



2025

Talking Points & Social Media Tools for CSBG, LIHEAP, WAP & HEAD START

Produced by the National Community Action Foundation (NCAF) with design support by National Community Action Partnership (NCAP).



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Talking Points

COMMUNITY SERVICES BLOCK GRANT

Advancing Economic Independence and Strengthening Local Communities

A Trusted, Locally Driven Solution

The Community Services Block Grant (CSBG) is a locally-led approach that receives limited federal investment and helps hard-working American families achieve economic independence while ensuring taxpayer dollars are put to good use. Managed by State and Community Action Agencies (CAAs), CSBG empowers local communities by cutting red tape, reducing government dependency, and driving private-sector job creation. With strong accountability and a commitment to financial prudence, CSBG delivers measurable results, keeping decisions in local hands where they belong.

Aligning with American Values

- *Promoting Economic Independence:* CSBG provides job training, financial education, and small business support, helping families build skills to achieve long-term financial freedom.
- *Local Control, Local Solutions:* CSBG ensures state and local authorities have the freedom to develop targeted solutions, rather than relying on one-size-fits-all federal programs.
- *Supporting Small Business & Workforce Development:* CSBG invests in private-sector job creation and career training, ensuring that communities grow through free-market solutions rather than expanding government assistance.
- *Financial Prudence & Accountability:* CSBG maintains responsible administrative oversight and publishes regular performance reviews, demonstrating fiscal responsibility and measurable impact.

Aligning with American Ideals

- *Empowering Families, Not Expanding Government:* CSBG helps families achieve economic independence rather than keeping them reliant on government assistance.
- *Boosting Local Economies & Private-Sector Growth:* CSBG strengthens local businesses and entrepreneurs, promoting private-sector job creation.
- *A Responsible, Performance-Based Investment:* CSBG ensures that every taxpayer dollar is strategically used to create long-term economic opportunity.
- *Preserving State and Local Authority:* CSBG respects state and local governance, ensuring that solutions are tailored to local community needs instead of being dictated by Washington.

Why Experience Matters

CSBG is not another federal handout—it is a community-driven initiative that upholds self-reliance, personal responsibility, and economic freedom. Unlike top-down government programs, CSBG operates through State and Community Action Agencies that understand local needs and invest in practical solutions that work.

- *Locally Led, Not Bureaucratically Driven:* CSBG operates at the state and local level, ensuring accountability, transparency, and responsiveness to community needs.
- *Results-Driven Approach:* CSBG agencies undergo regular audits and data-driven performance evaluations, ensuring measurable outcomes and strong taxpayer return on investment.

Conclusion

The Community Services Block Grant (CSBG) is a high-impact, fiscally responsible investment that aligns with American values of self-reliance, free enterprise, and local decision-making. By continuing to support CSBG through State and Community Action Agencies, we ensure that hard-working American families have access to the opportunities they need to thrive, while also promoting local economic growth and reducing government dependency.

WEATHERIZATION ASSISTANCE PROGRAM (WAP)

- The Weatherization Assistance Program (WAP) efficiently retrofits below standard low-income homes, greatly improving residents' utility costs and health outcomes.
- WAP offers good local jobs and training needed to secure stable private sector work.
- All materials – materials, trucks, appliances – are purchased locally.
- By updating low-income homes, WAP helps preserve the local stock of affordable housing.
- Because WAP ensures low-income homes have reasonable energy use, more utility customers are able to keep up with their bills.
- (If talking to a Democrat): WAP reduces low income households' energy consumption.

LOW-INCOME HOME ENERGY ASSISTANCE PROGRAM (LIHEAP)

- The Low Income Home Energy Assistance Program (LIHEAP) is a proven, results-driven initiative that helps hard-working American families afford essential heating and cooling services.
- LIHEAP ensures energy security, prevents utility shutoffs and protects vulnerable households, including seniors, veterans and families with young children.
- LIHEAP is a fiscally responsible investment that prevents costly energy-related emergencies reducing the need for emergency assistance programs.
- LIHEAP payments go directly to local utility companies, ensuring that businesses remain stable while keeping families focused on building financial independence.

HEAD START

- When a Community Action Agency (CAA) runs a Head Start program, families receive needed assistance that addresses the stability and future economic prospects of the household, helping not just the hardworking family and the child, but also contributing to the long-term community and school stability.
- Access to high-quality early childhood education is critical for working families, providing children with a strong educational foundation while enabling parents to pursue employment and career growth
- Through workforce development programs and household stabilizing programs, CAAs assist parents in gaining financial independence, ultimately leading to stronger, more self-sufficient communities.
- Based on a regular Community Needs Assessment, Community Action Agencies have the ability to develop social enterprises such as nutrition programs, affordable housing initiatives and workforce development opportunities that help families of Head Start students achieve their economic goals.
- Because of Community Action Agencies' ability to address family stability, career potential of parents and early childhood education, Head Start children have the absolute best chance of achieving the American dream.

Social Media Posts

Click the images to download.

Post #1

The Community Services Block Grant (#CSBG): a trusted, locally-driven solution! CSBG is a locally-led approach that helps hard-working American families achieve economic independence while ensuring taxpayer dollars are put to good use.



Post #2

Did you know? The Community Services Block Grant (#CSBG) invests in private-sector job creation and career training, ensuring that communities grow through free-market solutions rather than expanding government assistance.



Post #3

The Community Services Block Grant (#CSBG) promotes economic independence! CSBG provides job training, financial education, and small business support, helping families build skills to achieve long-term financial freedom.



CSBG Promotes Economic Independence!

The Community Services Block Grant (CSBG) provides job training, financial education, and small business support, helping families build skills to achieve long-term financial freedom.



Post #4

Did you know? The #Weatherization Assistance Program (#WAP) efficiently retrofits below standard low-income homes, greatly improving residents' utility costs and health outcomes.

Weatherization Improves Utility Costs & Health Outcomes!



The Weatherization Assistance Program (WAP) efficiently retrofits below standard low-income homes, greatly improving residents' utility costs and health outcomes.



Post #5

The #Weatherization Assistance Program (#WAP) supports job growth! WAP offers good local jobs and training needed to secure stable private sector work. One more reason why #WeatherizationWorks!



Weatherization Supports Job Growth!

The Weatherization Assistance Program (WAP) offers good local jobs and training needed to secure stable private sector work.

Helping People. Changing Lives.
community Action PARTNERSHIP

The graphic features a circular inset image of a construction worker in a hard hat and safety glasses, wearing white gloves and working on a wooden wall. The background is white with blue and pink geometric shapes at the top and bottom.

Post #6

What makes the Low Income Home Energy Assistance Program (#LIHEAP) so important? LIHEAP ensures energy security, prevents utility shutoffs and protects vulnerable households, including seniors, veterans and families with young children.



LIHEAP Ensures Energy Security!

The Low Income Home Energy Assistance Program (LIHEAP) ensures energy security, prevents utility shutoffs and protects vulnerable households, including seniors, veterans and families with young children.

Helping People. Changing Lives.
community Action PARTNERSHIP

The graphic features a circular inset image of a family: a man in a military uniform, a young girl in a military-style hat, and a woman. The background is white with blue and pink geometric shapes at the top and bottom.

Post #7

The Low Income Home Energy Assistance Program (#LIHEAP) is a proven, results-driven initiative that helps hard-working American families afford essential heating and cooling services.

LIHEAP: A Proven, Results-Driven Initiative!

The Low Income Home Energy Assistance Program (LIHEAP) is a proven, results-driven initiative that helps hard-working American families afford essential heating and cooling services.

The image shows a family of four (a man, a woman, and two children) sitting together and smiling. The man is holding a baby. The background is a bright, indoor setting.

Post #8

Why is #HeadStart necessary? Access to high-quality early childhood education is critical for working families, providing children with a strong educational foundation while enabling parents to pursue employment and career growth.

Head Start: Critical to Working Families!

Access to high-quality early childhood education is critical for working families, providing children with a strong educational foundation while enabling parents to pursue employment and career growth.

The image shows three young children (two girls and one boy) smiling. The background is a bright, indoor setting. The logo for 'Community Action' is visible in the top left corner.

Post #9

Because of #CommunityAction Agencies' ability to address family stability, career potential of parents, and early childhood education, #HeadStart children have the absolute best chance of achieving the American dream!



**Head Start Children
Achieve the
American Dream!**

Because of Community Action Agencies' ability to address family stability, career potential of parents and early childhood education, Head Start children have the absolute best chance of achieving the American dream.



community
Action
PARTNERSHIP

How to Add Your Logo

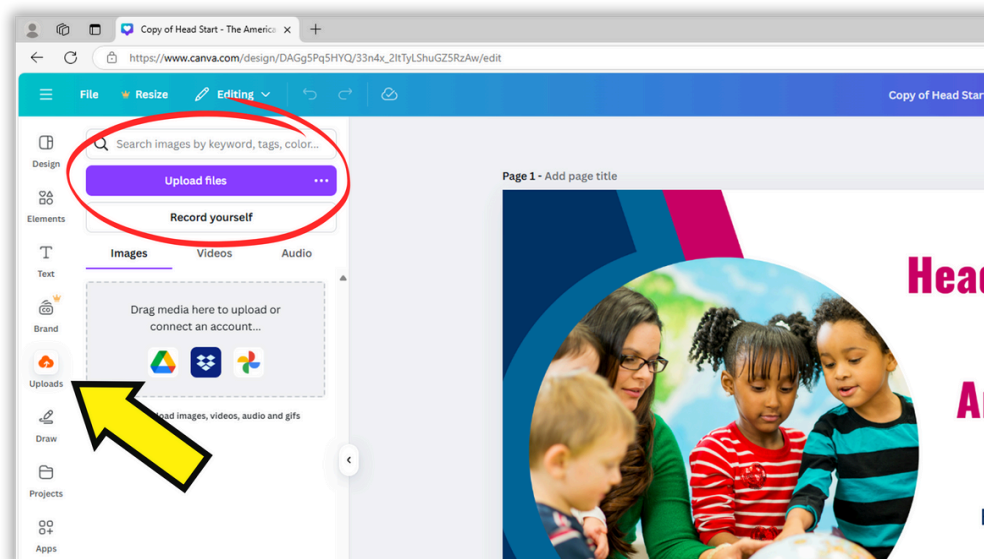
10

Adding your agency's own logo to our new Community Action messaging graphics is quick, easy and completely free using Canva. To begin, click on any of the following links, which will direct you to the design template:

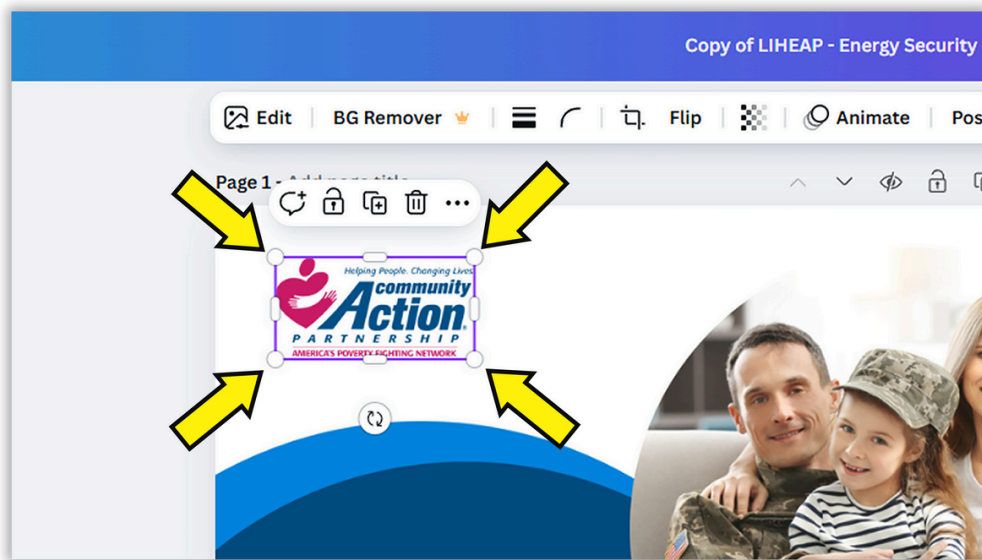
- [CSBG - Locally Driven](#)
- [CSBG - Small Business and Workforce](#)
- [CSBG - Economic Independence](#)
- [WAP - Utility and Health Benefits](#)
- [WAP - Job Growth](#)
- [LIHEAP - Energy Security](#)
- [LIHEAP - Proven, Results-Driven](#)
- [Head Start - Critical to Working Families](#)
- [Head Start - The American Dream](#)

Next, click the purple button that says “Use template for new design”. You will then be asked to create a Canva account for free, or log into your existing one. Choose how you want to sign in, through Google, Facebook, or using your email. Canva will then send you a code to log into your new account. Once you enter the code, you will be navigated directly to the design template.

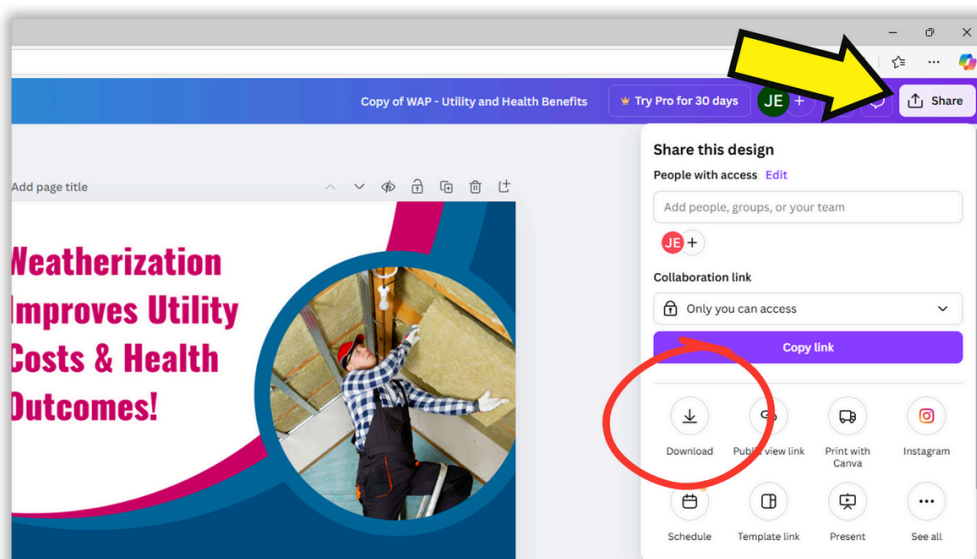
To add your agency's logo, click the “Uploads” icon located along the left side of the page (indicated by the yellow arrow below). Next, click the purple button that says “Upload files” (circled in red below) and select the logo file from your computer.



Once you've selected the file, it will immediately appear in your uploaded images. Click on your logo and it will be placed into the design template. Next, adjust the size of your logo using the resize handles in the corners of your logo image (indicated by the yellow arrows below), then drag your logo to the appropriate place on the design.



Now that your logo is in place, click the “Share” button in the top right corner of the page (indicated by the yellow arrow below), then select the “Download” icon (circled in red below). Next, select the “File type” you want, JPG or PNG would be best, then select which page(s) you want to download and click “Done”. Finally, click the purple “Download” button and the graphic will be downloaded to your computer.



CUSTOMIZING OTHER DESIGN ELEMENTS

You will notice that there are multiple pages within each design template. If you simply want to add your agency's logo, use page one of the template. If you want to customize other design elements in the template, page two is set so you can customize any element of the design, but doing so will require upgrading to Canva's "Pro" plan.

QUESTIONS? NEED ASSISTANCE?

Please email Johnny Eudaly, National Community Action Partnership's Senior Associate for Communications and Branding, at jeudaly@communityactionpartnership.com. He is happy to answer questions or provide assistance.