

Community Action Month Toolkit Release Webinar



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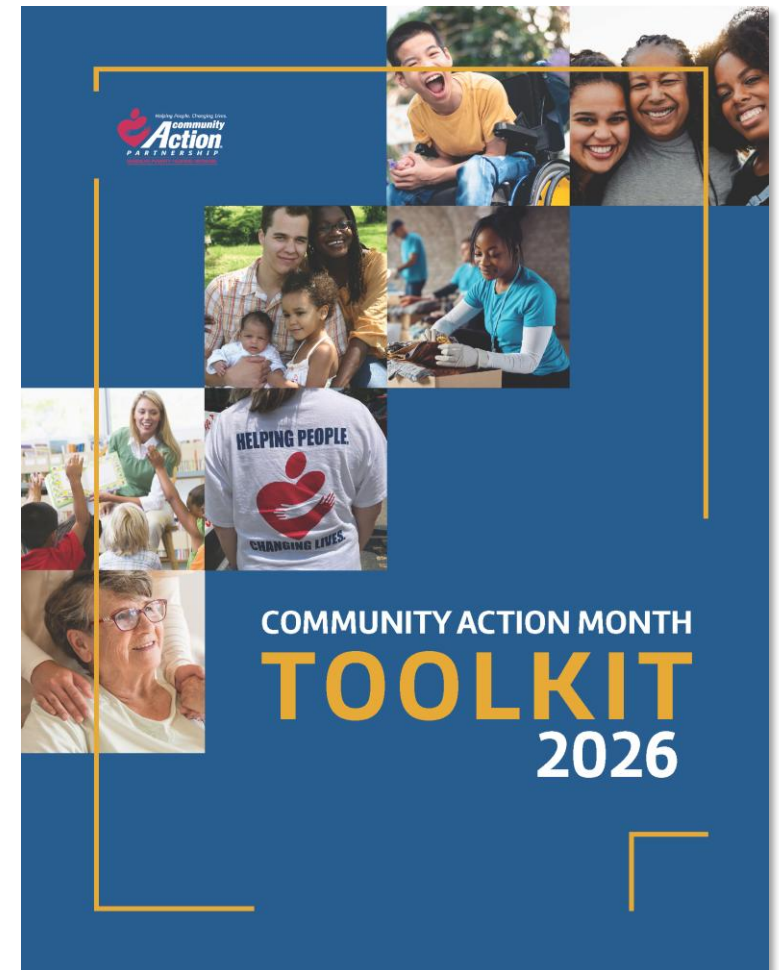
The Purpose of Community Action Month

- 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](#)



Sample Talking Points from NCAF

- Developed by the National Community Action Foundation (NCAF)
- Find them on page 36
- Talking points for **CSBG, WAP, Head Start and LIHEAP**



Community Action Month Calendar

- Page 9 or [download it here](#)
- Daily themes, events, observances, etc.
 - Monday, May 18 – Head Start’s birthday
 - Wednesday, May 13 and 27 – Weatherization Wednesday
- Tells you which days have sample graphics and tweets



Activities

- Page 6
- Some highlights include:
 - Friday, May 1 – Recite the Promise
 - Wednesday, May 6 and 20 – Impact Wednesday
 - Thursday, May 14 – Color the Huggy Heart
 - CCAP Celebration Week (May 17–23)
 - Friday, May 29 – “I <3 Community Action” selfies



Color the Huggy & Selfie Sign

- Thursday, May 14 – Color the Huggy Heart
 - [Download coloring sheet](#)
- Friday, 29 – Fun Friday
 - [Download selfie sign](#)



Sample Social Media Posts

- Page 12
- More sample posts than ever!
 - National Teacher Day
 - Training Tuesday
 - A Home for Every Child
 - International Day of Families and more!
- Both customizable and ready-to-go social media posts

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.



Celebrating Sargent Shriver



It is not what you get out of life that counts. It's what you give and what is given from the heart.

— Sargent Shriver



International Day of Families

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



National Teacher Day

Have you thanked a teacher today?



COMMUNITY ACTION MONTH

- To Mothers Everywhere -



HAPPY MOTHER'S DAY

Transformation Tuesday

Families throughout America have transformed their lives with the help of Community Action.



Baby Day

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



COMMUNITY ACTION MONTH

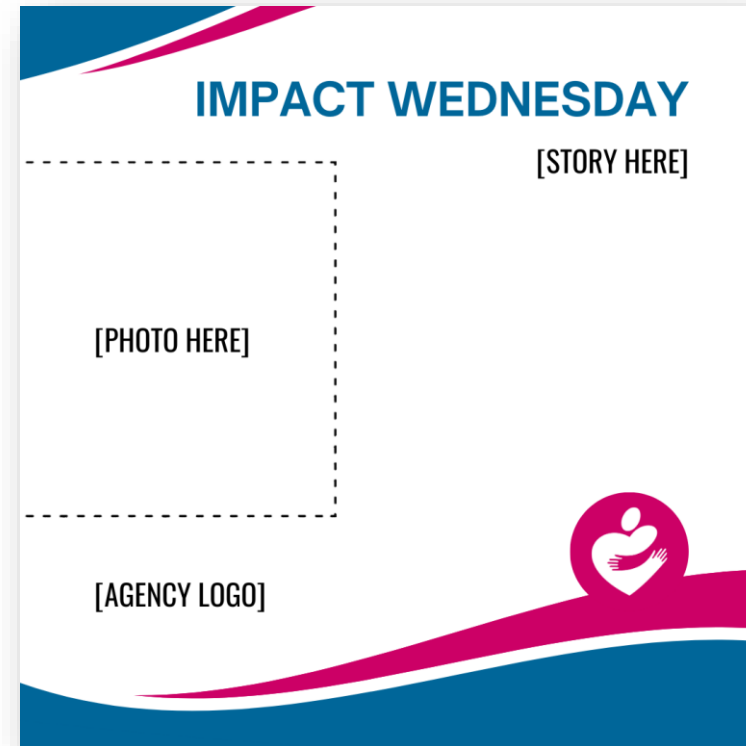
Impact Wednesday

- May 6 and 20
- All new collection of graphics and posts
 - Job training
 - Small business support
 - Asset building
- Customizable graphic available as well



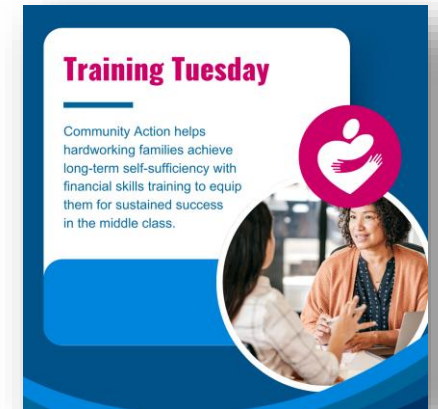
Impact Wednesday

- Promote the ways your CAA is making an impact
- [Download the template here](#)
 - Customize in PowerPoint
- [Instructions included](#)
- [Click here](#) to customize in Canva
- [Blank graphic here](#) if you're customizing in Photoshop



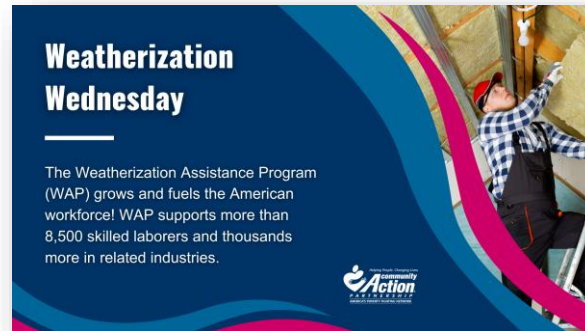
Training Tuesday / Transformation Tuesday

- Training Tuesday: May 12 and 26
- Graphics and messaging to promote Community Action training programs
 - Employment training
 - Financial skills training
- Transformation Tuesday: May 19
 - Promote Community Action programs that have help transform families and communities



Weatherization Wednesday

- May 13 and 27
- A variety of graphics and messaging to choose from
 - Utility savings
 - Seniors
 - Workforce
 - Safe homes



Head Start's Birthday

- Monday, May 18
- Developed from NCAF's new talking points
- Looking for additional messaging and graphics? Check out NCAF's talking points on page 36

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

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.

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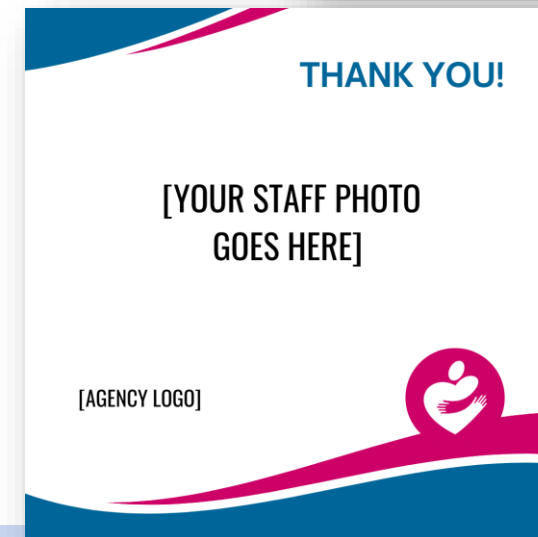
Head Start Children Achieve the American Dream!

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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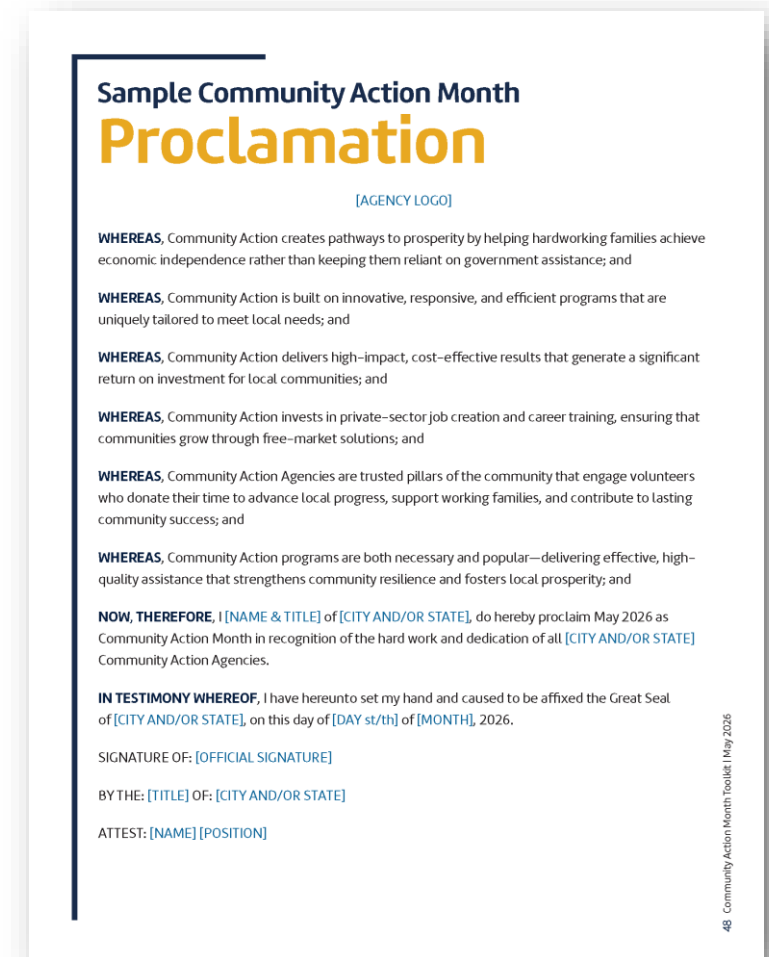
Social Media Creator

- Mission Monday – May 4
 - Post agency's mission using our [customizable PowerPoint template](#)
 - Or [click here](#) to edit in Canva
- Thankful Thursday – May 28
 - [Download the template](#)
- [Instructions included](#)
- Need assistance? Please [email me](#).



Customizable Templates

- Proclamation Template
 - See page 48
- 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 36



Fundraising

- Fundraising appeal tips
- [Sample Fundraising Letter](#)
 - Fundraising appeal tips
 - Page 46



Branding Section

- Page 33
- Access brand logos
- Hashtags
- Taglines
- Additional resources



Video Production Tips

- Page 41
- 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 54
 - National Community Action Personal Achievement Award
 - National Community Action Volunteer Recognition Award
 - National Community Action Leadership Award
 - Promise in Action Award
- Awards – nominate someone [here](#)
- Scholarships – apply or nominate someone [here](#)



Registration is Open!

- September 2–4, 2026
 - Pre-Con Sessions : August 31–Sept. 1
- Energy Track
- Community Action Essentials Track
- Effective Administration & Governance Track
- Promising Anti-Poverty Practices Track
- Research & Action Track
- Timely Topics Track

<https://communityactionpartnership.com/capcon26/>





**NCAP'S 2026
ANNUAL
CONVENTION**

St. Louis, MO | September 2-4
Pre-Con: Aug. 31-Sept. 1

NCAP's Annual Convention is designed to equip Community Action Agencies and human services providers with timely information, training, and resources to maximize efficiency and impact. Learn amongst your peers, receive the latest network updates, and access proven strategies to move families and communities forward!


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

Save the Date!

Questions?



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#CommunityActionWorks



THANK YOU!