

Community Action 60th Anniversary Planning Guide

The 60th anniversary provides an opportunity for everyone in the Network to reflect and consider how to apply our experience and all we have learned to create a better future. Each year, CAAs invest considerable time and treasure in planning efforts to ensure resources are invested in ways that will help families advance and solve complex community problems. This planning guide is designed to help CAAs and Associations integrate 60th anniversary activities with current goals and plans so that we can maximize impact and effort.

Consider gathering a team of staff, volunteers, and board members to work through this guide to build a robust and intentional plan for commemorating the 60th anniversary of Community Action.



1 INTEGRATING THE 60TH ANNIVERSARY

Gather and review key background documents from the organization, including the strategic plan, communication plan, and other agency assessments and documents (e.g., Comprehensive Needs and Strengths Assessment, agency risk analysis, Pathways to Excellence Self-Study).

1. What are the key goals, objectives, or focus areas from these key organizational documents that are critical priorities for the agency/community?

2. Are there other challenges, issues, or needs related to agency capacity we want to identify (e.g., staff recruitment, fund development, Head Start enrollment) and keep in mind as we plan?



3. What are the agency strengths and achievements that should be lifted up in our 60th anniversary plans? *(Tip: Review the Toolkit's Campaign Messages for help brainstorming unique and important strengths and attributes of Community Action.)*

4. Is it time to reflect on or renew our vision, mission, purpose, or values? Is a new strategic plan due this year? If so, how might we combine this with 60th anniversary activities?

5. What year was our agency/organization incorporated? Are there unique successes, leaders, community history, or impact we should consider as we plan? How will all this inform our efforts?

6. Are there important audiences we want to connect with?

7. Some messages and language drive people apart, and demotivate civic participation. How might we include activities in our 60th anniversary campaign that bring people together across differences and contribute in a positive way to building a community?



2 SETTING YOUR **60TH ANNIVERSARY GOALS**

After reviewing and analyzing your thoughts above, write down the 2 or 3 primary goals you want to keep at the center of your Community Action 60th anniversary commemoration efforts/campaign. *(Important Note: After assessing and contemplating, you may find it makes perfect sense to use some of the current strategic plan goals (e.g., "Increase the number of volunteers"; "Increase the visibility of the agency in X community as evidenced by X.")*

Goal 1.

Goal 2.

Goal 3.

For each goal, outline the following:

Goal 1.

Provide the context and the reasons behind setting this goal. Why it is important for our agency?
Is there a problem we are trying to solve?

What do we want to achieve?

How will we measure progress and success?
(Indicators)



Goal 2.

Provide the context and the reasons behind setting this goal. Why it is important for our agency? Is there a problem we are trying to solve?

What do we want to achieve?

How will we measure progress and success? (Indicators)

Goal 3.

Provide the context and the reasons behind setting this goal. Why it is important for our agency? Is there a problem we are trying to solve?

What do we want to achieve?

How will we measure progress and success? (Indicators)



3 BRAINSTORM POSSIBLE ACTIVITIES

- Review the Activity Ideas list in the Toolkit to generate a list of possible activities that can help achieve the identified goals.
- Look at the NCAP 60th Anniversary Live Planning List for ideas from other CAAs and State Associations.
- Make a list of activities that are promising for achieving the goals.

4 IMPLEMENTATION

1. What infrastructure will we use to achieve the 60th anniversary plan/campaign and the goals established? Will an existing or new staff/board committee be engaged? Will the committee consist of staff from across and up and down the agency? Will customers and volunteers be involved?



2. What vehicles, tools, processes, and systems will we use for communication?

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3. What will we do to monitor the plan and keep things on track, considering all our competing interests?

A large, empty light blue rectangular box intended for the user to provide their answer to question 3.

5 ACTION PLAN

Map out the plan you will follow to achieve each goal.

Goal 1.

Measures/
Indicators

How do we plan to measure progress and success?

Action Step	Responsible Person	Deadline	Resources Required	Milestones
<i>List each action needed to achieve this goal.</i>	<i>Who is responsible for this step?</i>	<i>When will it be completed?</i>	<i>What resources are needed for this step? Cost?</i>	<i>Break step into smaller tasks, if this is helpful.</i>

