

60+ Activities

to Commemorate Community Action's 60th Anniversary



Benefit of Activity

Media Activities

	Increased Awareness	Increased Fund Development	Improved Board, Staff, and Volunteer Recruitment, Retention, or Development	Narrative Change
Post 60th anniversary logo to agency website	✓			
Use 60th anniversary hashtag on social media	✓			
Use 60th anniversary virtual meeting background	✓		✓	
Launch a social media campaign	✓	✓	✓	✓
Write bog posts	✓	✓		✓
Submit a newspaper opinion/editorial	✓	✓	✓	✓
Schedule newspaper interviews	✓	✓	✓	✓
Schedule radio interviews	✓	✓	✓	✓
Schedule television interviews	✓	✓	✓	✓
Host a podcast series featuring voices from your local community	✓	✓	✓	✓
Produce a special 60th anniversary annual report	✓	✓	✓	✓

Community Engagement/Advocacy Activities

Secure a 60th anniversary proclamation from your city, county, or state	✓			
Organize a 60th anniversary gala event	✓	✓	✓	
Hold community poverty/equity dialogue events	✓	✓	✓	✓
Use National Head Start Awareness Month (October) to highlight the history and relationship of Community Action and Head Start	✓		✓	
Use Weatherization Day (Oct. 30) to highlight the history and relationship of Community Action and Weatherization (Note: October is Energy Awareness Month)	✓		✓	
Host poverty simulations	✓		✓	✓
Organize racial healing circles	✓		✓	✓

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60+ Activities to Commemorate Community Action's 60th Anniversary (continued)

Community Engagement/Advocacy Activities	Benefit of Activity			
	Increased Awareness	Increased Fund Development	Improved Board, Staff, and Volunteer Recruitment, Retention, or Development	Narrative Change
Sponsor 1960's-themed party/event/celebration	✓	✓	✓	✓
Hold or create alumni success impact event/report ("60 for 60")	✓	✓	✓	✓
Sign up for civic clubs speaking circuit (Rotary, Optimist, Elks, etc.)	✓	✓	✓	✓
Schedule college/university speaking events	✓		✓	✓
Sponsor 60th anniversary youth essay contest	✓			✓
Host a "data walk" featuring agency and community data	✓			✓
Add 60th anniversary to all Community Action month activities in May	✓	✓	✓	✓
Organize an August 20 Economic Opportunity Act (EOA) signing event/birthday	✓	✓	✓	✓
Establish a Community Action Champions Campaign to highlight the success stories of individuals and families through a celebration and communications	✓	✓	✓	✓
Hold a 60th anniversary book series. Focus on poverty, equity (ex. <i>The Color of Law</i> ; <i>The Best of Enemies</i> ; <i>Stamped from the Beginning</i> , etc.)	✓		✓	✓
Host a 60th anniversary community walk/run	✓	✓	✓	✓
Host a local community event with other EOA programs (Head Start, Job Corps, Migrant and Seasonal Farm Workers, Vista, Legal Services, Upward Bound, Native American Programs, and others)	✓			✓
Convene a meeting with local academics, public officials, criminal justice, etc., on a critical issue	✓		✓	✓
Combine CNA and 60th anniversary commemoration activities	✓			✓
Hold a press conference to release 2024 CNA and/or new Strategic Plan and highlight the 60th anniversary	✓	✓	✓	✓
Plan an anniversary event at your State capital	✓		✓	✓
Establish a Community Action scholarship fund for youth and adult parents	✓	✓	✓	✓

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60+ Activities to Commemorate Community Action's 60th Anniversary (continued)

Community Engagement/Advocacy Activities	Benefit of Activity			
	Increased Awareness	Increased Fund Development	Improved Board, Staff, and Volunteer Recruitment, Retention, or Development	Narrative Change
Plan an interfaith commemoration service to highlight Community Action's collaboration/connection to the faith-based community	✓	✓	✓	✓
Host a free community family picture day	✓		✓	
Host a pilgrimage of your local community with persons with lived experience in poverty as the storytellers; uncover the hidden stories of how the communities you served came to be; use this to inform community discussions about creating a new future where everyone belongs and can thrive	✓	✓	✓	✓
Host a civic engagement training for community members	✓		✓	✓
Commemorate with a 60th anniversary day of service	✓	✓	✓	✓
Exhibit the Community Action story at your local museum or library	✓		✓	✓
Host a 60th anniversary, arts, culture, and community resource fair	✓	✓	✓	✓
Plan a film series	✓			✓
Host a community storytelling workshop and highlight the stories through social media	✓			✓
Commission local artists to create murals or installations that reflect the spirit and impact of Community Action	✓		✓	✓
Curate photo exhibitions showcasing the before-and-after impacts of Community Action initiatives, highlighting positive changes and progress	✓		✓	✓
Collaborate with schools to implement educational programs or workshops that teach students about community issues, empathy, and the importance of social action	✓			✓
Host an event to develop a community vision board for the future (this could also be done for the agency)	✓			✓
Work with city/community leaders to project or display agency logos or messages, or to showcase the agency in prominent community places	✓	✓		✓

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60+ Activities to Commemorate Community Action's 60th Anniversary (continued)

	Benefit of Activity			
	Increased Awareness	Increased Fund Development	Improved Board, Staff, and Volunteer Recruitment, Retention, or Development	Narrative Change
Community Engagement/Advocacy Activities				
Develop and educate the community about your agency's local policy platform; launch a strategy to engage policymakers and elected officials	✓			✓
Launch an issue campaign (e.g., racism is a public health crisis, end homelessness, climate justice, etc.)	✓		✓	✓
Create specific challenges where donations are matched by sponsors/businesses or partners	✓	✓		
Collaborate with local influencers, public figures, or celebrities who support similar causes to amplify a campaign's reach and impact	✓	✓	✓	✓
Launch an online crowdfunding campaign with a specific fundraising goal.	✓	✓		
Internal Agency/Association/Network Activities				
Solicit staff (from all programs/levels), board members, and volunteers interested in planning your 60th anniversary and set them free!			✓	
Organize a 60th anniversary-themed State Association conference	✓		✓	
Send out 60th anniversary fundraising appeal letters		✓		
Create an agency history timeline (share on website and with community)	✓		✓	✓
Name an agency building	✓	✓	✓	
Create a local oral CAA history project, interviews video/audio recording of CAA pioneers	✓		✓	✓
Make an agency or community time capsule	✓		✓	
Commemorate the 60th anniversary by securing the future: establish a youth committee to advise and support the work of the board			✓	✓
Establish a new/special customer, board, staff, or community award	✓	✓	✓	
Hold board antipoverty/equity discussion			✓	✓
Install new board with special recognition for 60th anniversary			✓	

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Internal Agency/Association/Network Activities	Benefit of Activity			
	Increased Awareness	Increased Fund Development	Improved Board, Staff, and Volunteer Recruitment, Retention, or Development	Narrative Change
Take board on tour of past and current service centers, housing developments, etc.		✓	✓	
Schedule lunch-and-learns for staff and board: Review EOA, President Johnson's Great Society speeches, etc.			✓	✓
Highlight one aspect of Community Action Code of Ethics at staff meetings or newsletters each month in 2024/2025			✓	
In honor of the 60th anniversary, enroll in NCAP Pathways to Excellence			✓	
"6 for 60": In honor of the 60th anniversary—and as a commitment to the future—support 6 staff (1 for each decade) to enroll as 2024–2025 CCAP candidates			✓	
Develop an agency 60th anniversary recipe book	✓	✓	✓	
Host a volunteer drive			✓	
Host a "Thank You" event to recognize supporters, donors, and key partners		✓	✓	