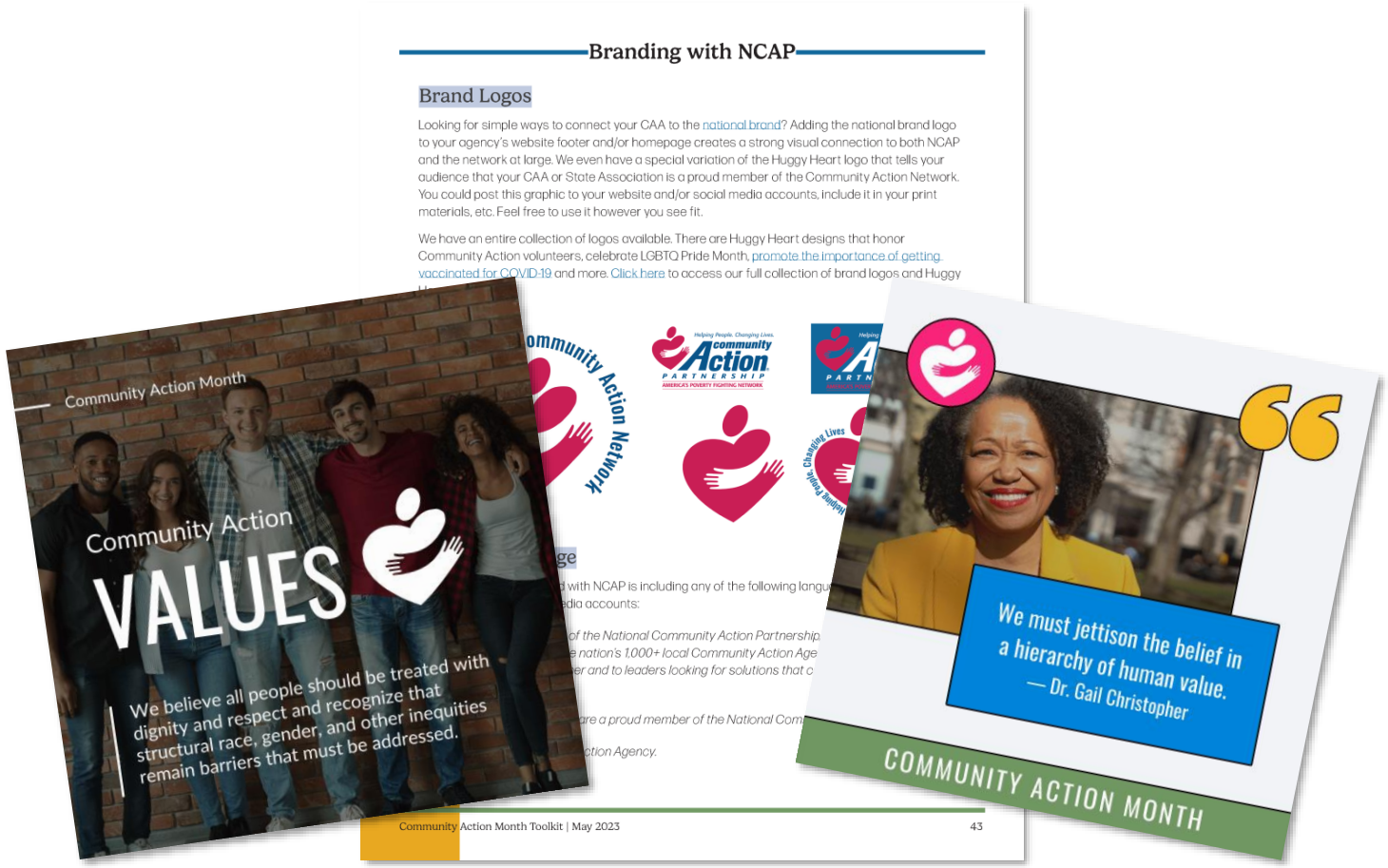






Helping People. Changing Lives. community Action PARTNERSHIP AMERICA'S POVERTY FIGHTING NETWORK

Other Tools and Resources



Motivation Monday Collection

- May 8th
- Download the collection here
- Choose from our collection of inspirational quote graphics
  - Dr. Gail Christopher
  - Equity Summit graphics
  - Whole Family Approach Institute graphics





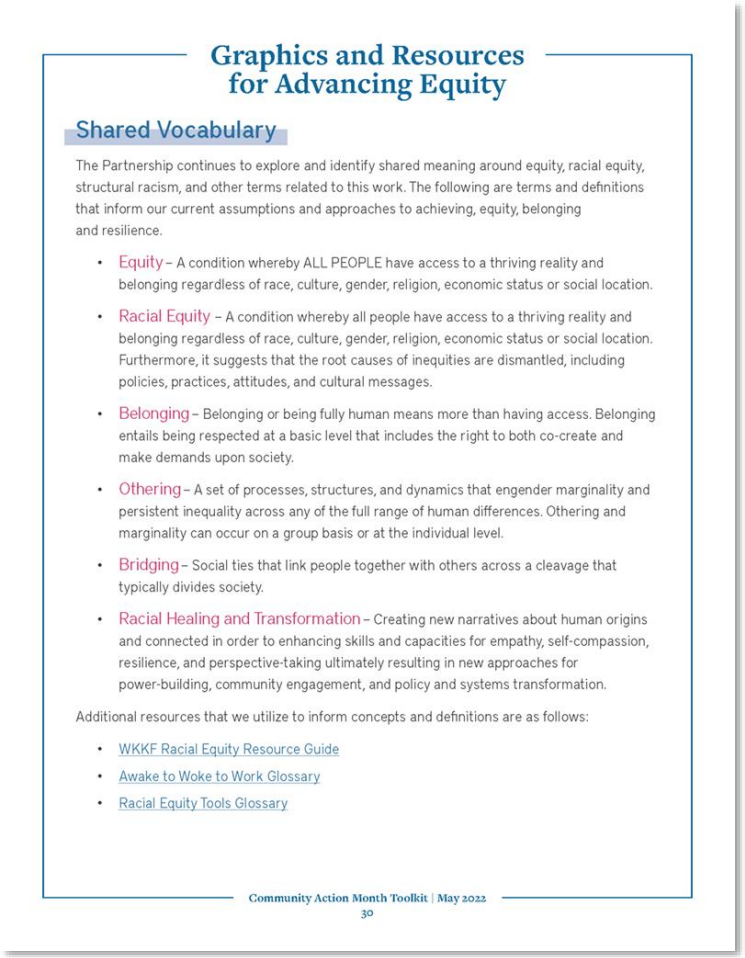




Helping People. Changing Lives.
community Action PARTNERSHIP
AMERICA'S POVERTY FIGHTING NETWORK

Equity Section

- Starts on page 32
- 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

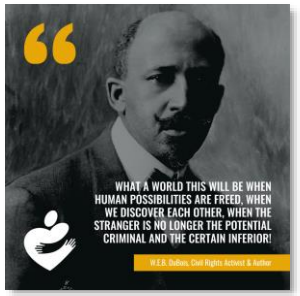
Equity Section

- Graphics include
  - Black History Month (February)
  - Hispanic Heritage Month (Sept-15th – Oct. 15th)
  - Stop Asian Hate
  - Pride Month (June)







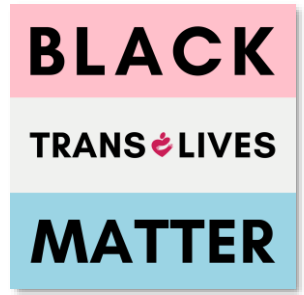












Helping People. Changing Lives.
community Action PARTNERSHIP
AMERICA'S POVERTY FIGHTING NETWORK

Heritage Month Graphics

- Heritage Month Graphics for May
  - Asian/Pacific American Heritage Month
  - Haitian Heritage Month
  - Jewish-American Heritage Month
  - South Asian American Heritage Month



Values Graphics

- Page 31
- These graphics can be used any day of Community Action Month and beyond.



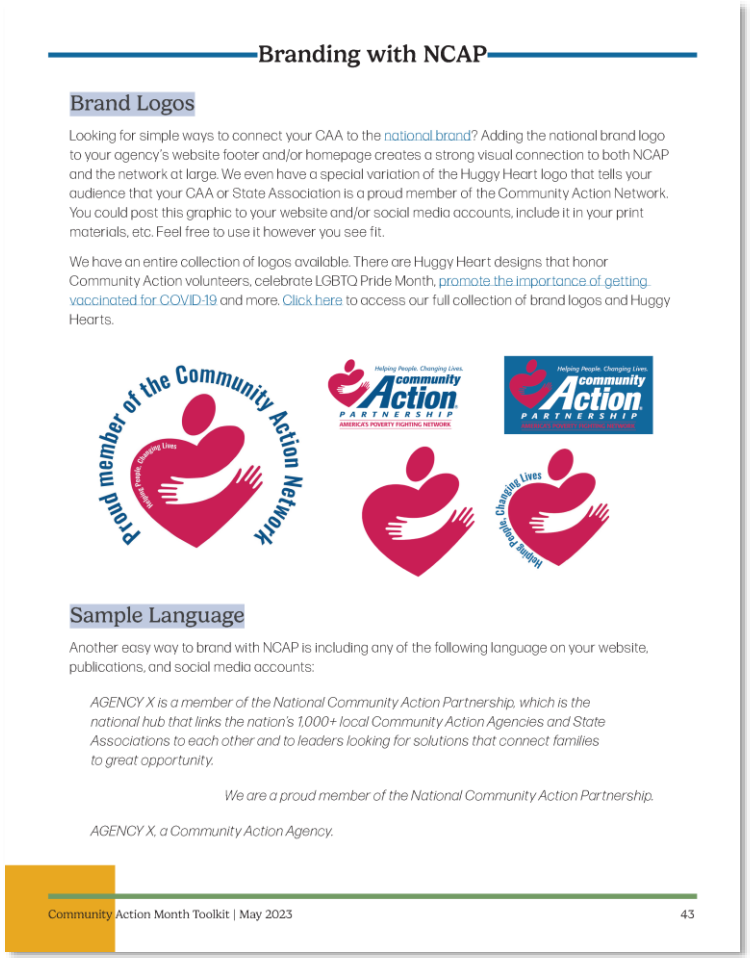






Branding Section

- Page 43
- 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.

Proud member of the Community Action Network

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.

Community Action Month Toolkit | May 2023 43

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



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

Color the Huggy & Selfie Sign

- Thursday, May 11th – color the Huggy Heart
  - Download coloring sheet
- Friday, May 26th – Fun Friday
  - Download selfie sign





Publicizing CAM in the Press

- Tips for pitching stories
- Tips for interviewing
- Sample talking points
  - Great for social media as well



Sample Talking Points

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

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

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

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

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

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

Video Production Tips

- Page 50
- Covers how to shoot videos
- Important video production tips
- Video editing tips



Annual Convention Awards and Scholarships

- NCAP honors outstanding volunteers, staff, and customers at our Annual Convention
- Find awards descriptions and criteria on page 61
- Awards – nominate someone here
- Scholarships – apply or nominate someone here



2023 Annual Convention

- Save the date: August 23rd – 25th, 2023
- Atlanta, Georgia



Questions?



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