



# **THE ELEVATE & INNOVATE TOOLKIT**

**A Collaborative on Economic  
Mobility (CEM) Resource for  
State Associations**



## About this Resource Guide

The Elevate & Innovate Toolkit is designed to make it easier than ever for State Associations to access and share resources from the Collaborative on Economic Mobility with local Community Action Agencies. The Collaborative on Economic Mobility resources are focused on workforce development, high-quality education, community-asset building, whole family approaches, and innovation. Resources include the Fresh Finds Newsletter, webinar series, and accompanying companion guides. For each resource, you will find sample text for sharing in newsletters and on social media, as well as a variety of ready-to-use graphic options. Join the Collaborative on Economic Mobility in amplifying emerging and promising practices to advance economic mobility by sharing these transformative resources with your local network!

This toolkit will be updated as new resources become available!





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# Fresh Finds Newsletter

## Sample Newsletter Text

### Option 1

Stay ahead of emerging practices in economic mobility. The Collaborative on Economic Mobility distributes the Fresh Finds Newsletter each quarter, sharing new tools, resources, and success stories from across the CSBG Network. Focuses include workforce development, whole family approaches, education, and more. Subscribe and explore strategies that will strengthen outcomes for the people you serve: [tinyurl.com/FreshFindsSubscribe](https://tinyurl.com/FreshFindsSubscribe)

### Option 2

The Fresh Finds Newsletter is a new quarterly resource from the Collaborative on Economic Mobility. Tailored to help Community Action Agencies build capacity and enhance services, it highlights practical tools, promising programs, and peer-led innovations across the CSBG Network. Key topics include workforce development, community assets, and family-centered approaches. Don't miss your chance to learn from leaders in the field and bring fresh ideas into your local work – subscribe today! [tinyurl.com/FreshFindsSubscribe](https://tinyurl.com/FreshFindsSubscribe)

## Sample Social Media Posts

### Option 1

Fresh Finds is a new quarterly newsletter spotlighting key economic mobility strategies for the CSBG Network. Stay informed with tools and resources on workforce development, family support, and more. Subscribe today! [tinyurl.com/FreshFindsSubscribe](https://tinyurl.com/FreshFindsSubscribe)

### Option 2

We're excited to share the Fresh Finds Newsletter, a resource tailor-made for Community Action Agencies and CSBG Network partners. Discover innovative programs, capacity-building tools, and proven practices that strengthen local impact. Join the list: [tinyurl.com/FreshFindsSubscribe](https://tinyurl.com/FreshFindsSubscribe)

### Option 3

Looking to grow your agency's capacity and learn from other leaders' experiences? The Fresh Finds Newsletter delivers quarterly insights into effective strategies, highlighting workforce development, asset building, and whole family approaches. Don't miss out! Sign up: [tinyurl.com/FreshFindsSubscribe](https://tinyurl.com/FreshFindsSubscribe)

### Option 4

From state offices to tribal organizations, everyone in the CSBG Network benefits from shared wisdom. The Fresh Finds Newsletter offers resources and stories that will help you advance economic mobility. Subscribe: [tinyurl.com/FreshFindsSubscribe](https://tinyurl.com/FreshFindsSubscribe)

### Option 5

The Fresh Finds Newsletter curates bold ideas to help CSBG partners lead change. Learn from fellow leaders, discover high-impact programs, and access new tools. Sign up for your quarterly briefing today: [tinyurl.com/FreshFindsSubscribe](https://tinyurl.com/FreshFindsSubscribe)



# Fresh Finds Newsletter

 **Sample Graphics** Just tap or click an image to access the file!



The Fresh Finds Newsletter is full of emerging practices for the economic mobility space.

[tinyurl.com/FreshFindsSubscribe](https://tinyurl.com/FreshFindsSubscribe)

## PEER LEARNING. DEEP INSIGHTS.

Get the Fresh Finds Newsletter.  
Shared wisdom, once per quarter.



Looking to grow your agency's capacity and learn from other leaders' experiences?



Subscribe to the Fresh Finds Newsletter.

Free and delivered quarterly.

[tinyurl.com/FreshFindsSubscribe](https://tinyurl.com/FreshFindsSubscribe)

**BOLD IDEAS.  
PROVEN  
INITIATIVES.  
REAL CHANGE.**

The Fresh Finds Newsletter is full of emerging practices for the economic mobility space.

[tinyurl.com/FreshFindsSubscribe](https://tinyurl.com/FreshFindsSubscribe)

# Innovative Approaches to Workforce Development: Webinar Series & Companion Guides

## Sample Newsletter Text

### Option 1

Explore cutting-edge workforce development practices in this new webinar series featuring local Community Action Agencies. Learn how others are driving economic mobility with innovative strategies, and discover tools you can adapt for your community's needs. You can also view user-friendly Companion Guides to get top-level takeaways. Take a look today! [tinyurl.com/InnovativeWorkforce](https://tinyurl.com/InnovativeWorkforce)

### Option 2

This webinar series spotlights Community Action leaders who are shaping workforce development through bold, responsive strategies. Gain valuable lessons and replicable methods to strengthen services and outcomes for individuals and families in your region. The accompanying Companion Guides provide even more insight! Check it out: [tinyurl.com/InnovativeWorkforce](https://tinyurl.com/InnovativeWorkforce)

## Sample Social Media Posts

### Option 1

Explore innovative workforce development in action. This series highlights real strategies from local CAAs that drive economic mobility. Learn what's working and how to adapt it locally: [tinyurl.com/InnovativeWorkforce](https://tinyurl.com/InnovativeWorkforce)

### Option 2

Looking for proven ways to strengthen your workforce programs? This webinar series features practical insights and replicable strategies from CAAs across the country. Explore now and bring home fresh ideas: [tinyurl.com/InnovativeWorkforce](https://tinyurl.com/InnovativeWorkforce)

### Option 3

Stay ahead of the curve in the workforce development space. Check out this webinar series to hear directly from peers about emerging trends and how they're building economic opportunity in their communities: [tinyurl.com/InnovativeWorkforce](https://tinyurl.com/InnovativeWorkforce)

### Option 4

Innovative workforce strategies are helping CAAs meet unique local needs. This webinar series shares successes and challenges to inform your own approach. Take a look! [tinyurl.com/InnovativeWorkforce](https://tinyurl.com/InnovativeWorkforce)

### Option 5

Advance your agency's mission with fresh workforce solutions. This webinar series offers actionable, community-tested strategies for building economic mobility. Whether you want to watch the webinars or just view the user-friendly Companion Guides, check it out today! [tinyurl.com/InnovativeWorkforce](https://tinyurl.com/InnovativeWorkforce)



INNOVATIVE APPROACHES TO WORKFORCE DEVELOPMENT

## PRE-APPRENTICESHIPS WEBINAR COMPANION GUIDE

**WEBINAR HIGHLIGHT**  
Discover the latest trends and promising strategies for advancing economic mobility through innovative workforce development by watching the recording of "Innovative Approaches to Workforce Development Pt. 1!"

**WATCH HERE**

To accompany the webinar recording, the slides are

This guide is designed to accompany the webinar on Innovative Approaches to Workforce Development focusing on Pre-Apprenticeships and Registered Apprenticeships as pathways to economic mobility. These programs are key to shaping a brighter future not only for individuals but for the entire community.

In today's rapidly evolving job market, workforce development is key to building strong, resilient families and fostering long-term economic growth. It goes beyond simply filling job vacancies, it's about creating meaningful career pathways that drive long-term economic growth. By investing in education and training, we empower individuals to:

- **Increase Earning Potential:** Skilled workers command higher wages, improving financial stability.
- **Enhance Job Security:** In-demand skills provide resilience in an ever-changing

# Innovative Approaches to Workforce Development: Webinar Series & Companion Guides



## Sample Graphics

Just tap or click an image to access the file!

### Explore cutting-edge workforce development practices

New Webinar Series +  
Companion Guides

[tinyurl.com/InnovativeWorkforce](https://tinyurl.com/InnovativeWorkforce)



### CAAs can help build new career pathways for the people they serve.

New Webinar Series + Companion Guides

[tinyurl.com/InnovativeWorkforce](https://tinyurl.com/InnovativeWorkforce)



### WHAT DREAMS ARE MADE OF

Apprenticeships and job trainings build economic mobility. Learn how your Agency can take part.

[tinyurl.com/InnovativeWorkforce](https://tinyurl.com/InnovativeWorkforce)

New Webinar Series +  
Companion Guides



### Innovative Approaches to Workforce Development

Webinar Series + Companion Guides

[tinyurl.com/InnovativeWorkforce](https://tinyurl.com/InnovativeWorkforce)

# Building & Sustaining Strategic Partnerships: Webinar Series & Companion Guides

## Sample Newsletter Text

### Option 1

Strategic partnerships are driving innovation across the Community Action Network. The Building and Sustaining Strategic Partnerships webinar series features local CAAs who are building cross-sector relationships to expand workforce development and strengthen community assets. No time to watch the webinars? Learn your way by digging into the accompanying Companion Guides. Check it out today! [tinyurl.com/CEMPartnerships](https://tinyurl.com/CEMPartnerships)

### Option 2

Discover how Community Action leaders are turning partnerships into impact. This webinar series offers real-world examples of trusted collaborations in workforce and asset development, sharing replicable strategies and lessons learned. Accompanying Companion Guides provide even more info in an easy-to-read format. Take a look and bring new insights back to your team! [tinyurl.com/CEMPartnerships](https://tinyurl.com/CEMPartnerships)

## Sample Social Media Posts

### Option 1

Learn how CAAs are building relationships that deliver real results! This series explores successful cross-sector collaborations in workforce and asset development. Explore now: [tinyurl.com/CEMPartnerships](https://tinyurl.com/CEMPartnerships)

### Option 2

Strong partnerships drive stronger outcomes. Learn directly from CAAs advancing economic mobility through collaboration. This webinar series offers actionable lessons and proven strategies. In a rush? View the Companion Guides for top-level takeaways instead. Check it out: [tinyurl.com/CEMPartnerships](https://tinyurl.com/CEMPartnerships)

### Option 3

Community Action leaders nationwide leverage partnerships for lasting impact. Gain insights into strategies you can adapt locally. View the Building and Sustaining Strategic Partnerships series today: [tinyurl.com/CEMPartnerships](https://tinyurl.com/CEMPartnerships)

### Option 4


Effective collaboration begins with intentional strategy. Hear how CAAs are working across sectors to coordinate services and support families. This series offers practical takeaways and informed insights: [tinyurl.com/CEMPartnerships](https://tinyurl.com/CEMPartnerships)

### Option 4

Strategic partnerships are key to advancing community goals. This engaging series spotlights how CAAs are aligning efforts to achieve greater outcomes. Don't miss this opportunity to learn: [tinyurl.com/CEMPartnerships](https://tinyurl.com/CEMPartnerships)



# Building & Sustaining Strategic Partnerships: Webinar Series & Companion Guides

 **Sample Graphics** Just tap or click an image to access the file!



## TURN PARTNERSHIPS INTO **IMPACT**

[tinyurl.com/CEMPartnerships](https://tinyurl.com/CEMPartnerships)

Webinar Series +  
Companion Guides

## How do CAAs build partnerships that deliver lasting results?

Building & Sustaining  
Strategic Partnerships

Webinar Series + Companion Guides

[tinyurl.com/CEMPartnerships](https://tinyurl.com/CEMPartnerships)



## STRONG PARTNERSHIPS



= **STRONG  
OUTCOMES**

Building & Sustaining Strategic Partnerships  
Webinar Series + Companion Guides

[tinyurl.com/CEMPartnerships](https://tinyurl.com/CEMPartnerships)

Strategic partnerships are  
driving innovation across the  
Community Action Network.

Keep up with the latest  
trends and insights.

Building & Sustaining  
Strategic Partnerships

Webinar Series +  
Companion Guides

[tinyurl.com/CEMPartnerships](https://tinyurl.com/CEMPartnerships)



# Advancing Economic Mobility Through Financial Empowerment: Webinar & Companion Guide

## Sample Newsletter Text

### Option 1

A new webinar, “Advancing Economic Mobility Through Financial Empowerment,” explores how Community Action Agencies are transforming lives through integrated financial empowerment strategies, from boosting credit scores to building lasting savings. No time to watch? Check out the accompanying Companion Guide, which lets you explore key takeaways at your own pace. Learn more: [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

### Option 2

What does it take to move from financial stress to financial strength? This new webinar breaks down the strategies that empower individuals and families to take control of their financial journey. Learn how education, coaching, and access to safe financial products can drive lasting change! Check it out and discover related resources, including companion guides and more: [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

## Sample Social Media Posts

### Option 1

Check out this new webinar and companion guide to learn how Community Action Agencies can help families take control of their financial lives and build a prosperous future: [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

### Option 2

Smart financial strategies can change lives. Explore how education, coaching, and access to safe financial services help drive long-term success for the people we serve. Watch this new webinar – and if you’re in a rush, check out the accompanying guide: [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

### Option 3

Debt reduction, credit improvement, and savings growth are pathways to opportunity. Learn how integrated financial empowerment services at Community Action Agencies are making a difference! New webinar and guide now available: [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

### Option 4

Financial setbacks happen. The right support can make recovery possible. In this new webinar and guide, discover how Community Action Agencies are helping families build resilience and plan for the future: [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

### Option 5

Financial empowerment starts with knowledge and access. See how agencies are reimagining support to help families thrive across generations. Watch the webinar and get the guide to learn more today! [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)



# Advancing Economic Mobility Through Financial Empowerment: Webinar & Companion Guide



## Sample Graphics

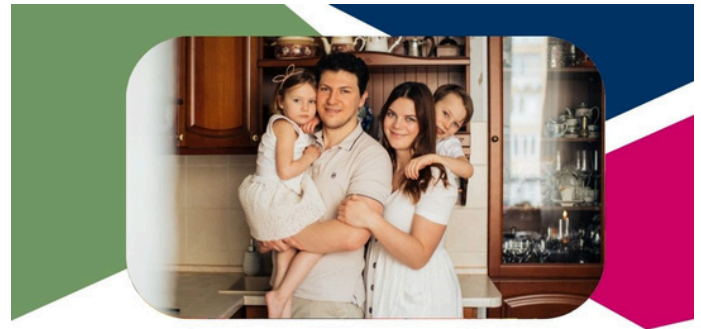
Just tap or click an image to access the file!



Advancing Economic Mobility Through Financial Empowerment

New Webinar + Companion Guide

[tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)



Discover how CAAs can help transform families' financial futures.

New Webinar + Companion Guide

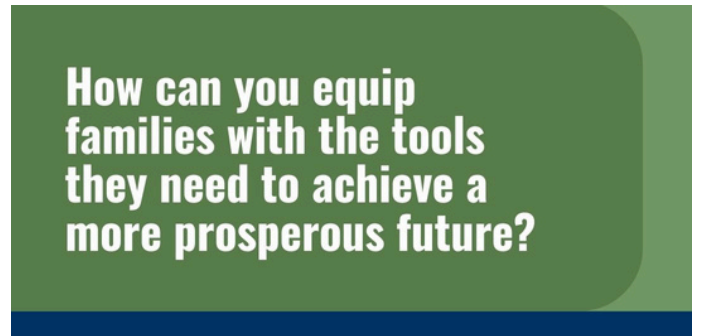
[tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)



Discover tangible solutions that help families develop financial resilience and chart a path to prosperity.

[tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

New Webinar + Companion Guide



Discover this exciting new webinar & guide.

Advancing Economic Mobility Through Financial Empowerment

[tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)



# Case Study: Workforce Development

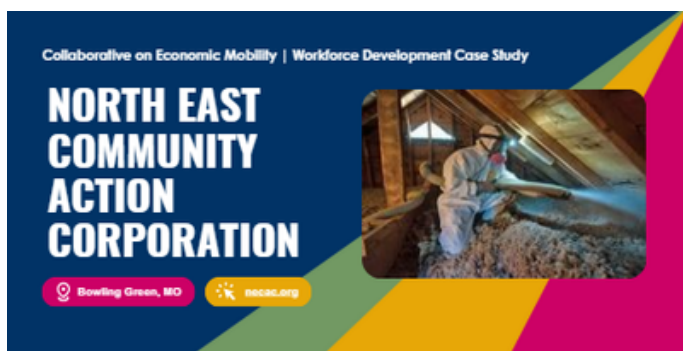
## Sample Newsletter Text

### Option 1

How did a rural agency in Missouri respond to staffing shortages without new funding? North East Community Action Corporation (NECAC) launched a Registered Apprenticeship Program that turned in-house training into a formal workforce pipeline, resulting in new career pathways, stronger staff retention, and better service delivery across 12 counties. Read the full report today: [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

### Option 2

A new report highlights how North East Community Action Corporation (NECAC) in Bowling Green, Missouri built a successful apprenticeship program that trains local talent, meets growing service demand, and offers nationally recognized credentials. This is a practical, people-centered solution for rural communities facing workforce gaps. Explore now by checking out the full report: [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)



#### Agency Context

##### Organizational Capacity

North East Community Action Corporation (NECAC) is a Community Action Agency, a Rural Local Initiatives Support Corporation (Rural LISI) grantee, and a NeighborWorks chartered agency located in Bowling Green, Missouri. The service area spans across 12 counties in Northeast Missouri, including three counties that are part of the metropolitan statistical area adjacent to St. Louis, as well as nine rural counties. The agency's annual budget

include an Elected Official Representative, a Civic Interest Representative, and a Low-Income Representative. The agency has approximately 95 full-time staff and 100 part-time staff. The management team is comprised of 10 individuals including the President/CEO, Deputy Director of Housing Development Programs, Finance Operations Director, Personnel Officer and Assistant Deputy Director, Executive Secretary and Office Manager, Public Relations Officer, Information Technology (IT) Operations Director, Rent Assistance Programs Director, Community Services Block Grant (CSBG) Operations Director, and Weatherization Director.

## Sample Social Media Posts

### Option 1

A new report details how a Community Action Agency in Missouri launched a registered apprenticeship program that formalized in-house training, improved retention, and created long-term career paths: [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

### Option 2

How can rural organizations expand services while navigating staffing shortages and funding uncertainty? A new report showcases how one CAA strengthened internal systems, formed strategic partnerships, and created innovative programs to meet local needs. [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

### Option 3

A apprenticeship initiative promoted by a CAA in Missouri demonstrates the power of investing in people. Learn how it all came together in this report! [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)


### Option 4

Discover how collaboration between local, state, and federal partners helped NECAC, a Community Action Agency in Missouri, launch an apprenticeship program: [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

### Option 5

When a CAA faced rising demand and a limited workforce, leadership saw an opportunity to innovate. By launching a registered apprenticeship program, they increased service capacity, strengthened recruitment, and provided career-building opportunities for local residents. Get the full story today! [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

# Case Study: Workforce Development

 **Sample Graphics** Just tap or click an image to access the file!

## AGENCY CASE STUDY: NORTH EAST COMMUNITY ACTION CORPORATION

Discover how one CAA developed an innovative apprenticeship program.

[tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)



## CHANGING THE GAME IN WORKFORCE DEVT.

A new case study focuses on North East Community Action Corporation's workforce development programs.

[tinyurl.com/CEMPartnerships](https://tinyurl.com/CEMPartnerships)



## Dive into a workforce development success story.

New Report Out Now!

[tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)



## How do CAAs develop successful apprenticeship programs?

Learn more in a new report!

[tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

# Case Study: High-Quality Education

## Sample Newsletter Text

### Option 1

How can colleges help more low-income students graduate? A new report about Bucks County Opportunity Council in Doylestown, PA highlights a breakthrough solution: putting Economic Self-Sufficiency coaches directly on the campus of Bucks County Community College. Read how this innovative partnership is breaking down barriers to higher education and ensuring students' long-term success: [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

### Option 2

An innovative “Coaches on Campus” program at Bucks County Opportunity Council in Doylestown, PA is proving to be a model for systemic change. By embedding trained coaches into student services, Bucks County Community College is now helping students overcome housing, food, and financial barriers while staying on track to graduate. Discover more about this approach today! [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)



#### Agency Context

##### Organizational Capacity

Bucks County Opportunity Council (BCOC) is a local Community Action Agency located in Doylestown, Pennsylvania. They serve over 56,000 people annually through five program areas including: Housing, Weatherization, Food, Income Tax Preparation, and Economic Self-Sufficiency. The annual budget is approximately \$15 million which consists of 67% public funding and 33% from private and other funding sources.

Communications and Development, and Weatherization Program). Additionally, there are 60 employees on staff and over 1,700 volunteers who contribute over 100,000 hours of volunteer service per year.

##### Service Delivery

Bucks County is a suburb of Philadelphia, with a population of approximately 650,000. The county's population has grown by 3.4% since 2010 and the current poverty rate is 5.9%. This includes nearly 17% of children under the age of 18, and 5% of senior citizens over the age of 65.

## Sample Social Media Posts

### Option 1

What happens when you embed the mission of Community Action into higher education? Bucks County Opportunity Council in Doylestown, PA partnered with a local college to support students beyond the classroom, leading to stronger retention, graduation, and economic stability. Check out the report today! [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

### Option 2

Students can't succeed in school if they're facing housing instability or hunger. Learn how one CAA's new Coaches on Campus program is meeting students where they are and connecting them with critical support. Read: [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

### Option 3

Bucks County Opportunity Council in Doylestown, PA placed self-sufficiency coaches on a college campus to help low-income students stay enrolled and graduate. Discover more about this innovative approach: [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)


### Option 4

When students are at risk of dropping out due to unmet basic needs, support must be accessible. The Coaches on Campus program makes it easier for students to get the help they need without leaving campus. Read: [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

### Option 5

Many students face barriers to completing their education. One CAA created a coaching program that provides hands-on support, right on campus. Read: [tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)

# Case Study: High Quality Education

 **Sample Graphics** Just tap or click an image to access the file!

## Find out how CAAs partner with colleges for shared impact.

New CAA case study available now!

[tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)



## COMMUNITY ACTION: CREATING A MORE RESILIENT EDUCATIONAL SYSTEM.

[tinyurl.com/Collaborative-EM](https://tinyurl.com/Collaborative-EM)



## COMMUNITY ACTION BUILDS BRIDGES.

A new case study explores partnerships between CAAs and higher ed.



## AGENCY CASE STUDY: BUCKS COUNTY OPPORTUNITY COUNCIL

Discover how a Pennsylvania CAA partnered with a local college for shared impact.

[tinyurl.com/CEMPartnerships](https://tinyurl.com/CEMPartnerships)



*This resource is supported by Grant Number 90ET0502 from the ACF Office of Community Services, Community Services Block Grant within the Administration for Children and Families, a division of the U.S. Department of Health and Human Services. Neither the Administration for Children and Families nor any of its components operate, control, are responsible for, or necessarily endorse this resource (including, without limitation, its content, technical infrastructure, and policies, and any services or tools provided). The opinions, findings, conclusions, and recommendations expressed are those of the author(s) and do not necessarily reflect the views of the Administration for Children and Families and the ACF Office of Community Services, Community Services Block Grant.*