



North Carolina Community Action Month Toolkit

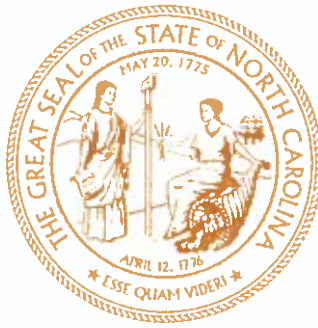
May 2022



This toolkit includes

- Proclamation from Gov. Roy Cooper
- Press release template
- Monthly calendar
- Sample social media posts
- Huggy Heart flyer





State of North Carolina

ROY COOPER
GOVERNOR

COMMUNITY ACTION MONTH

2022

BY THE GOVERNOR OF THE STATE OF NORTH CAROLINA

A PROCLAMATION

WHEREAS, more than 1.4 million North Carolina residents are currently living in poverty, many more are likely to experience poverty during their lifetime, on top of the ongoing health and economic impact of the COVID-19 pandemic, which remains greatest among low-income families; and

WHEREAS, Community Action Agencies (CAAs) are nonprofit private and public organizations established in 1964 with the enactment of the Economic Opportunity Act, designated to eliminate the paradox of poverty in the midst of plenty in this nation; and

WHEREAS, North Carolina's 34 CAAs provide programs and services in collaboration with a network of local, state and national partners and service providers to lead families from poverty to economic self-sufficiency; serving tens of thousands of diverse people in 2021; and

WHEREAS, nearly 1,000 volunteers give their time to CAAs who work to provide people with the resources and services they need to overcome unemployment, hunger, illiteracy, inadequate housing, discrimination, and exploitation; and

WHEREAS, CAAs are governed by a uniquely structured tripartite board of directors whose members represent three diverse segments of the local community, which include a third from the low-income community, a third from private sector, and a third from public sector; and

WHEREAS, North Carolina's community action network serves families in all 100 counties, contributing to making our state a better place to live, work, and play; and

WHEREAS, North Carolina joins the national effort to designate May as Community Action Month to celebrate the successes of CAAs, honor the dedication of their volunteers, and commend the achievements of individuals who have benefited from the diverse programs of Community Action; and

WHEREAS, Community Action will continue to implement innovative programs that create a greater chance at success for everyone, will continue to focus on a broader range of community challenges to ignite economic growth and ensure all families can benefit, and will continue to be a voice for the disenfranchised;

NOW, THEREFORE, I, ROY COOPER, Governor of the State of North Carolina, do hereby proclaim May, 2022, as "COMMUNITY ACTION MONTH" in North Carolina, and commend its observance to all citizens.





Roy Cooper
Governor

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of North Carolina at the Capitol in Raleigh this twenty-eighth day of April in the year of our Lord two thousand and twenty-two and of the Independence of the United States of America the two hundred and forty-sixth.

[insert agency logo]

Community Action Network celebrates 58 years of service

[Agency Name] has served needs of local community for [number] years

For Immediate Release

Media Contact

[Contact Name and Title]

[Organization's Name]

[Contact's Phone Number]

[Contact's Email Address]

([City] Date, 2022)–2022 marks the 58th year since the Community Action Network was established to help American families and communities overcome obstacles to poverty. In North Carolina, 34 agencies are working every day to create opportunities and transform the lives of their neighbors, making communities stronger and helping families thrive. This year, [Your Agency], a proud member of the North Carolina Community Action Network, will also commemorate [years in service] helping families throughout [service area].

“Each May, during Community Action Month, we reflect on the impact [Agency] and our network has had on families,” said [Executive Director] of [Agency]. “Last year alone, we served [Total number of people] in [Community/County] with immediately needed services such as shelter and food, and also long-term solutions like education and job placement.”

In North Carolina, Community Action Agencies serve residents of all 100 counties with life-changing services to help families achieve financial stability. All agencies are locally controlled and represented by the private, public, and low-income sectors of the community. “We are proud of our communities’ participation in the development and oversight of our programs,” said [ED last name]. “Their engagement helps us to be more effective in our approach by determining what [service area] needs.”

To celebrate the continued success of Community Action and raise awareness throughout the [service area], [agency] will host [Insert details/dates/time/location/who should come/why it is important].

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About [Agency Name]

[Include the full name of your agency and what you do for the community via services and training. The following are two examples from North Carolina agencies.

About Alamance County Community Services Agency, Inc. Alamance County Community Services Agency is a community action agency working on behalf of our clients with affordable housing, employment, education, and food nutrition services. ACCSA develops and nurtures partnerships with local stakeholders, businesses, human service providers, and churches as well as civic organizations. Currently, the agency administers CSBG self-sufficiency programs, an emergency food assistance program, and Congregate Meals and Transportation for Seniors program, among others.

About Welfare Reform Liaison Project, Inc. The Welfare Reform Liaison Project (WRLP) is a community action agency that has been in the Guilford County community for 25 years, helping low-income families in Guilford County achieve self-sufficiency. Through its workforce training and job placement services, the agency works to enable economically disadvantaged individuals and families to move toward self-sufficiency. Our partnerships with local and state agencies allow us to provide a broad range of services to support families on their road to self-sufficiency]

May

2022

Community Action Month

#CommunityActionMonthNC

Join us for North Carolina's Community Action Month, focusing on the work of your agency.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 First day of CA month	2 Motivational Monday – MLK quote	3 National teacher appreciation day	4 Impact Wednesday- program stats	5 Cinco de mayo	6 Fun Friday – something fun related to your agency	7 Saturday spotlight – program or partner
8 Mother's Day	9 Mission Monday	10 Training Tuesday	11 Impact Wednesday – covid	12 Throwback Thursday	13 Fact Friday – historical fact	14 Stat Saturday – poverty stat for NC
15 International Day of Families	16 Impact Monday - story	17 Huggy heart day/International Day Against Homophobia	18 Weatherization Wednesday/ Head Start Birthday	19 Thankful Thursday	20 Fun Friday – anything you want	21 World day of cultural diversity
22 Shoutout Sunday – program or partner	23 Motivational Monday - quote	24 Training Tuesday/Advocacy day	25 Impact Wednesday – program	26 Throwback Thursday	27 Fact Friday – historical fact	28 Staff shoutout day
29 Sunday Success – recent success story	30 Head Start shoutout	31 Memorial Day				

Find sample posts and graphics in the following pages.

Sample Community Action Month Social Media Content

General

- As <your agency name> continues to respond to the pandemic, we are focused on serving the needs of our residents. They come first. Together, let's tell the community action story. #CommunityActionMonthNC
- We are all in this together. Share your story of how we came together and supported the most vulnerable in our communities. #CommunityActionMonthNC
- Help us share how <Your agency name> is working in our community. Post your own story using #CommunityActionMonthNC
- Calling all in our community! Share how local community action services helped you or a neighbor during these unprecedented times. #CommunityActionMonthNC

May 1 – First Day of Community Action Month

- May is Community Action Month! We are proud to be one of over 1,000 Community Action agencies nationwide and one of 34 in the state of North Carolina. #CommunityActionMonthNC

May 2 - Motivational Monday

- We are here to support you in your journey to escape poverty. Contact us at <link>. #CommunityActionMonthNC
- <Agency name> is proud to carry on the fight against poverty. If you know someone who needs help, contact us at <link>. #CommunityActionMonthNC

May 3 – National Teacher Appreciation Day

- Shoutout to all our Head Start teachers who keep our program running and the kids happy. Learn more about our Head Start program at <link>. #CommunityActionMonthNC
- Present your teachers with a gift and post a picture of them and their presents. Remember to use the hashtag #CommunityActionMonthNC with your post!

May 4 – Impact Wednesday

- In the last month, we've helped <number> families on their journey to escape poverty. We've provided job training, housing assistance, <another item> and <other service>. You can support us by donating at <link>. #CommunityActionMonthNC
- Since the pandemic, we've assisted <number> families thanks to the support of <funding source(s)>. You can help us help more families by donating or volunteering at <links>. #CommunityActionMonthNC

May 5 – Cinco de Mayo

- Happy Cinco de Mayo! #CincodeMayo #CommunityActionMonthNC
- Post a picture of your staff celebrating or in Cinco de Mayo colors. Remember to use the hashtag #CommunityActionMonthNC with your post!

May 6 – Fun Friday

- Share a picture of your staff working in the office with a short caption about your Friday routines
- Shout out your interns/volunteers
- Share a fun fact about a staff member or your agency

Remember to use the hashtag #CommunityActionMonthNC with your post!

May 7 – Saturday Spotlight

- Our <program name> helps families <what program contributes>. We've helped <number of families> <what is achieved by participating in program>. Learn more and see if you're eligible to join at <link>. #CommunityActionMonthNC
- Shoutout to <partner name> for providing <monetary or in-kind donation amount or kind>. These resources were used to <what they were used for>. Learn more about them at <partner's website>. #CommunityActionMonthNC

May 8 – Mother's Day

- Happy Mother's Day to our staff and clients. #HappyMothersDay #CommunityActionMonthNC
- Happy Mother's Day! May you feel the love and appreciation you deserve. #HappyMothersDay #CommunityActionMonthNC

May 9 – Mission Monday

- This is what we do. #CommunityActionMonthNC
- We are proud to be part of Community Action! #CommunityActionMonthNC

May 10 – Training Tuesday

- Did you know that we offer <name of training>? This training <what it covers and any certificates received at the end>. Learn more and sign up at <web link>. #CommunityActionMonthNC
- We are proud to announce <staff name> has received their <certification>. This certification <what it improved in their work>. We are so proud of you, <first name>! #CommunityActionMonthNC
- We are currently enrolling individuals in our <name of program>. <Short description of the time commitment, materials, etc. and the sign-up link> #CommunityActionMonthNC

May 11 – Impact Wednesday - COVID

- <Your agency name> is ensuring all residents have access to the #COVID19 vaccine. [Insert local story/ example]. #CommunityActionMonthNC
- <Your agency name> has been on the front lines of the #COVID19. Our work has had a real impact on the lives and livelihoods of our residents, particularly our most vulnerable. #CommunityActionMonthNC

May 12 – Throwback Thursday

- Post about a past event or initiative.
- Throwback to one of your most impactful success stories.
- Share a historical fact about community action or your agency.

Remember to use the hashtag #CommunityActionMonthNC with your post!

May 13 - Fact Friday – historical fact

- Did You Know? Community Action comes out of President Lyndon B. Johnson’s War on Poverty and from the advocacy of Dr. Martin Luther King, Jr. #CommunityActionMonthNC
- Share a historical fact about your agency.
 - Share when your agency was created.
 - Shout out your longest service staff members.

Remember to use the hashtag #CommunityActionMonthNC with your post!

May 14 – Stat Saturday

- The US Census Bureau estimates that 12.3% of the population lives in poverty. At <your agency name>, we work to end poverty in <county>. #CommunityActionMonthNC

May 15 – International Day of Families

- Families are the backbone of our society. We are proud to support families on their journey to success. And we are grateful for the support provided by our work and families. #InternationalDayofFamilies #CommunityActionMonthNC
- Happy International Day of Families! Make sure to show your family some appreciation today. #InternationalDayofFamilies #CommunityActionMonthNC

May 16 – Impact Monday – Story

- Reshare a blog or social media post about one of your clients.
- Share a new client story or success.

Remember to use the hashtag #CommunityActionMonthNC with your post!

May 17 – Huggy Heart Day

- Print out the Huggy Heart picture and take a picture with your staff and the flyer. Remember to use the hashtag #CommunityActionMonthNC with your post!
- Happy Huggy Heart Day! #HuggyHeartDay #CommunityActionMonthNC
- Did you know that the Huggy Heart is the icon for Community Action? We're proud to be the people working behind this symbol. #HuggyHeartDay #CommunityActionMonthNC

May 18 – Weatherization Wednesday

- Share a recent weatherization or home improvement story. Remember to use the hashtag #CommunityActionMonthNC with your post!
- Share a weatherization fact.
 - This year, we helped <number> families live in a safer home. Some of our projects included <repairs done>. Learn more at <link to weatherization page or contact information>. #Weatherization #CommunityActionMonthNC

May 19 – Thankful Thursday

- Share a thankful post about your staff.
- Share a thankful post about a community partner or sponsor.
- Share a thankful post about your clients.

Remember to use the hashtag #CommunityActionMonthNC with your post!

May 20 – Fun Friday

- Share a picture of your staff working in the office with a short friendly caption about your Friday routines.
- Shoutout your interns/volunteers.
- Share a fun fact about a staff member or your agency.

Remember to use the hashtag #CommunityActionMonthNC with your post!

May 21 – World Day of Cultural Diversity

- Happy World Day of Cultural Diversity! #WorldDayofCulturalDiversity #CommunityActionMonthNC
- Diversity is the spice of life. We're grateful to have the opportunity to work with such a diverse group of people in <county> County. #WorldDayofCulturalDiversity #CommunityActionMonthNC

May 22 – Shoutout Sunday

- Our <program name> helps families <what program contributes>. We've helped <number of families> <what is achieved by participating in program>. Learn more and see if you're eligible at <link>. #CommunityActionMonthNC
- Shoutout to <partner name> for providing <monetary or in-kind donation amount or kind>. These resources were used to <what they were used for>. Learn more about them at <partner's website>. #CommunityActionMonthNC

May 23 – Motivational Monday

- We are proud to be one of the 1,000 Community Action agencies nationwide that help low-income people. #CommunityActionMonthNC

May 24 – Training Tuesday and Advocacy Day

- Training
 - Did you know that we offer <name of training>? This training <what it covers and any certificates received at the end>. Learn more and sign up at <web link>. #CommunityActionMonthNC
 - We are proud to announce <staff name> has received their <certification>. This certification <what it improved in their work>. We are so proud of you, <first name>! #CommunityActionMonthNC
 - We are currently enrolling individuals in our <name of program>. <Short description of the time commitment, materials, etc. and the sign-up link>. #CommunityActionMonthNC
- Advocacy day
 - We are proud to advocate for low-income citizens in <county>. #CommunityActionMonthNC #AdvocacyDay

May 25 – Impact Wednesday

- In the last month, we've helped <number> families on their journey to escape poverty. We've provided job training, housing assistance, <another item> and <other service>. You can support us by donating at <link>. #CommunityActionMonthNC
- Since the pandemic, we've assisted <number> families thanks to the support of <funding source(s)>. You can help us help more families by donating or volunteering at <links>. #CommunityActionMonthNC
- We only need <dollar amount> to <service provided: i.e., provide a food box, rental assistance, job training, etc.>. Sponsor a family by donating today! <link> #CommunityActionMonthNC

May 26 – Throwback Thursday

- Post about a past event or initiative.
- Throwback to one of your most impactful success stories.
- Share a historical fact about community action or your agency.

Remember to use the hashtag #CommunityActionMonthNC with your post!

May 27 – Fact Friday

- In North Carolina alone there are 1,422,154 poor people. That is 14.1% of the state's population. <Your agency name> provided support to more than <insert number> <county name> families last year alone. #CommunityActionMonthNC

May 28 – Staff shoutout day

- Shoutout to <name>. S/He is our <job title> and provides <what they do does>. S/He is <quality>. Thanks for all you do to support families in need!
#CommunityActionMonthNC
- Shoutout to our staff! Without them, we wouldn't be able to help <number of families served last year> families. #CommunityActionMonthNC

May 29 – Sunday Success

- Post a recent success story.
- Reshare an impactful success story you've posted before.

Remember to use the hashtag #CommunityActionMonthNC with your post!

May 30 – Head Start Shoutout

- Our Head Start program helps <number> of kids with life skills and families with affordable childcare. Our kids are such a joy to work with! #HeadStart
#CommunityActionMonthNC
- We are grateful for our Head Start staff and all the work they do to aid our families.
#HeadStart #CommunityActionMonthNC

May 31 - Memorial Day

- Thank you to our military men and women for their services to our country.
#MemorialDay #CommunityActionMonthNC
- Happy Memorial Day. Today, consider writing a letter to a deployed soldier. Learn more and sign up here <https://soldiersangels.org/programs/deployed-support/letter-writing-team/> #MemorialDay #CommunityActionMonthNC

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Community Action

[#CommunityActionMonth NC](#)