

Community Action Month Toolkit Release Webinar



**Denise Harlow, CCAP,
Chief Executive Officer**



**Jovita Tolbert, CCAP,
Senior Vice President,
Membership & Administration**



**Johnny Eudaly,
Senior Associate,
Communications & Branding**

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



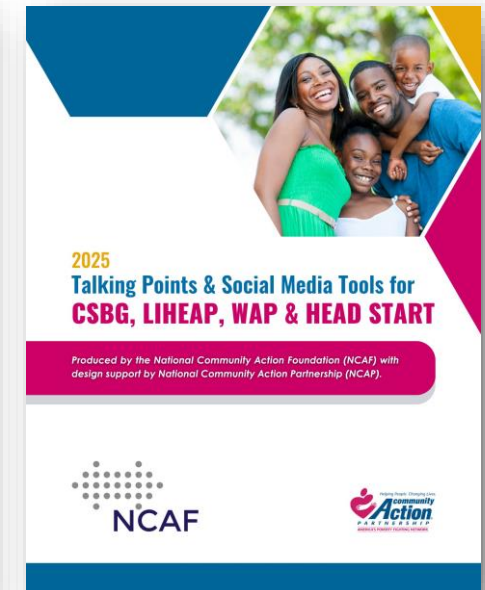
Community Action Month Toolkit

- 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](#)



New Sample Talking Points

- Developed by the National Community Action Foundation (NCAF)
- Find them on page 40
- [Messaging](#) to support the Community Action Network
- [Talking points](#) for CSBG, WAP, Head Start and LIHEAP



Community Action Month Calendar

- Page 9 or [download it here](#)
- Daily themes, events, observances, etc.
 - Sunday, May 18 – Head Start’s birthday
 - Wednesday, May 14 and 28 – Weatherization Wednesday
- Tells you which days have sample graphics and tweets



Activities

- Page 6
- Some highlights include:
 - Thursday, May 1 – Recite the Promise
 - Wednesday, May 7 and 21 – Impact Wednesday
 - Monday, May 12 – Color the Huggy Heart
 - CCAP Celebration Week (May 4–10)
 - Friday, May 30 – “I <3 Community Action” selfies

Color the Huggy & Selfie Sign

- Monday, May 12 – Color the Huggy Heart
 - [Download coloring sheet](#)
- Friday, 30 – Fun Friday
 - [Download selfie sign](#)



Sample Social Media Posts

- Page 12
- More sample tweets than ever!
 - National Teacher Day
 - Training Tuesday
 - International Day of Families and more!
- Both customizable and ready-to-post tweets

New Graphics

The Promise of Community Action

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.




Community Action Month

Happy Birthday, Head Start!

For 60 years, Head Start has been providing comprehensive early childhood education, health, nutrition, and parent involvement services to children and families.





“

The only genuine elite is the elite of those men and women who gave their lives to justice and charity.

— Sargent Shriver

Community Action Month




“Working for Community Action is more than a job. It is a mission.”

— Lois Carson

Community Action Month




Transformation Tuesday

Families from coast to coast have transformed their lives with the help of Community Action.




Community Action Month

Community Action Month

International Day of Families

Community Action Agencies provide families with life-changing services and programs like Head Start, healthy food assistance, literacy programs, childcare and more.







Community Action Month

COMMUNITY ACTION
Is Highly Popular and Effective!

Whether it's Meals on Wheels for seniors, support services for veterans, or Volunteer Income Tax Assistance, our work is necessary for the success and prosperity of our communities.

Baby Day

Community Action remains committed to ensuring all infants and families succeed.




Impact Wednesday

- May 7 and 21
- All new collection of graphics and tweets
- Customizable graphic available as well

Community Action Month



Impact Wednesday

We provide high-quality job skills training and financial coaching programs designed to help hard-working American families achieve long-term economic independence.



Community Action
Agencies enhance local assets and infrastructure, advance self-sufficiency for working families, and support local entrepreneurs.

Community Action Month



Impact Wednesday



Whether it's affordable housing, helping working families build assets, tax prep services, you name it. Community Action Agencies are highly adaptable and tailored to meet community needs.



Impact Wednesday

Impact Wednesday

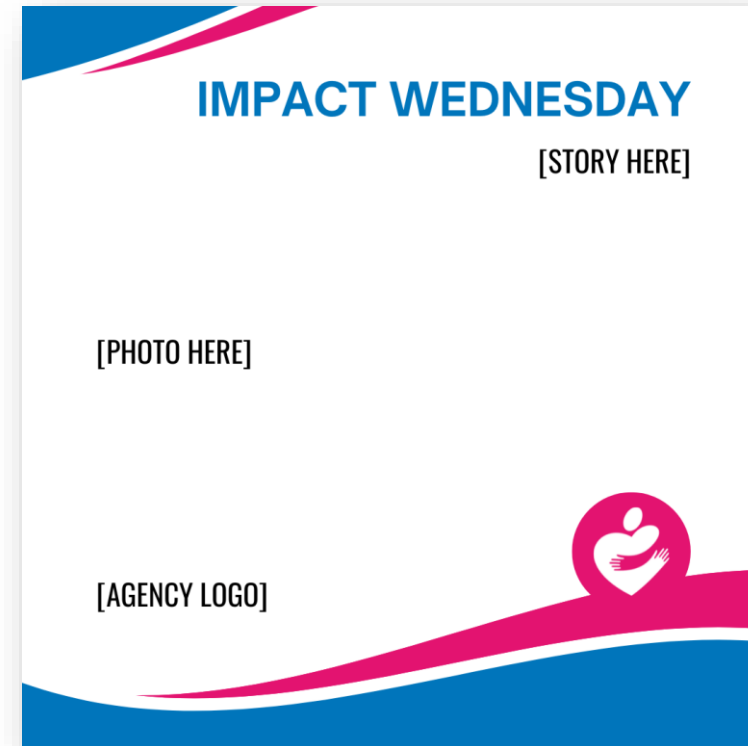
We work with local partners to launch small business loan programs for entrepreneurs, build commercial properties, and create other economic development opportunities that create jobs and strengthen the local economy.



Community Action Month

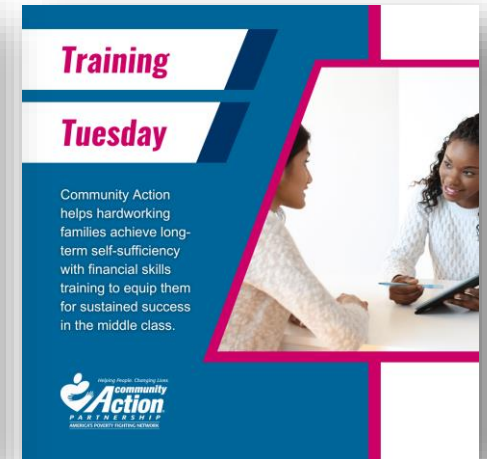
Impact Wednesday

- Promote the ways your CAA is making an impact
- [Download the template here](#)
- [Instructions included](#)




Training Tuesday / Transformation Tuesday

- Training Tuesday: May 13 and 27
- Graphics and messaging to promote Community Action training programs
 - Employment training
 - Financial skills training
- Transformation Tuesday: May 20
 - Promote Community Action programs that have help transform families and communities




Weatherization Wednesday

- May 14 and 28
- A variety of graphics and messaging to choose from
 - Utility savings
 - Health and safety benefits
 - Job growth



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.




Weatherization Wednesday

Community Action weatherization services help households save \$283 per year on average in energy costs!






Community Action Month



Weatherization Supports Job Growth!

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



Weatherization Wednesday

The Weatherization Assistance Program (WAP) reduces energy burden for families, provides health and safety benefits, and creates thousands of American jobs!

Community Action Month

Head Start's Birthday

- Sunday, May 18
- Developed from NCAF's new talking points
- Looking for additional messaging and graphics? Check out [NCAF's toolkit here.](#)

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.

Helping People. Changing Lives.
Community Action Partnership
AMERICA'S POVERTY FIGHTING NETWORK

Community Action Month

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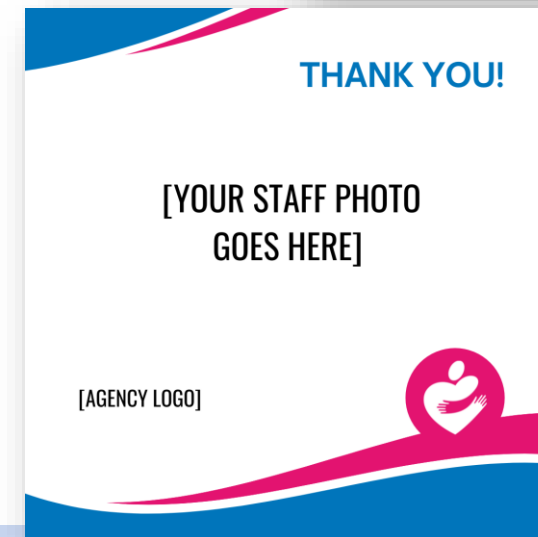
Head Start Children Achieve the American Dream!

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.

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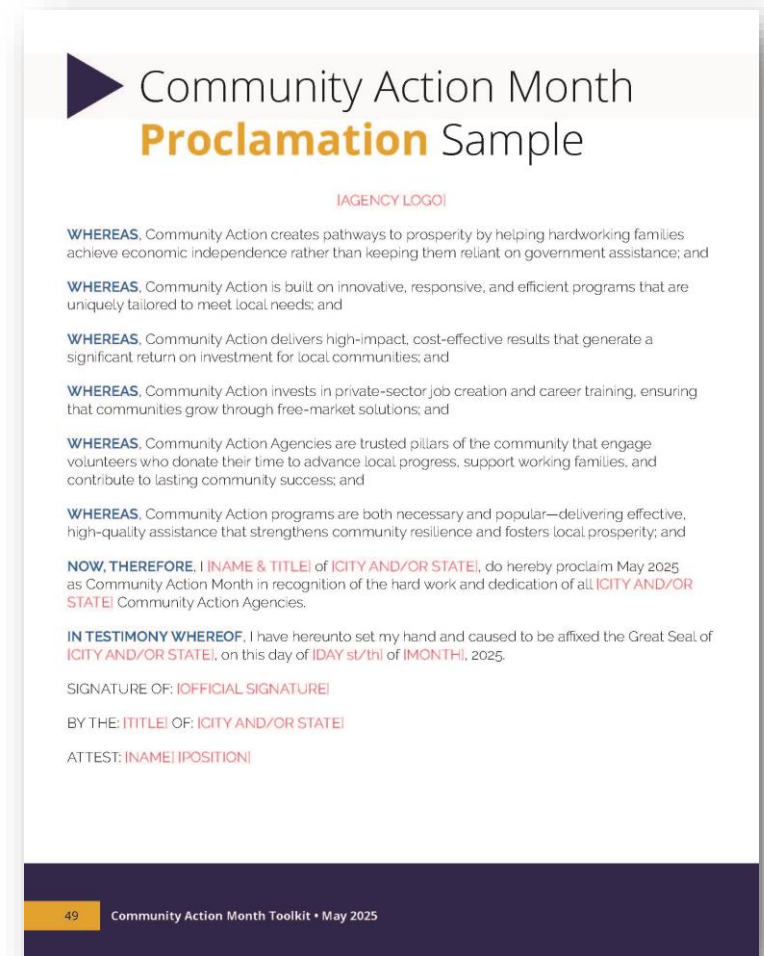
New Social Media Creator

- Mission Monday – May 19
 - Post agency's mission using our [customizable template](#)
- Thankful Thursday – May 29
 - [Download the template](#)
- [Instructions included](#)
- Need assistance? Please [email me](#).



Customizable Templates

- [Proclamation Template](#)
 - See page 49
- [Sample Press Release](#)
 - Sample talking points
 - Tips for talking to the press
 - Page 44



Publicizing CAM in the Press

- Tips for pitching stories
- Tips for interviewing
- Sample talking points
 - Great for social media as well
- Find these on page 38



Fundraising

- Fundraising appeal tips
- [Sample Fundraising Letter](#)
 - Fundraising appeal tips
 - Page 51



Branding Section

- Page 36
- Access brand logos
- Sample language
- Hashtags
- Taglines
- Additional resources



Video Production Tips

- Page 45
- 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 55
- Awards – nominate someone [here](#)
- Scholarships – apply or nominate someone [here](#)



Registration is Open!

- August 27 – 29, 2025
 - Pre-Con Sessions : August 25th & 26th
- 80+ Workshops
- Head Start Town Hall
- Weatherization Track
- Rural Caucus
- Board Governance
- Management and Leadership Sessions
- Pre-con: New Executive Director Institute



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

NCAP's 2025
Annual Convention
August 27-29 (Pre-Con: Aug. 25-26)

Detroit, MI

NCAP's **Annual Convention** provides Community Action Agencies and other human services providers with timely information, training, and resources to maximize their impact. The Convention serves as a learning hub to share innovative approaches and proven strategies to move families and communities forward.

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Questions?



Johnny Eudaly

jeudaly@communityactionpartnership.com

Denise Harlow, CCAP

dharlow@communityactionpartnership.com

#CommunityActionWorks



THANK YOU!