Commemorating Community Action's 60th Anniversary: Idea Generator
April 25, 2024

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Welcome & Introductions

National Community Action Partnership

- Jeannie Chaffin, CCAP, Special Advisor
- Johnny Eudaly, Communications & Branding Associate

Aroostook Community Action Program

- Jason Parent, CCAP, Executive Director/CEO
- Rebecca Penney Damon, Creative Content Specialist

Community Action Partnership of Strafford County

- Betsey Andrews Parker, MPH, CEO

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Spotlight

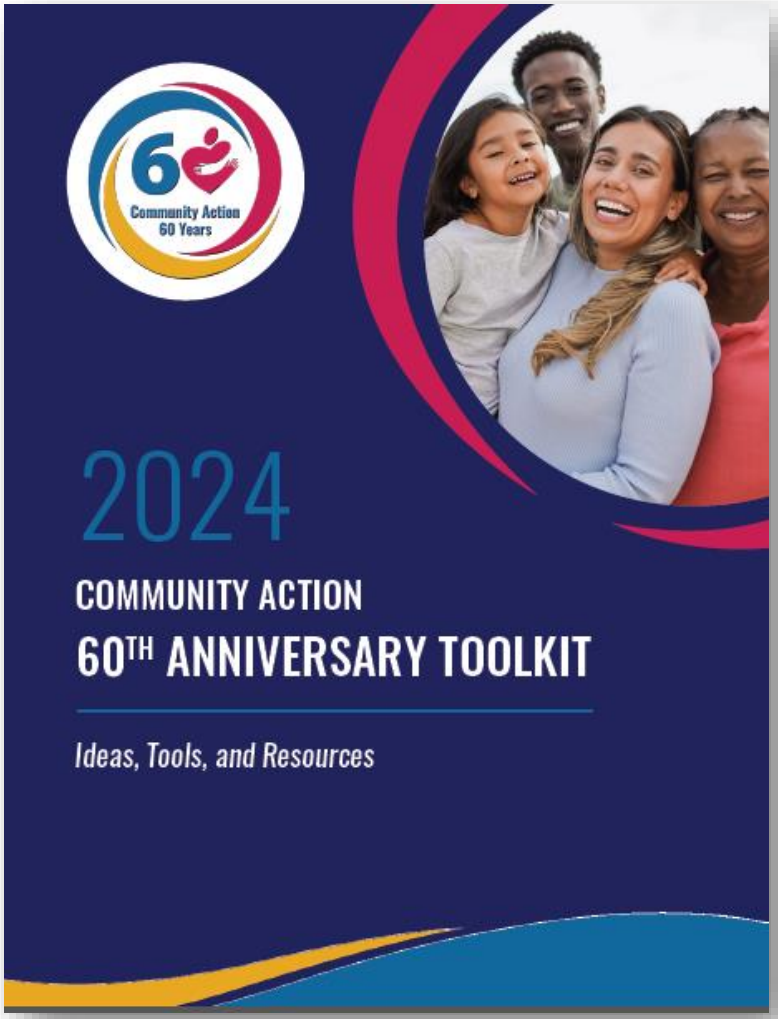
Aroostook Community Action Program, Presque Isle, Maine



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2024-2025 Timeline







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Goals of the 60th Anniversary

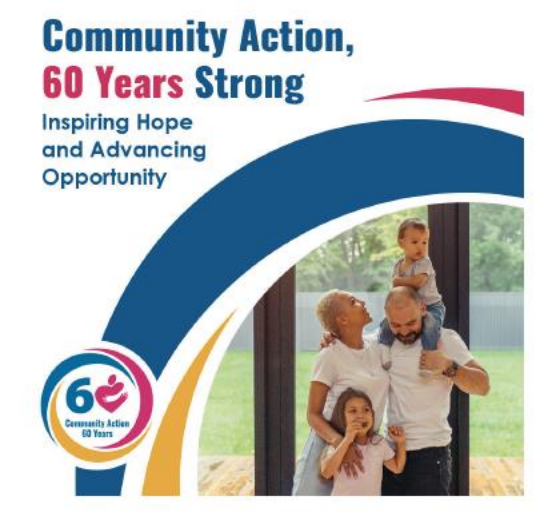
- Strengthen the Network's capacity to effectively advance social and economic mobility for all people in America and propel Community Action into a new era responsive to future challenges and opportunities.
- Use the anniversary to create new opportunities to raise awareness of Community Action's role and impact at the national, state, and local levels.
- Create safe spaces in the Network and local communities for listening and dialogue about Community Action's role and vision for a more equitable society.
- Ignite passion and commitment among new staff and invigorate seasoned Community Action staff, board, and volunteers. Through reflection, recognition, celebration, and fun, energize Community Action customers, staff, boards, volunteers, and partners to meet future challenges.

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60th Anniversary Toolkit

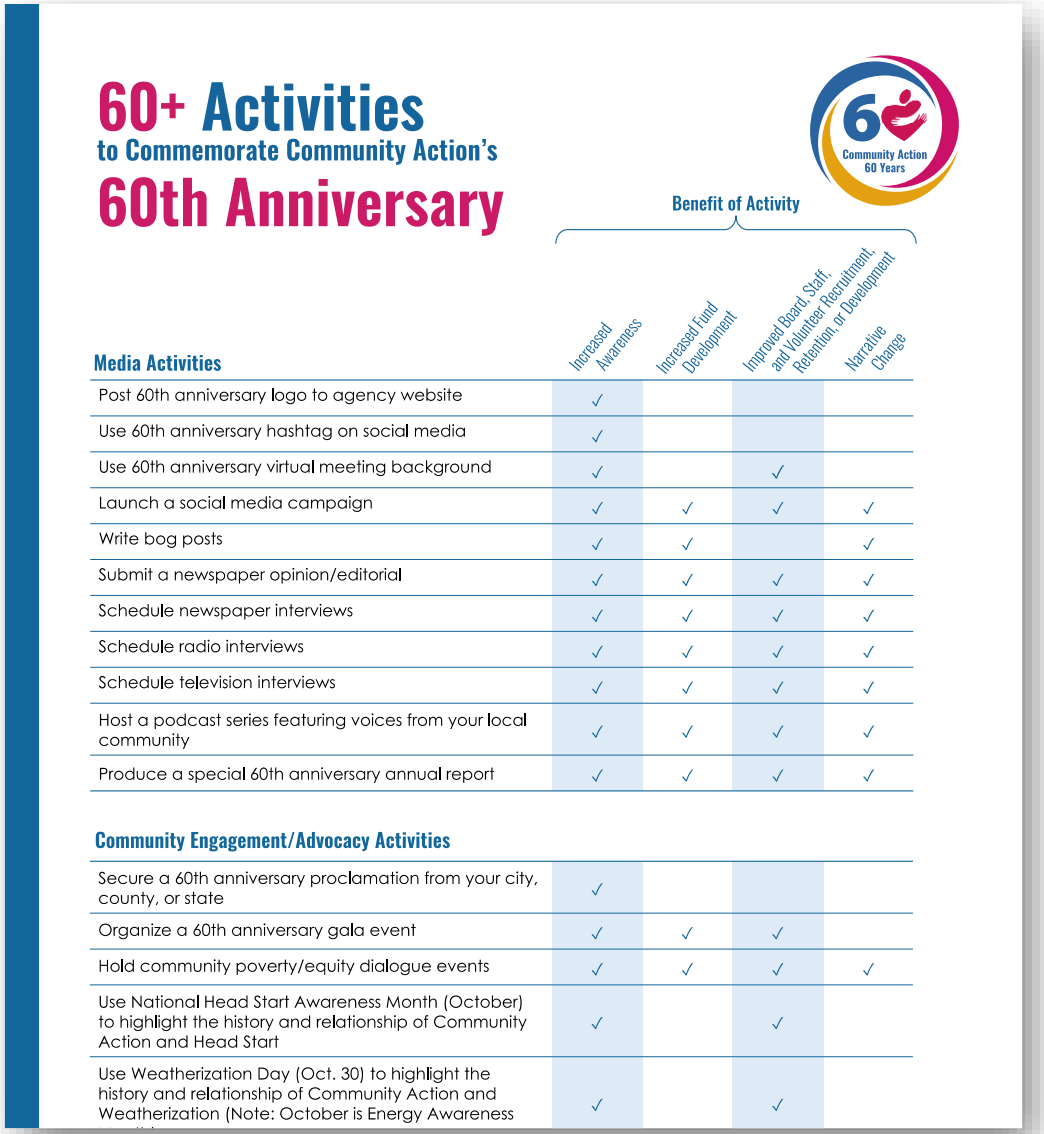








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60+ Activities
to Commemorate Community Action's
60th Anniversary

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	✓		✓	

Activities List

Planning Guide

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.

Crowdsourcing

View ideas submitted by your colleagues!

Share your great ideas with your Community Action colleagues!

Fillable PDF of 60th Anniversary Planning Guide!

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Crowdsourcing

Share Your Activities

60th Anniversary of Community Action Activities/Event Submissions to NCAP

Community Action, 60 Years Strong: Inspiring Hope and Advancing Opportunity

The 60th anniversary provides the Network with the opportunity to raise awareness of the contributions and achievements of Community Action while also reflecting on what we have learned from our six decades of work. CAAs and State Associations will be undertaking a wide variety of activities in 2024 and beyond as CAAs commemorate their individual agency anniversaries.

Don't Be Shy! Share Plans, Writings, and Photographs from Your Events with the Network

We will all benefit from agencies sharing their activities, tools, resources, and documentation with NCAP. Help us highlight the commemoration activities across the Network and elevate messages nationally.

As you are planning your activities—or once they have occurred—please take the time to submit a written record of your event(s) using this SurveyMonkey form. You can complete this form as many times as needed to document each of your events and activities.

Reports
Pictures
Tools

Survey Monkey Link
Found in Toolkit

Community Action Month Toolkit

- Find it here on our landing page
- The toolkit provides:
  - Social media graphics
  - Activities and events
  - Press release and proclamation templates
  - Fundraising ideas
  - Resources for commemorating Community Action's 60th anniversary



Activities

- Page 7
- Some highlights include:
  - Reciting the Promise on social media
  - Impact Wednesday (May 8th and 29th)
  - Color the Huggy Heart (May 3rd)
  - Sunday Success (May 5th and 26th)
  - Community Action selfies
  - Commemorating Community Action's 60th anniversary (May 1st and 31st)

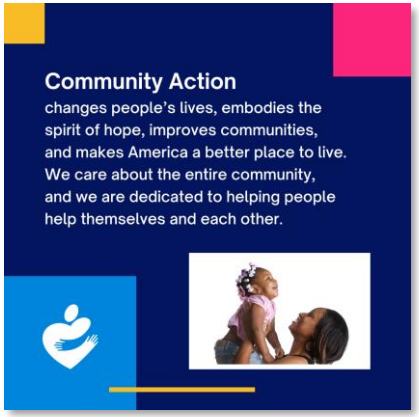


Community Action Month Calendar

- Page 10 or download it here
- Daily themes, events, observances, etc.
  - Head Start's birthday
  - Huggy Heart Day
  - Weatherization Wednesday
- Your guide for the entire month of May
- Indicates what resources we have for a given day or event



Social Media Graphics

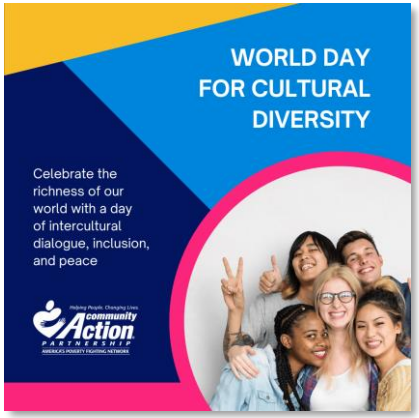
















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Impact Wednesday

- May 8th and 29th
- All new collection of graphics and tweets
- Covers a wide range of programs and services:
  - Affordable housing
  - Asset building
  - Job support
  - Family services
  - Health and wellness





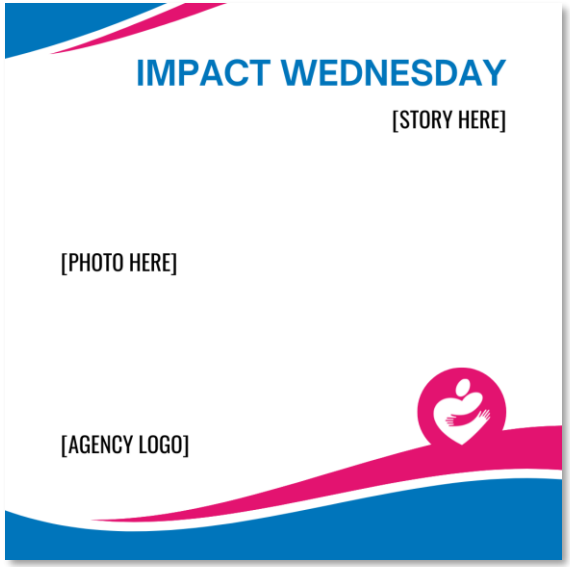




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Impact Wednesday

- Customizable graphic available
- Use it to promote the ways your CAA is making an impact
- Customizing is quick and simple
- Download the template here
- Instructions included



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Sample Social Media Posts

- Page 15
- Tons of new sample messages
  - National Teacher Day
  - Training Tuesday
  - International Day of Families and more!
- Both customizable and ready-to-post tweets

Tying Our 60th Anniversary to Community Action Month

- Find 60th anniversary campaign resources on page 38
- Share the anniversary logo
  - Include in print materials, place it on your agency's website or in your email footer
- Hashtags to use on social media:
  - #60YearsStrong
  - #CommunityAction60



Tying Our 60th Anniversary to Community Action Month

- May 1st and 31st – take to social media to commemorate Community Action's 60th anniversary
- Sample social media graphics and messaging provided
  - National impact
  - Local impact, agency success stories
- Facebook cover graphic
- High production 60-second promotional video



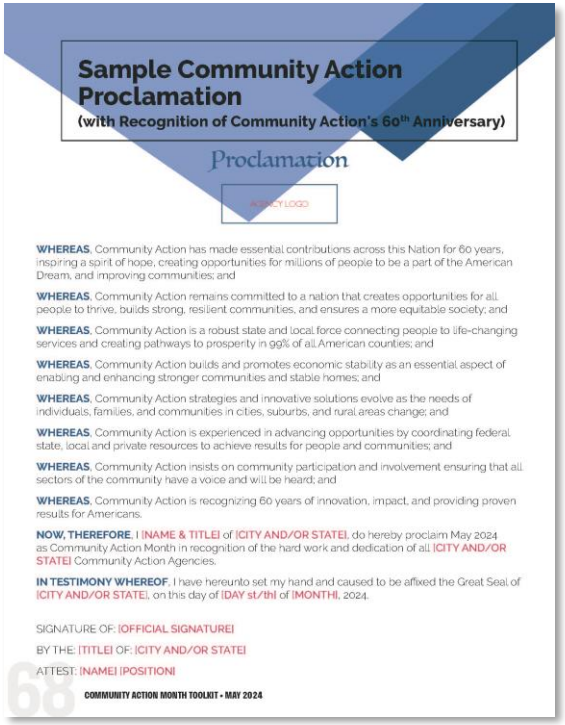




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Tying Our 60th Anniversary to Community Action Month

- We've provided three proclamation templates
  - Standard Community Action Month proclamation
  - Community Action 60th anniversary proclamation
  - CAM proclamation giving recognition to the 60th
- We encourage you to send us your proclamations if you can!



Sample Community Action Proclamation
(with Recognition of Community Action's 60th Anniversary)

Proclamation

[AGENCY LOGO]

WHEREAS, Community Action has made essential contributions across this Nation for 60 years, inspiring a spirit of hope, creating opportunities for millions of people to be a part of the American Dream, and improving communities; and

WHEREAS, Community Action remains committed to a nation that creates opportunities for all people to thrive, builds strong, resilient communities, and ensures a more equitable society; and

WHEREAS, Community Action is a robust state and local force connecting people to life-changing 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 strategies and innovative solutions evolve as the needs of individuals, families, and communities in cities, suburbs, and rural areas change; and

WHEREAS, Community Action is experienced in advancing opportunities by coordinating federal, state, local and private resources to achieve results for people and communities; 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 recognizing 60 years of innovation, impact, and providing proven results for Americans.

NOW, THEREFORE, I [NAME & TITLE] of [CITY AND/OR STATE], do hereby proclaim May 2024 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], 2024.

SIGNATURE OF: [OFFICIAL SIGNATURE]

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

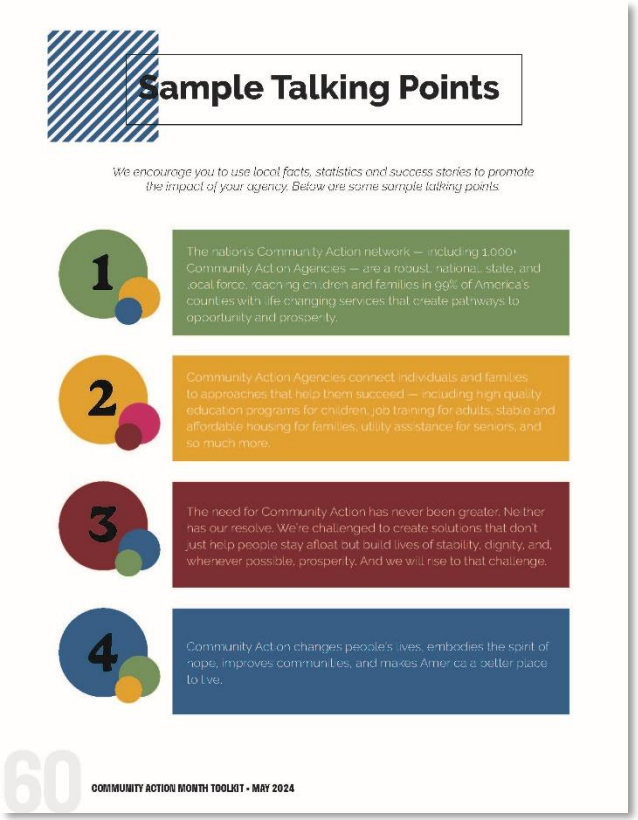
ATTEST: [NAME] [POSITION]

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Looking Beyond May

- Network messaging
- Find additional sample language in branding section
- This language may be helpful for:
  - A newspaper editorial or blog post
  - Special 60th anniversary annual report



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.

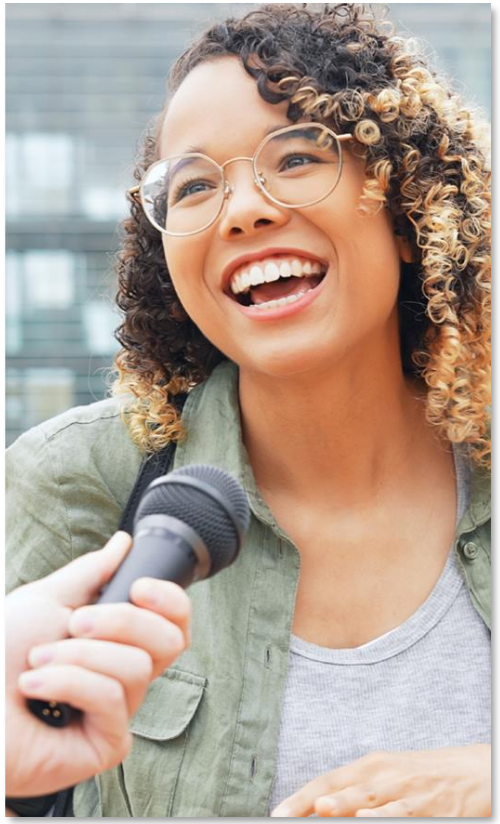
1. The nation's Community Action network — including 1,000+ Community Action Agencies — are a robust, national, state, and local force, reaching children and families in 99% of America's counties with life-changing services that create pathways to opportunity and prosperity.
2. Community Action Agencies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

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Looking Beyond May

- Interview tips
- How to pitch stories
- Helpful for:
  - Radio, television or newspaper interviews
  - College/university speaking events



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Looking Beyond May

- Fundraising appeal tips
- Sample fundraising letter
- Helpful for:
  - Launching an online fundraising campaign
  - Sending out 60th anniversary fundraising appeal letters



Looking Beyond May

- Awards and scholarships information
- Helpful for:
  - Establishing a Community Action scholarship fund
  - Establishing a customer, board, staff or community award



Spotlight

Community Action Partnership of Strafford County

Dover and Rochester, New Hampshire



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Questions?

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#CommunityAction60

#60YearsStrong

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Thank you!