



COMMUNITY ACTION MONTH TOOLKIT 2026

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Community Action Month welcome

Hello, Community Action!

Spring is almost here, which means it's time to start preparing for Community Action Month this May – a time when folks throughout the network come together to lift our visibility, celebrate our successes, and showcase the collective power and strength of nearly 1,000 Community Action Agencies working every day to help hardworking American families achieve economic independence.

Over the past year, we've remained steadfast and resilient in the face of much uncertainty. Throughout the network, Community Action Agencies are working on solutions that help families find success. This work is worthy of recognition, and Community Action Month provides a great opportunity to celebrate these triumphs. We encourage you to take advantage by sharing your success stories, promoting your great programs, and engaging with your community about the importance of Community Action. Need help crafting your message? We have an entire section filled with the latest sample messaging from the National Community Action Foundation, along with sample social media posts, graphics, press release and proclamation templates, and a wealth of other resources to help you spread the word.

As you highlight your success stories, please consider submitting a nomination for one of NCAP's annual awards. Criteria and nomination details can be found on page 54 of the toolkit. Now is the time to nominate a customer, volunteer, leader, and others who have transformed their lives or are making an impact within Community Action. We will also award two scholarships during our upcoming Annual Convention, which will be held September 1–4 in St. Louis, Missouri. Please consider nominating a board member or staff member.

Community Action Agencies across the country are getting ready. So, how will you celebrate Community Action Month this May? Whether you decide to issue a Community Action Month proclamation, publicize a story with local media, host a site visit, launch a fundraising campaign, or simply engage on social media, this toolkit has guidance and resources that can help. Don't know where to start? Check out our calendar on page 9 for daily activities, themes, and tools available to assist you in your efforts.

On behalf of the National Community Action Partnership's Board of Directors and staff, let me be the first to wish you a happy Community Action Month. I look forward to celebrating with you this May!



Denise Harlow, CCAP
NCAP Chief Executive
Officer



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.

About the Toolkit

The purpose of the 2026 Community Action Month Toolkit is to provide resources to promote your Community Action Agency and to raise awareness of Community Action Month. It is a great opportunity to showcase your great work and successes in connecting families to opportunity.

To those ends, this toolkit contains sample tweets and social media graphics, press release and government proclamation templates, fundraising ideas, video production tips, branding guidance, and event and activity information that your agency can use to increase your visibility!



North Coast Opportunities

How to Use the Toolkit

We encourage you to use the templates, tips, and other resources in this toolkit and to customize them to fit your agency, region, and audience. When communicating with individuals in your community, especially the press and elected officials, be sure to specifically address the concerns and conditions present in the area you serve. That will help your agency receive the most attention and make people feel personally invested in your work. Statistics related to your region and stories from individuals and families that your agency has served will best engage your local supporters and stakeholders.

However, even as you customize the resources in this toolkit and add your own creativity and ideas to them, we encourage you to also be aware of the leverage that comes from associating with our national network. When we come together nationally, we amplify our message of being a voice for opportunity.

Community Action Month Activities

Community Action Month 2026 is stacked with things to do! Below are some highlights to watch out for, but there's so much more in store. Check out our calendar on page 9 for the full list of activities.

2026 Annual Convention Awards and Scholarships: Wouldn't it be fun to see a staff member, volunteer, or customer from your agency accept an award honoring their hard work at NCAP's 2026 Annual Convention in St. Louis? See page 50 for details!

Recite the Promise of Community Action (Friday, May 1): Post a video of you and your staff reciting the Promise of Community Action on social media. See page 4.

Color the Huggy Heart (Thursday, May 14th): Here's a coloring activity your Head Start kids are sure to love! See page 10 to print a copy.

Sunday Success (May 3rd and 17th): Share a customer, staff, or volunteer success story on social media using the hashtag [#SundaySuccess](#). Sample messaging provided – see page 12.

Impact Wednesday (May 6th and 20th): NCAP has developed a brand-new collection of Impact Wednesday graphics and social media messages, promoting a range of Community Action programs and services (see our Social Media Outreach section on page 12). Share these directly to social media and/or use our customizable template to promote your local impact!



*Community Action
Alger Marquette*



Rooftop of Virginia CAP

Community Action Month Activities

Throwback Thursday (May 7th and 21st): Celebrate the past while having fun on Throwback Thursday! We're talking baby pictures, newspaper clippings, photos of your office back in 19—who-knows-when!
#TBT

CCAP Celebration Week (May 17th – 23rd): If you're a Certified Community Action Professional, now's your time to shine! So, CCAPs, show yourself some love. Congratulate your CCAP colleagues. Shout them out on social media. Celebrate their achievement and commitment to the network!

Celebrate National Pizza Party Day (Friday, May 15th): A good, productive week of work sometimes deserves a nice reward. So why not throw your team a pizza party? Because who doesn't love the chance to socialize, take pictures, and silently pass judgement on your colleagues' taste in pizza toppings?

Head Start's Birthday (Monday, May 18th): How has Head Start touched the lives of children and families in your community? Share your Head Start success stories on social media or host a celebration in honor of your Head Start families and staff!

Give Thanks on Social Media (Thursday, May 28th): It's been a great month for the network. Let's give thanks to all the folks who helped us celebrate this May. Just use this quick and easy tool. Insert a photo of your team into the template, and voila, your thank-you post is Facebook ready. For instructions, see page 27.



*Northern
Kentucky
Community
Action
Commission*



Ozarks Area Community Action Corporation



Community Action Month Activities



Ashtabula County Community Action Agency



*Hidalgo County
Community Service Agency*



Bucks County Opportunity Council



“I Love Community Action” Selfies (Friday, May 29th): May is almost over! Have you had a chance to post a really dynamite photo of yourself in honor of Community Action Month? If you haven’t, here’s your chance. And if you have, well, no one’s keeping count! So, don’t be shy. Because, on Friday, May 30th, it’s time to bust out your Community Action swag and join us in celebrating the last **#FunFriday** of the month by posting your beautiful face to social media with our “I Love Community Action” selfie sign! See page 30 for a printable PDF.

Raising Visibility with the Local News Media: Community Action Month is an excellent opportunity to work with your local news media to garner coverage of your programs, services and events! This toolkit provides excellent tips on interviewing, a sample press releases template, and more.

Other Activities: Check out the calendar on the next page to see what events, themes, holidays, and hashtags we have planned. Follow along or get creative and come up with your own unique event or activity! And please be sure to tag us on social media so we can track what you’ve been up to!

#CommunityActionMonth

MAY 2026

CCAP CELEBRATION WEEK

(May 17 - 23)

Celebrate your agency's Certified Community Action Professionals on social media.

3
sunday success
Celebrate your customer success stories on social media. Sample messaging provided. #SundaySuccess

Mission Monday
Use the customizable social media template to promote your agency's mission. #MissionMonday

4
Star Wars Day
Sample graphic provided. #MayThe4thBeWithYou

5
NATIONAL TEACHER'S DAY
Honor your Head Start teachers. Sample graphic and post provided.

Impact Wednesday
Promote Community Action's national impact with our collection of social media graphics and messages or use our customizable template to promote your agency's local impact. #ImpactWednesday

6
National Nurses Day
Honor nurses on social media. Sample graphic and posts provided.

7
Throwback Thursday
Share our sample graphic honoring Sargent Shriver and/or post your own #TBT photo.

State Association Day
Honor and promote your Community Action State Association with group board and/or staff photos and highlights from Association services.

10
Happy Mother's Day
Celebrate the mothers of Community Action. Sample graphics and messaging provided.

Monday Motivation
Start your week off with an inspirational quote from lifelong Community Action champion, Lois Carson. Sample graphic and #MondayMotivation

11

12
TRAINING TUESDAY
Promote Community Action training programs that help equip families for success. Sample graphics and posts provided. #TrainingTuesday

13
Weatherization Wednesday
Promote the importance of Community Action weatherization services. Sample graphic and posts provided.

14
HUGGY HEART DAY
Color the Huggy Heart and post to social media.

15
National Pizza Party Day
Promote the importance of family well-being in our communities. Sample graphic and posts provided.

16
Armed Forces Day
Honor our members of the Armed Forces. Sample graphic and post provided.

17
sunday success
Celebrate your customer success stories on social media. Sample messaging provided. #SundaySuccess

18
Head Start's Birthday
Celebrate the legacy and impact of the Head Start and Early Head Start programs. Sample graphic and posts provided.

CCAP CELEBRATION WEEK
Celebrate your agency's CCAPs on social media.

TRANSFORMATION TUESDAY
Let folks know how your CAA is transforming lives in your community. Sample graphics and posts provided. #TransformationTuesday

19
CCAP CELEBRATION WEEK
Share ways that your CAA supports families and prevents their engagement with the child welfare system. Sample post provided.

Impact Wednesday
Promote Community Action's national impact with our collection of social media graphics and messages or use our customizable template to promote your agency's local impact. #ImpactWednesday

20
Home for Every Child
Share ways that your CAA supports families and prevents their engagement with the child welfare system. Sample post provided.

21
THROWBACK THURSDAY
Post a throwback photo from your agency or staff. #TBT

CCAP CELEBRATION WEEK
Share your digital badge on social media.

22
FACT FRIDAY
Sample graphic and messaging provided. #FactFriday

23
Saturday Houtout
Shoutout local partners on social media.

24
Older Americans Month
Give recognition and raise awareness about issues facing older adults. Sample graphic and posts provided.

25
MEMORIAL DAY
A day to honor and mourn military personnel who have died while serving our country.

26
Armed Forces Day
Honor our members of the Armed Forces. Sample graphic and post provided.

27
Weatherization Wednesday
Promote the importance of Community Action weatherization services. Sample graphic and posts provided.

28
Thankful Thursday
Give thanks to those who make a difference and inspire us - board members, staff, customers, and the Community Action Network at large. Sample messaging provided. #ThankfulThursday

29
FUN FRIDAY
Post a photo of yourself to social media with our **COMMUNITY ACTION** selfie sign. #FunFriday

30
Throwback Thursday
Share our sample graphic honoring Sargent Shriver and/or post your own #TBT photo.

State Association Day
Honor and promote your Community Action State Association with group board and/or staff photos and highlights from Association services.

31
Older Americans Month
Give recognition and raise awareness about issues facing older adults. Sample graphic and posts provided.

1
The Promise
Recite the Promise of Community Action on social media. Sample graphic provided.

2
Share our graphic and messaging or spotlight your Early Head Start or Whole Family Approach initiatives.

3
sunday success
Celebrate your customer success stories on social media. Sample messaging provided. #SundaySuccess

4
Star Wars Day
Sample graphic provided. #MayThe4thBeWithYou

5
NATIONAL TEACHER'S DAY
Honor your Head Start teachers. Sample graphic and post provided.

6
National Nurses Day
Honor nurses on social media. Sample graphic and posts provided.

7
Throwback Thursday
Share our sample graphic honoring Sargent Shriver and/or post your own #TBT photo.

State Association Day
Honor and promote your Community Action State Association with group board and/or staff photos and highlights from Association services.

8
PROVIDER APPRECIATION DAY
Give recognition to childcare providers on social media. Sample graphic and messaging provided.

9
Fun Friday
Post a photo of yourself to social media with our "I-33 Community Action" selfie sign. #FunFriday

10
Happy Mother's Day
Celebrate the mothers of Community Action. Sample graphics and messaging provided.

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Monday Motivation
Start your week off with an inspirational quote from lifelong Community Action champion, Lois Carson. Sample graphic and #MondayMotivation

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Promote the importance of Community Action weatherization services. Sample graphic and posts provided.

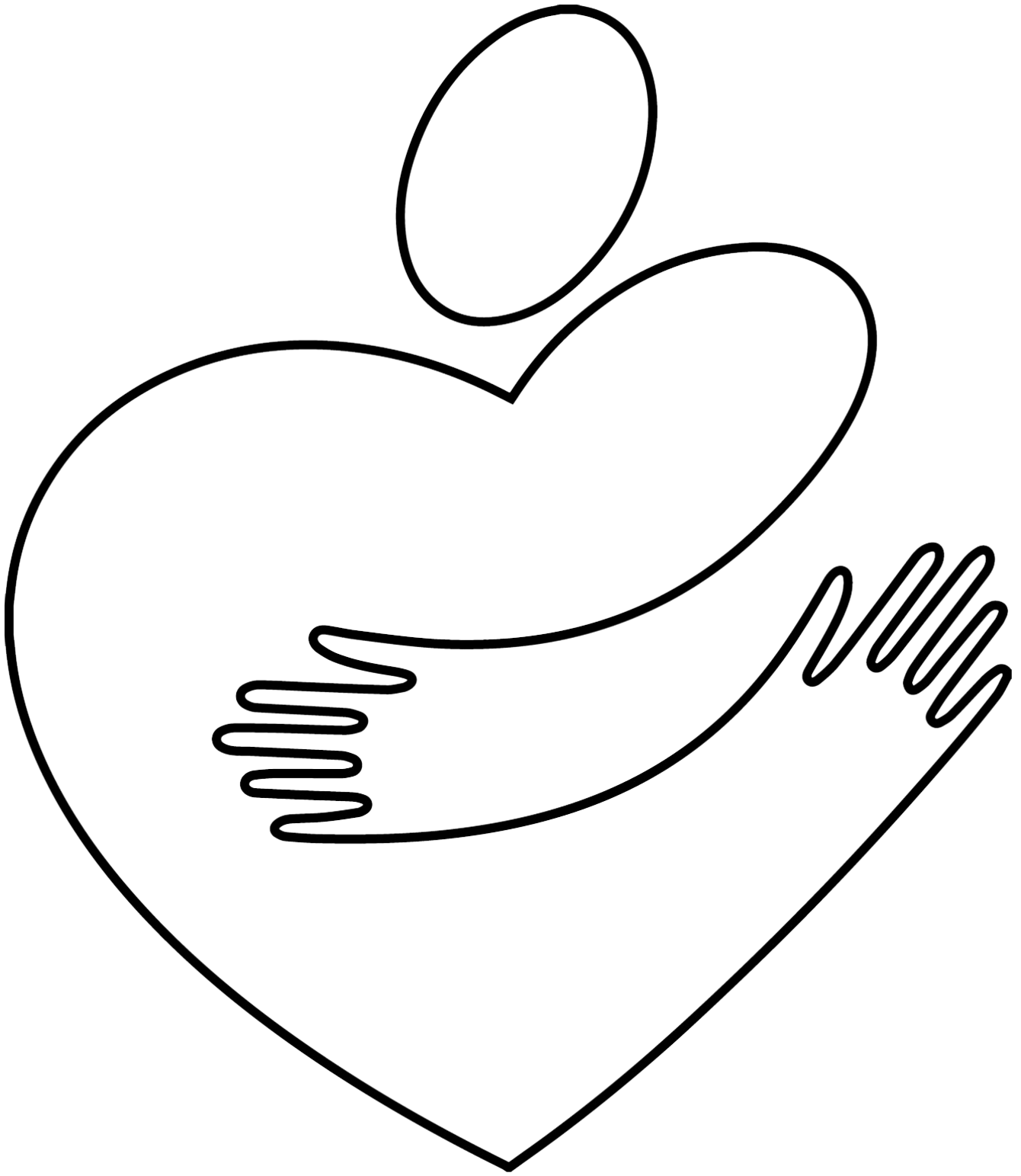
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Thankful Thursday
Give thanks to those who make a difference and inspire us - board members, staff, customers, and the Community Action Network at large. Sample messaging provided. #ThankfulThursday

29
FUN FRIDAY
Post a photo of yourself to social media with our **COMMUNITY ACTION** selfie sign. #FunFriday

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Throwback Thursday
Share our sample graphic honoring Sargent Shriver and/or post your own #TBT photo.

State Association Day
Honor and promote your Community Action State Association with group board and/or staff photos and highlights from Association services.

31
Older Americans Month
Give recognition and raise awareness about issues facing older adults. Sample graphic and posts provided.



HELPING PEOPLE
CHANGING LIVES

Social Media Outreach

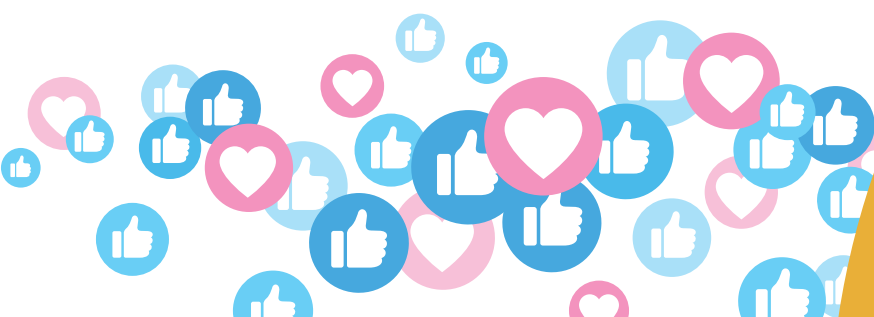
Social media is a great way to get the word out about Community Action, especially during Community Action Month! Through social media, your agency can control your messages and enlist your followers as ambassadors who share your content with their own networks. Social media also helps supporters engage with your agency and helps you reach new people who may not know about the excellent work that Community Action is doing. Plus, social media lets you be creative and innovative as you experiment with different content (images, photos, articles, events, videos, infographics, etc.).

In this section of the toolkit, we have sample social media messages and graphics that you can use all throughout May. We encourage you to use these resources to elevate your visibility, emphasize the impact of our network and unify our national voice during Community Action Month.

We also hope that you will put your own unique spin on these resources and share your ideas with us on Facebook, X, and Instagram. Use the hashtag **#BeCommunityAction** all year round on social media to emphasize the ways that your agency is taking action to fight poverty. During May, use the hashtags **#CommunityAction**, **#CommunityActionMonth** and **#CommunityActionWorks** to join the nationwide conversation and celebration in honor of Community Action Month.

Follow NCAP on
social media for more!

[Facebook](#) | [X](#) | [Instagram](#) | [Threads](#)



Sample Social Media Posts

FRIDAY, MAY 1

The Promise of Community Action: Share our sample graphic or post a video of your staff reciting the Promise of Community Action.

[#CommunityActionMonth](#)

SATURDAY, MAY 2

Baby Day: Share our graphic celebrating Baby Day. Sample social media message provided:

- It's National [#BabyDay!](#) [\[NAME OF AGENCY\]](#) remains committed to helping infants and families thrive. [#CommunityActionMonth](#)

SUNDAY, MAY 3 and 17

Sunday Success: Celebrate your customer success stories on social media. Sample post provided. [#SundaySuccess](#)

- We're celebrating [#CommunityActionMonth](#) today with an incredible customer success story! It's stories like these that embody the hope and dedication of [#CommunityAction](#) and inspire [\[NAME OF AGENCY\]](#) in everything we do. Read the story: [\[LINK TO CUSTOMER SUCCESS STORY\]](#) [#SundaySuccess](#)

MONDAY, MAY 4

Mission Monday: Use the customizable Mission Monday Template to promote your agency's mission. [#MissionMonday](#)

Star Wars Day: Use the force to promote the impact of Community Action! Sample graphic provided. [#MayThe4thBeWithYou](#)

TUESDAY, MAY 5

National Teacher Day: Share our graphic or post a tribute to your Head Start teachers on social media. [#NationalTeacherDay](#)

- In honor of National Teacher Day, we'd like to give thanks to all our hardworking and dedicated teachers serving the wonderful children enrolled in our [#HeadStart](#) program. Thank you for all you do! [#NationalTeacherDay](#) [#CommunityActionMonth](#)

WEDNESDAY, MAY 6

Impact Wednesday: Promote Community Action's national impact with our collection of sample graphics and messages or use our customizable template to promote your agency's local impact. [#ImpactWednesday](#)

- Helping hardworking families get ahead, that's what [#CommunityAction](#) is all about! We provide high-quality job skills training and financial coaching programs designed to help hard-working American families achieve long-term economic independence. [#ImpactWednesday](#)
- [#CommunityAction](#) gets results! Our programs achieve positive, long-term outcomes that enhance local assets and infrastructure, support local entrepreneurs, advance self-sufficiency for working families, and bring a strong return on investment to our communities. [#ImpactWednesday](#)

Sample Social Media Posts

- Wherever there are local needs, **#CommunityAction** delivers solutions! 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. **#ImpactWednesday**
- How does **#CommunityAction** support private sector growth? 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.
- **#CommunityAction** – a trusted pillar in communities all across America! We take pride in engaging with local residents who volunteer their time and expertise to help us advance local progress, support working families, and contribute to lasting community success. **#ImpactWednesday**

National Nurses Day: Share our graphic honoring nurses. **#NationalNursesDay**

- It's National **#NursesDay!** Please join us in giving back by extending some love and recognition to all our dedicated nurses for the generosity, kindness and support they provide day after day. We thank you for your service! **#ThankYouNurses**

THURSDAY, MAY 7

Throwback Thursday: Share our Sargent Shriver graphic and/or post your own Throwback Thursday photo. **#TBT**

State Association Day: Honor and promote your Community Action State Association with group board and/or staff photos and highlights from Association services.

FRIDAY, MAY 8

Provider Appreciation Day: Share our sample graphic and/or honor your own childcare providers on social media.

#ProviderAppreciationDay

- Did you know it's Provider Appreciation Day? Please take a moment today to appreciate and give thanks to all our caring and dedicated childcare providers. The work you do is so important, and we thank you! **#ProviderAppreciationDay**
#CommunityActionMonth

Fun Friday: Post a photo of yourself to social media with our "I <3 Community Action" selfie sign. **#FunFriday**

Sample Social Media Posts

SUNDAY, MAY 10

Mother's Day: Give thanks to mothers everywhere by sharing our sample Mother's Day graphic.

Mothers of Community Action: In honor of Mother's Day, NCAP has produced a special series of social media graphics that give recognition to the dedicated women who have helped shape the Community Action Network! Pair any of the provided graphics with the following message:

- We're proud to honor the incredible mothers who have helped strengthen the impact of the #CommunityAction Network with their outstanding leadership and influence. Happy #MothersDay!

MONDAY, MAY 11

Monday Motivation: Set the tone for the week ahead by sharing our sample social media post featuring an inspirational quote from lifelong Community Action champion, Lois Carson.

#MondayMotivation

- Today we're drawing inspiration from the late Lois Carson. We honor and remember Lois as a dedicated human service leader, a lifelong champion for #CommunityAction, and a dear friend to many throughout our network.
#MondayMotivation #BeCommunityAction #CommunityActionMonth

TUESDAY, MAY 12

Training Tuesday: Choose from any of our sample social media graphics. Sample messaging provided below. #TrainingTuesday

- #CommunityAction promotes economic independence with employment training, small business support, and financial education to help families build skills and achieve long-term financial freedom.
#TrainingTuesday #CommunityActionMonth
- Did you know? #CommunityAction Agencies provide workforce development services such as jobs skills training and employment coaching to help people find pathways to prosperity and success! Just one more reason why #CommunityActionWorks!
#TrainingTuesday #CommunityActionMonth
- #CommunityAction Agencies like ours are proud to help hardworking families achieve long-term self-sufficiency with financial skills training to equip them for sustained success in the middle class.
#TrainingTuesday #CommunityActionMonth

Sample Social Media Posts

WEDNESDAY, MAY 13

Weatherization Wednesday: Share our Weatherization Wednesday graphic and/or select any of the following social media messages promoting Community Action weatherization services.

#WeatherizationWednesday

- Because the **#Weatherization** Assistance Program (WAP) ensures low-income homes have reasonable energy use, more utility customers are able to keep up with their bills. **#WeatherizationWednesday**
#CommunityActionMonth
#WeatherizationWorks
- The **#Weatherization** Assistance Program (WAP) efficiently retrofits below standard low-income homes, greatly improving residents' utility costs and health outcomes. **#WeatherizationWednesday**
#CommunityActionMonth
#WeatherizationWorks
- The **#Weatherization** Assistance Program (WAP) offers good local jobs and training needed to secure stable private sector work. **#WeatherizationWednesday**
#CommunityActionMonth
#WeatherizationWorks

- **#Weatherization** maintains and improves home value for seniors and supports inter-generational economic mobility. **#WeatherizationWednesday**
#CommunityActionMonth
#WeatherizationWorks



Ozarks Area Community Action Corporation

Sample Social Media Posts

THURSDAY, MAY 14

Huggy Heart Day: Color the Huggy Heart and post to social media.

FRIDAY, MAY 15

International Day of Families: Share our International Day of Families graphic and/or choose from any of the following sample posts:

- **#CommunityAction** Agencies connect families to approaches that help them succeed – including high quality education programs for children, job retraining for adults, stable and affordable housing for families and more. **#InternationalDayofFamilies**
- **#CommunityAction** Agencies provide millions of families with life-changing services and programs like **#HeadStart**, healthy food assistance, literacy programs, childcare and so much more! **#InternationalDayofFamilies**

SATURDAY, MAY 16

Armed Forces Day: Share our graphic honoring our members of the Armed Forces.

SUNDAY, MAY 17

Sunday Success: See sample post on page 12.

MONDAY, MAY 18

Head Start's Birthday: Share our graphic celebrating Head Start and/or choose from any of the following sample posts:

- Happy birthday, Head Start! **#HeadStart** provides comprehensive early childhood education, health, nutrition, and parent involvement services to children and families. **#HappyBirthdayHeadStart** **#CommunityActionMonth**
- 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. **#HappyBirthdayHeadStart** **#CommunityActionMonth**
- 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! **#HappyBirthdayHeadStart** **#CommunityActionMonth**

Sample Social Media Posts

TUESDAY, MAY 19

Transformation Tuesday: Promote Community Action programs that have transformed lives.

#TransformationTuesday

- Community Action Agencies transform communities by expanding resources such as public facilities, local businesses, and critical community infrastructure, ensuring sustainable economic growth and positive long-term outcomes. **#TransformationTuesday**
#CommunityActionMonth
- Whether it's financial coaching services that help families achieve stability or Whole Family Approaches that help kids and parents thrive, **#CommunityAction** is helping families transform their lives and reach their full potential. **#TransformationTuesday**
#CommunityActionMonth
- Families from coast to coast have transformed their lives with the help of **#CommunityAction** services, such as workforce development, early childhood education, small business support, family coaching and much more! **#TransformationTuesday**
#CommunityActionMonth

CCAP Celebration Week (May 17 – 23): Take the opportunity to celebrate your agency's Certified Community Action Professionals on social media. **#CelebrateCCAP**

WEDNESDAY, MAY 20

A Home for Every Child: Show support for the US HHS Administration for Children and Families' "A Home for Every Child" initiative by sharing ways that your CAA supports families and prevents their engagement with the child welfare system. Sample graphic and post provided.

- We proudly support ACF's A Home for Every Child initiative! We're committed to providing critical services, such as job support, parenting education and housing assistance, which promote family stability and help keep kids from entering the child welfare system.

Impact Wednesday: See sample posts on page 12.

THURSDAY, MAY 21

Throwback Thursday: Share a throwback photo or newspaper clipping about your agency.

CCAP Celebration Week (May 17 – 23): Share your digital badge on social media.

Sample Social Media Posts

FRIDAY, MAY 22

Fact Friday: Sample graphic and messaging provided. [#FactFriday](#)

- It's a fact: [#CommunityAction](#) programs are highly popular and effective! Whether it's Meals on Wheels for seniors, Volunteer Income Tax Assistance (VITA), or support services for veterans, our work is necessary for the success and prosperity of our communities.

SUNDAY, MAY 24

Older Americans Month: Give recognition and raise awareness about issues facing older adults. Sample graphics and posts provided.

- [#CommunityAction](#) Agencies are proud to offer a wide variety of services aimed at improving quality of life for seniors, such as meal delivery, transportation, in-home assistance, grocery shopping, meal prep and more. [#CommunityActionWorks](#) [#OlderAmericansMonth](#)
- For seniors, socialization is vital in maintaining independence and quality of life. [#CommunityAction](#) Agencies everywhere create opportunities for seniors to develop stronger social networks, helping them live longer, healthier lives. [#OlderAmericansMonth](#)

TUESDAY, MAY 26

Tuesday Testimonial: Share a customer testimonial on social media. Sample post provided. [#TuesdayTestimonial](#)

- We love receiving customer feedback! Here's a recent testimonial that really lifted our spirits. We're always happy to do our part to help our families and communities succeed! [\[INSERT LINK TO TESTIMONIAL\]](#) [#TuesdayTestimonial](#)

Training Tuesday: See sample posts on page 14.

WEDNESDAY, MAY 27

Weatherization Wednesday: See sample posts on page 15.

THURSDAY, MAY 28

Thankful Thursday: Give thanks to those who make a difference and inspire you – board members, staff, customers, and the Community Action Network at large. Sample social media message provided:

- [\[NAME OF AGENCY\]](#) is thankful to be part of America's network of Community Action Agencies, working to provide life-changing services that build pathways to opportunity! [#ThankfulThursday](#) [#CommunityActionMonth](#)

FRIDAY, MAY 29

Fun Friday: Post a photo of yourself to social media with our "I <3 Community Action" selfie sign. [#FunFriday](#)

Sample Social Media Graphics

Click the graphics to download.



The Promise
Friday, May 1



Baby Day
Saturday, May 2



Star Wars Day
Monday, May 4



National Teacher Day
Tuesday, May 5

Sample Social Media Graphics

Click the graphics to download.



Impact Wednesday

Wednesday, May 6 & Wednesday May 20



Impact Wednesday

Wednesday, May 6 & Wednesday May 20



Impact Wednesday

Wednesday, May 6 & Wednesday May 20



Impact Wednesday

Wednesday, May 6 & Wednesday May 20

Sample Social Media Graphics

Click the graphics to download.



Impact Wednesday

Wednesday, May 6 & May 20



National Nurses Day

Wednesday, May 6



Throwback Thursday

Thursday, May 7

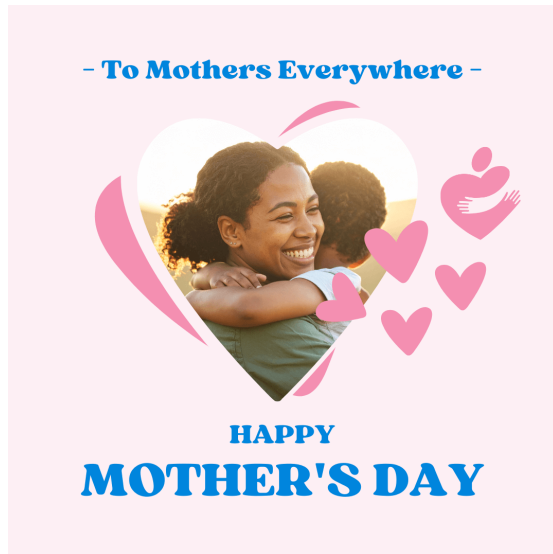


Provider Appreciation Day

Friday, May 8

Sample Social Media Graphics

Click the graphics to download.



Mother's Day

Sunday, May 10



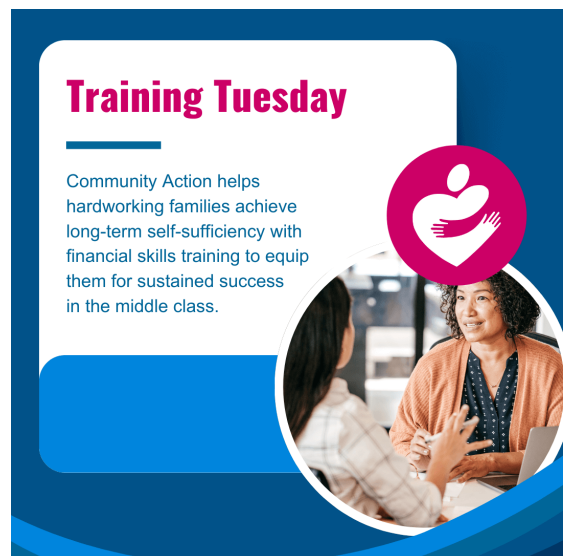
Motivation Monday

Monday, May 11



Training Tuesday

Tuesday, May 12 & May 26

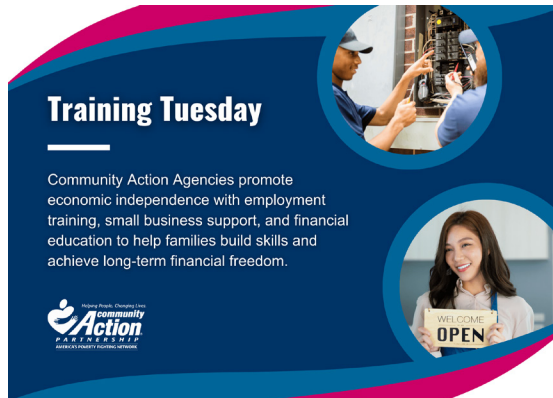


Training Tuesday

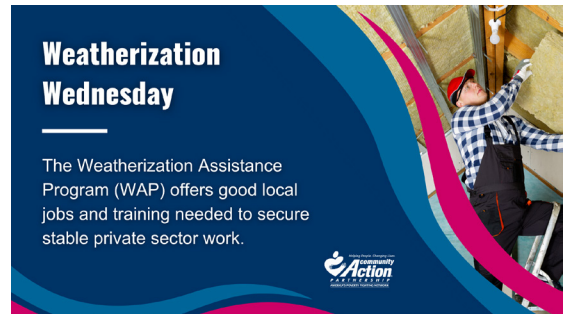
Tuesday, May 12 & May 26

Sample Social Media Graphics

Click the graphics to download.



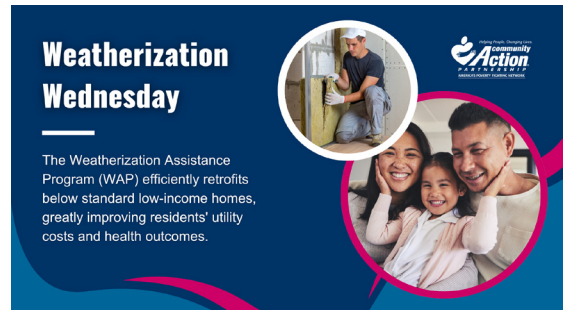
Training Tuesday
Tuesday, May 12 & May 26



Weatherization Wednesday
Wednesday, May 13 & May 27



Weatherization Wednesday
Wednesday, May 13 & May 27



Weatherization Wednesday
Wednesday, May 13 & May 27

Sample Social Media Graphics

Click the graphics to download.



Weatherization Wednesday

Wednesday, May 13 & May 27



International Day of Families

Friday, May 15



Armed Forces Day

Saturday, May 16

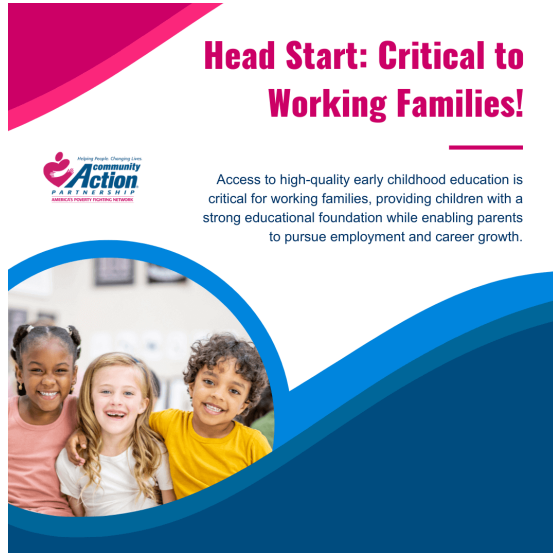


Head Start's Birthday

Monday, May 18

Sample Social Media Graphics

Click the graphics to download.



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.

Head Start Program
community Action PARTNERSHIP
AMERICA'S EARLIEST LEARNING EXPERIENCE

A circular inset image shows three young children of diverse backgrounds smiling together.

Head Start's Birthday

Monday, May 18



Head Start Children Achieve the American Dream!

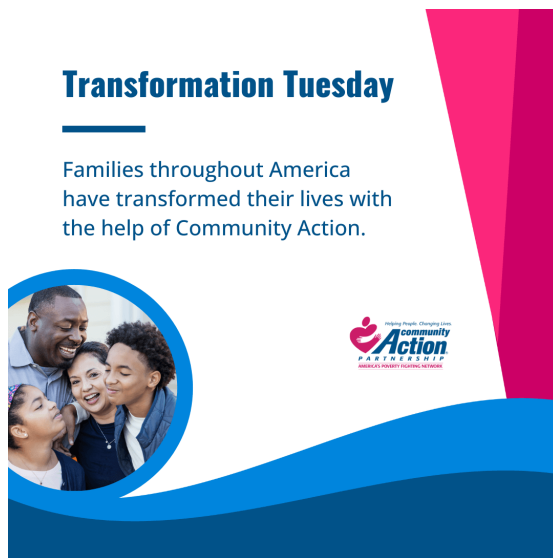
Because of Community Action Agencies' ability to address family stability, career potential of parents and early childhood education, Head Start children have the absolute best chance of achieving the American dream.

Head Start Program
community Action PARTNERSHIP
AMERICA'S EARLIEST LEARNING EXPERIENCE

A circular inset image shows a woman and two children looking at a globe together.

Head Start's Birthday

Monday, May 18



Transformation Tuesday

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

Head Start Program
community Action PARTNERSHIP
AMERICA'S EARLIEST LEARNING EXPERIENCE

A circular inset image shows a family of four smiling together.

Transformation Tuesday

Tuesday, May 19



COMMUNITY ACTION MONTH

Transformation Tuesday

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

Head Start Program
community Action PARTNERSHIP
AMERICA'S EARLIEST LEARNING EXPERIENCE

A circular inset image shows a family with a dog and a child.

Transformation Tuesday

Tuesday, May 19

Sample Social Media Graphics

Click the graphics to download.





A Home for Every Child



We're committed to providing critical services, such as job support, parenting education and housing assistance, which promote family stability and help keep kids from entering the child welfare system.

A Home for Every Child

Wednesday, May 20



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.

Fact Friday

Friday, May 22



Community Action Month



Older Americans Month

Community Action is proud to offer a wide variety of services aimed at improving quality of life for seniors.

Older Americans Month

Sunday, May 24

Customizable Graphics Creator

On **Monday, May 4th**, use our [Mission Monday Template](#) to create a graphic promoting your agency's mission. On **Thursday, May 28th**, use our [Thank-You Template](#) to design a graphic expressing gratitude to those who make a difference and inspire you – board members, staff, customers, and the Community Action Network at large.

Mission Monday Graphic Instructions

1. Open the PowerPoint file and click "Enable Editing."
2. Copy/paste your agency's mission into the text placeholder in the middle of the graphic. Choose which font and size works best for you. Then center the text box. Once the text is positioned, click anywhere on the slide to deselect the text box.
3. Click the "Insert" tab and select "Pictures" then select "This Device." Find and select your agency's logo (should be in .JPG or .PNG format). Resize your logo and position it in the bottom left corner of the slide. Once your logo is positioned, click anywhere on the slide to deselect the logo image.
4. Click "Save As" and select .PNG file. PowerPoint will then ask you which slides you would like to export. Select "Just This One."



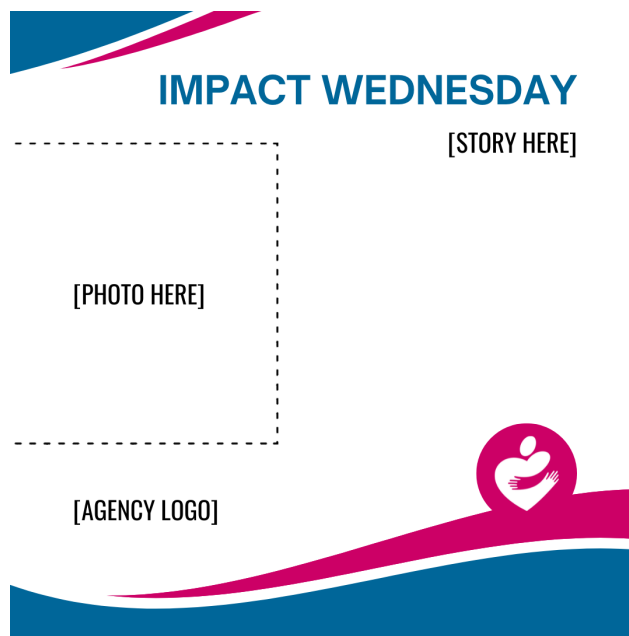
Thank-You Graphic Instructions

1. Open the PowerPoint file and click "Enable Editing."
2. Click the "Insert" tab and select "Pictures" then select "This Device." Find and select your staff photo (should be in .JPG or .PNG format). Resize your image and position it in the middle of the slide. Once your photo is positioned, click anywhere on the slide to deselect the photo.
3. Click the "Insert" tab and select "Pictures" then select "This Device." Find and select your agency's logo (should be in .JPG or .PNG format). Resize your logo and position it in the bottom left corner of the slide. Once your logo is positioned, click anywhere on the slide to deselect the logo image.
4. Click "Save As" and select .PNG file. PowerPoint will then ask you which slides you would like to export. Select "Just This One."

Impact Wednesday Graphic Instructions

On **Wednesday, May 6th and 20th**, use our [Impact Wednesday Template](#) to create a graphic promoting your agency's local data and/or success stories.

1. Open the PowerPoint file and click "Enable Editing."
2. Copy/paste your Impact Wednesday story into the text placeholder on the left side of the graphic. Choose which font and size works best for you. Click anywhere on the slide to deselect the text box.
3. Click the "Insert" tab and select "Pictures" then select "This Device." Find and select your Impact Wednesday photo (should be in .JPG or .PNG format). Resize your image and position it on the right side of the slide. Once your photo is positioned, click anywhere on the slide to deselect the photo.
4. Click "Save As" and select .PNG file. PowerPoint will then ask you which slides you would like to export. Select "Just This One."



Other Social Media Suggestions

I Love Community Action Selfies

Show your love for Community Action by taking a selfie of yourself and your staff with one of our “I Love Community Action” selfie signs. A sample selfie sign is available on the next page.



Social Media Posts about Activities and Programs

Your work is important and vital to the families you serve, and a great way to increase your social media visibility is to promote the impact of your work in the community. Therefore, when looking for social media content, a great place to start is your agency’s regular activities and programs. Take photos and videos of your staff and customers participating in the activities suggested in the toolkit as well as in your programs or at the events your agency is hosting during Community Action Month. (Make sure that you get written permission from your customers and/or your customers’ legal guardians before posting any photos or videos of them.)

Be sure to use the hashtags **#CommunityActionWorks** and **#CommunityActionMonth** to connect your posts to a broader audience. We also encourage you to tag @CAPartnership on X, and/or e-mail Johnny Eudaly, Senior Associate for Communications and Branding, at jeudaly@communityactionpartnership.com so that NCAP can share your posts, promote your success stories, and elevate the great work you’re doing in your community.

I



COMMUNITY
ACTION

Social Media Tips and How-To Resources

- [Best Times to Post](#)
- [List of Social Media Scheduling Tools](#)
- [Graphic Design Tips for Non-Designers](#)
- [Getting Started with the Canva Graphic Design Tool](#)
- [How to Use Facebook Live](#)
- [How to Use Instagram Stories](#)



Branding with NCAP



Brand Logos

Looking for simple ways to connect your CAA to the national brand? Adding the [national brand](#) logo to your agency's website footer and/or homepage creates a strong visual connection to both NCAP and the network at large. We even have a special variation of the Huggy Heart logo that tells your audience that your CAA or State Association is a proud member of the Community Action Network. You could post this graphic to your website and/or social media accounts, include it in your print materials, etc. Feel free to use it however you see fit.

We have an entire collection of logos available, along with fonts and color palettes. [Click here](#) to access our collection of logos and branding elements.

Sample Language

Another easy way to brand with NCAP is to incorporate some of the following sample language into your agency's print publications, website, and social media accounts:

- [\[NAME OF AGENCY\]](#) is a member of the National Community Action Partnership, which is the national hub that links the nation's 1,000+ local Community Action Agencies and State Associations to each other and to leaders looking for solutions that connect families to greater opportunity.
- We are a proud member of the National Community Action Partnership.
- [\[NAME OF AGENCY\]](#), a Community Action Agency.

Branding with NCAP



Tag Lines

The following taglines are used by many CAAs and State Associations. Even if your logo doesn't incorporate the NCAP branding, adding these taglines to your websites, t-shirts, business cards, letterhead, etc. is a great way to tie your agency to the network.

- Helping People, Changing Lives
- America's Poverty Fighting Network

Hashtags

Social media hashtags are an effective way to connect to a larger audience, other Community Action Agencies, and our network at large. Here is a list of popular hashtags used by our network:

- [#BeCommunityAction](#)
- [#CommunityAction](#)
- [#CSBGWorks](#) or [#CommunityActionWorks](#)
- [#WeatherizationWorks](#)

Other Resources

- Is your CAA or State Association strategic about the messages it relates? Help unify our network's collective voice by incorporating the latest messaging from the National Community Action Foundation (NCAF). See page 36 for NCAF's sample talking points, which cover the Community Services Block Grant (CSBG), Community Action, the Weatherization Assistance Program (WAP), the Low-Income Home Energy Assistance Program (LIHEAP), and Head Start.
- Looking for logos, fonts, and color palettes? [Click here](#).

The Promise

How does your Community Action Agency use the Promise? Is it posted on your website? Maybe it's included in some of your publications or printed on a banner in your office? The Promise of Community Action is one of the most adopted national branding tools throughout the network because it tells folks who we are, what we do, and why we do it.

Publicizing Community Action Month in the Press

The press loves good stories. Reporters at newspapers, radio and television stations, and online news sites are always looking for fresh content. In particular, local press outlets are looking for compelling, emotionally driven, and useful content with a local angle. As an active and integral part of the community, your Community Action Agency is uniquely positioned to provide these stories and serve as experts on poverty and related social and economic problems. Positive press coverage can show the wider community the value of Community Action's important work, encourage local engagement with your agency, and promote your events and services.

Whether your agency has already fostered relationships with reporters, or you're just getting started in your press outreach, Community Action Month is a great opportunity for you to reach out to the media and strengthen your relationships with the press. This section of the toolkit will give you concrete tips and templates for publicizing your agency in the press.

Tips for Pitching Stories and Responding to Reporters

- **Be Specific** — Reach out to reporters who cover topics and areas related to your agency's geographic scope and program issues.
- **Be Creative** — Find unique hooks or angles that make your story interesting.
- **Be Responsive** — Reporters work on tight deadlines and appreciate prompt replies and follow-ups, especially for interview requests.
- **Be Knowledgeable** — Present yourself as an expert on your agency's programs and on issues of poverty in your community.
- **Be Prepared** — When suggesting a story to reporters or doing an interview, have relevant talking points, facts, and anecdotes on hand.
- **Be Personable** — Public relations is about building and maintaining ongoing, mutually beneficial, positive relationships with reporters.

Tips for Interviewing with the Press

Know the Facts

Have a list of facts and statistics on Community Action and how your agency creates opportunities in your region as part of your talking points. (See the list below.)

Tell Stories

In your talking points, also include anecdotes about individuals and families served by your agency that can illustrate your points.

Speak Clearly

In an interview, enunciate, be direct, and use words and terms that the reporter and general public can easily understand.

Practice Interviewing

Doing interviews is a learned skill, and practicing regularly can help you feel more at ease and feel more prepared.



Sample Talking Points

The following section contains sample talking points provided by the National Community Action Foundation, which cover the Community Services Block Grant (CSBG), the Weatherization Assistance Program (WAP), the Low-Income Home Energy Assistance Program (LIHEAP), and Head Start.

COMMUNITY SERVICES BLOCK GRANT (CSBG)

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.

Sample Talking Points

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.

Sample Talking Points

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.



Sample Talking Points

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.



Community Action Month Press Release Template

[AGENCY LOGO]

Community Action Network Celebrates Community Action Month This May

For Immediate Release

Contact: [CONTACT NAME, PHONE NUMBER & E-MAIL ADDRESS]

([CITY, STATE] May 1, 2026) – The Community Action Network is a robust state and local force that helps empower hardworking families to achieve economic independence rather than keeping them reliant on government assistance. There are nearly 1,000 agencies across the country working every day to create economic opportunity, strengthen local communities, and help families find pathways to prosperity. This year, [AGENCY], a proud member of the Community Action Network, commemorates [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], and over 15 million across the country with services like job training, financial education, and small business support, helping families build skills to achieve long-term financial freedom.

Community Action Agencies 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. All agencies are locally controlled with boards of directors composed of local elected officials, private and public sector representatives, and engaged community residents. “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/DATE/TIME/LOCATION/WHO SHOULD COME/WHY IS IT IMPORTANT].

###

[AGENCY] is a member of the National Community Action Partnership and the Community Action Network. [AGENCY OVERVIEW/ MISSION STATEMENT, WEBSITE]

Video Production Tips

How to Shoot Videos

Cinematography and videography are the art of visual storytelling. Anyone can set a camera on a tripod and hit record, but the artistry of cinematography comes into play when you control what the viewer sees (or doesn't see) and how the image is presented.

Shot sizes, angles, and movements are the heart of exceptional camerawork, and when coupled with good lighting, it enhances emotions, forming the essence of cinematography. They provoke, inspire, frighten, relieve, and amaze us.

Your opening shot, often referred to as an establishing shot, is usually a long shot. It establishes the general location of where the action will follow. Video producers and editors often showcase something moving toward the camera. For example, in a movie, you might see a person walking toward the camera or something coming into frame.

Be sure to shoot plenty of B-roll. "B-roll" refers to supplemental footage, basically anything that isn't the primary action or interview. These shots will be spliced into your video to help tell the story. Imagine filming a school play. In addition to filming the actors on the stage, you would want to capture B-roll of guests outside or walking into the school, faces of the audience members, cast members hiding in the wings, or costume and set details. Shots like these can be used to establish a scene, add context or meaning, create visual interest, or produce smooth transitions by providing supporting visuals that enhance the story without being the main focus. B-roll can be an excellent tool to help you bridge the gap from one scene to the next. It is wise to plan ahead with a shot list to ensure you obtain the right kind of B-roll that will best help you tell your story.

The end of your video always works nicely if you provide a closing shot or sequence. You might shoot something moving away from the camera to subliminally signify the end. For example, in a love story the subject of the story may walk off into the sunset holding the hand of their romantic love interest. You only see their backs and not their faces. This signifies that the story is ending.

Video Production Tips

Important Video Tips

1. Depending upon which social media platform you use, the length of your video will need to fit within their guidelines. For example, Twitter supports the MP4 video format. You can upload videos as large as 512 MB and up to 2 minutes and 20 seconds in length. Facebook has different parameters. Per Facebook: Videos should be less than 240 minutes long and smaller than 10 GB. The longer your video, the larger its file size. This may affect the quality of the video. Keep in mind that most people don't watch videos longer than 2 minutes.
2. Use a tripod or other method to stabilize the camera. (Unless you're going for a certain creative look, it is highly recommended that you stabilize your camera or video recorder.)
3. Make sure the recording environment is quiet and there is no background noise in your video.
4. Use a plain background for your video and ensure that your subject doesn't blend into or clash with your background (solid walls or brick walls work well).
5. Avoid busy patterns in clothing and jewelry and stay away from shirts or patterns with stripes.
6. Make sure there is plenty of light and that the subject's face is well lit in the recording.
7. Shoot more footage than you think you'll need. Include shots that enhance the story or set the scene.



Video Production Tips

More Important Video Tips

Before you begin, check the lighting and sound. Say a few lines for the camera and then review the footage. Does your lighting need to be adjusted? How does your shirt look against the background? Is your video inviting and appropriate or unflattering and amateurish? Can you be easily heard on a laptop computer with the volume at a normal level? You might have to experiment a bit to get the lighting, the sound, and the colors of your wardrobe just right.

Placing your subject slightly off center, so there is space on the left or right side is preferred in videography and photography. Try to stay away from filming people in the center of your frame. If the person is on the right side, angle their body inward. If the person is on the left, also have them turn their body slightly inward. These are common videography and photography tips that even the pros follow.

Editing Tips

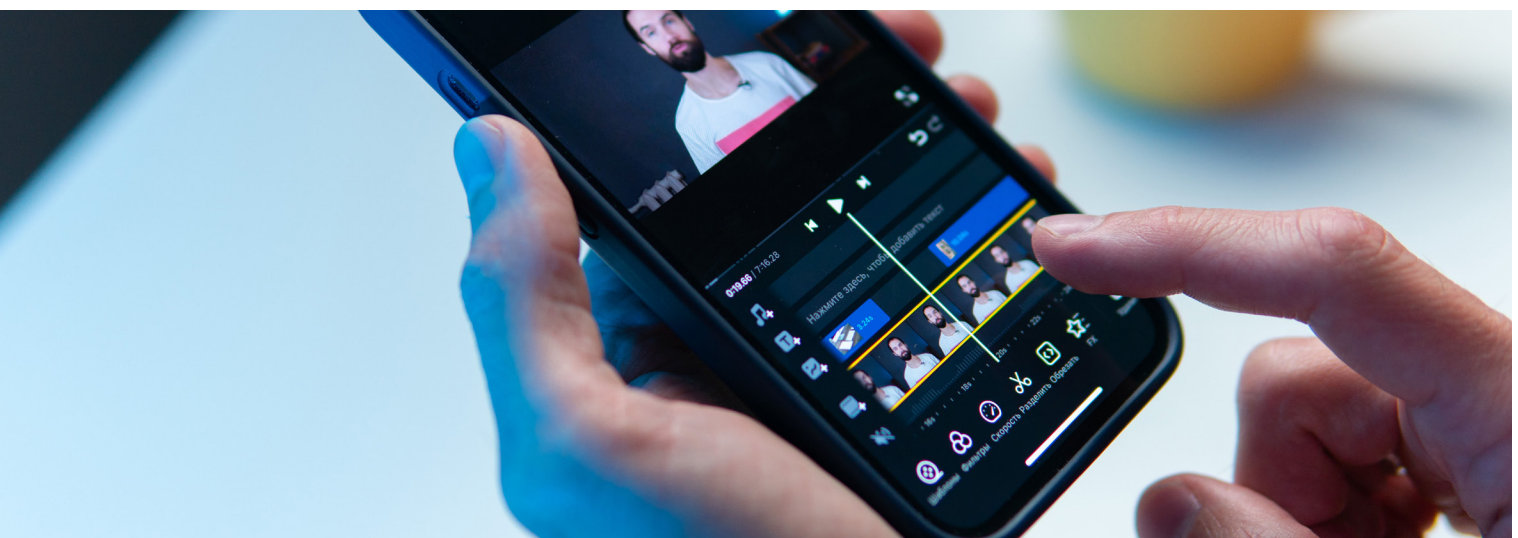
When choosing a video editor, it's all about control. Do you need something simple? If so, iMovie or the YouTube Video Editor work well. To use YouTube Video Editor, select "YouTube Studio" from your account menu in the top right corner. Next, select "Content" from the menu on the left, find the video you want to edit, then click the edit icon. Last, select "Editor" from the menu on the left. For guidance on how to use YouTube Video Editor, watch this tutorial.

If you need something more robust and polished, you should use Adobe Premiere Pro or Final Cut Pro. Keep in mind, these take longer to learn.

Additional Resources

[Video Editing Tips for Beginners](#)

[Top Ten Video Editing Mistakes to Avoid](#)



Sample Community Action Month Proclamation

[AGENCY LOGO]

WHEREAS, Community Action creates pathways to prosperity by helping hardworking families achieve economic independence rather than keeping them reliant on government assistance; and

WHEREAS, Community Action is built on innovative, responsive, and efficient programs that are uniquely tailored to meet local needs; and

WHEREAS, Community Action delivers high-impact, cost-effective results that generate a significant return on investment for local communities; and

WHEREAS, Community Action invests in private-sector job creation and career training, ensuring that communities grow through free-market solutions; and

WHEREAS, Community Action Agencies are trusted pillars of the community that engage volunteers who donate their time to advance local progress, support working families, and contribute to lasting community success; and

WHEREAS, Community Action programs are both necessary and popular—delivering effective, high-quality assistance that strengthens community resilience and fosters local prosperity; and

NOW, THEREFORE, I [NAME & TITLE] of [CITY AND/OR STATE], do hereby proclaim May 2026 as Community Action Month in recognition of the hard work and dedication of all [CITY AND/OR STATE] Community Action Agencies.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of [CITY AND/OR STATE], on this day of [DAY st/th] of [MONTH], 2026.

SIGNATURE OF: [OFFICIAL SIGNATURE]

BY THE: [TITLE] OF: [CITY AND/OR STATE]

ATTEST: [NAME] [POSITION]

Conduct a Site Visit with Elected Officials

Another way to educate your elected officials about the excellent work your Community Action Agency is doing is to invite them to a site visit to observe one of your programs. A site visit provides an opportunity to see first-hand how vital Community Action is to families and constituents in their jurisdiction.

Site Visits

- Plan ahead and consider the goals of the site visit. Do you want more support from elected officials? Do you want to showcase your program's successes? All of the above? How best can you achieve those goals?
- Craft an agenda and identify key players to participate in the site visit, including staff and program customers who can best showcase the successes of the program and who are willing and eager to be involved. The agenda will also ensure that the event remains on topic and on task so that the site visit remains focused on your goals.
- Keep the event small and be respectful of everyone's time. The Weatherization Assistance Program Technical Assistance Center advises having no more than 10 guests and keeping the site visit to one hour.
- Perform a dry run or dress rehearsal of the site visit the day before the event.
- Allow time for questions at the end of the site visit. Prepare and review talking points about the program in advance.

Fundraising

During Community Action Month

Community Action Month is a great opportunity to reach out to your donors and other supporters and stakeholders with a fundraising appeal letter or email. We recommend that you begin your letter by introducing Community Action Month – what it is and why we celebrate – and then share a little bit about how your Community Action Agency has been helping connect individuals and families in your community to greater opportunity. Supporters who are inspired by the dedicated efforts of your staff and volunteers in helping people find pathways to success may then wish to offer their support for your programs by making a donation to your agency.

A good fundraising appeal tells the story of an agency and the individuals it serves. It uses specific examples of success stories to illustrate the needs in the community and explicitly states how your Community Action Agency is meeting those needs. While fundraising can often seem intimidating, once you make your initial ask, you'll often find that there are many people in your community who are motivated and happy to contribute to your cause

Community Action Month is also a great time to thank your donors, both individuals in the community who have contributed to your work as well as foundations, businesses, and government grant makers who support your agency and its anti-poverty programs. You might also take the opportunity to express your gratitude to the volunteers who give their time and talents and who may further along also be motivated to give financially. People always appreciate thank-you notes, and by showing your appreciation for your donors and volunteers, you can strengthen and affirm your relationships with them.

Thank You!!

A hand-drawn graphic featuring the text "Thank You!!" in a casual, handwritten font. Below the text are two thick, parallel curved lines that sweep from left to right. To the right of these lines is a simple smiley face icon consisting of a circle with two dots for eyes and a curved line for a mouth.

Fundraising Tips

Emphasize the need in your community — Inform your donors about the community needs your agency is working to address. Using specific facts and statistics about poverty in your region can be helpful in demonstrating the urgency and importance of your work.

Emphasize your agency's role in solving the problem — After you've shown the need in your community, make sure that your donors clearly understand how your agency is addressing and meeting that need. Present data that demonstrates the difference you are making, whether it's the number of individuals you served last year, the number of individuals who have successfully completed your programs, or the number of individuals who are self-sufficient because of your help.

Emphasize individual stories — There's a saying in fundraising that people give to people. Pick one or two customer stories that showcase how their lives have been significantly and positively changed by your work. What was their situation before they found Community Action? What programs did they participate in and what do their lives look like now that they have completed these programs? How did they feel before they found Community Action and how do they feel now? Just make sure that you have your customers' permission to use their stories.

Emphasize the ask — Don't be shy about directly asking your donors for money. Your fundraising appeal should include a section where you ask donors to give a gift. You may even want to provide suggested donation amounts, which should be appropriate to your audience. (You probably don't want to ask former customers for large donations, and you probably don't want to ask wealthy philanthropists in your community for small donations.)



Sample Fundraising Letter/E-mail

Dear [NAME OF INDIVIDUAL],

We are excited to announce that May is Community Action Month, a celebration of the accomplishments of America's Community Action Agencies. These trusted, locally led organizations help hard-working Americans achieve financial independence while working to strengthen community resilience and promote local economic growth. As a Community Action Agency, [NAME OF AGENCY] is committed to the Promise of Community Action: to change people's lives, embody the spirit of hope, improve communities, and make America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

In the past [MONTH/YEAR], [AGENCY] served [NUMBER] of families with low-income and transformed their lives by helping them become self-sufficient. We are particularly excited to share the story of [NAME OF CLIENT], who participated in [NAME OF PROGRAM]. [Insert brief anecdote about how the person was helped by the program and give a tangible example of how his/her life has improved.] But [CLIENT] is not the only person positively impacted by [AGENCY]. [Insert relevant facts that demonstrate your agency's success to show how you are having a positive impact on the region.]

As [AGENCY] improves the lives of people in our community, we also need our community to help us. We request that you make a special Community Action Month gift of [INSERT SUGGESTED AMOUNT/ LINK TO ONLINE DONATION FORM]. Your generosity will allow us to continue to change people's lives in [COMMUNITY].

We very much appreciate your generous contribution!

Yours Truly,

[NAME OF BOARD PRESIDENT] Board President

[NAME OF AGENCY]



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!



Save the Date!



National Community Action Partnership Awards Descriptions and Criteria

Submission Deadline: Friday, May 8th

To Submit Nominations, [Click Here](#).

FROM THE FIELD: COMMUNITY LEADERS

National Community Action Personal Achievement Award

This award recognizes individuals who have changed their lives, embody Community Action's spirit of hope, and are now working to make America a better place to live. These individuals, with the assistance of Community Action, have achieved economic stability and are now working to assist others in doing the same.

To nominate an individual, applicants are required to submit a narrative documenting reasons for nomination along with letters of support and local/state press coverage. Nominations remain active for three (3) years from the date of submission.

The award winner will receive an award plaque and a \$1,000 travel stipend to attend the Annual Convention Awards Gala.

National Community Action Volunteer Recognition Award

This award recognizes individuals working hand in hand with a Community Action Agency to pursue individual, family, and community-wide solutions to barriers holding families back from success. These individuals have shown outstanding dedication to Community Action and have made extraordinary contributions to a Community Action Agency.

To nominate an individual, applicants are required to submit a narrative documenting reasons for nomination along with letters of support and local/state press coverage. Nominations remain active for three (3) years from the date of submission.

The award winner will receive an award plaque and a \$1,000 travel stipend to the Annual Convention Awards Gala.

FROM THE NETWORK: COMMUNITY ACTION LEADERS

National Community Action Leadership Award

This award recognizes Community Action practitioners whose expertise on what works to promote greater economic opportunity for children and families is known and respected at the national, state, and local level. These practitioners have led their Community Action Agency in connecting a significant number of children and families to greater opportunity, transforming their lives and making their communities a better place to live.

To nominate an individual, applicants are required to submit a narrative documenting reasons for nomination along with letters of support and local/state press coverage. Nominations remain active for three (3) years from the date of submission.

The award winner will receive an award plaque and a \$500 travel stipend to attend the Annual Convention Awards Gala.

The Promise in Action Award

This award recognizes Community Action Agencies that have been diligently caring for the entire community and remain dedicated to helping people help themselves and each other amidst a catastrophe. These agencies are working to build resilient communities.

To nominate a Community Action Agency (CAA), applicants are required to submit a narrative documenting reasons for nomination along with letters of support and local/state press coverage. Nominations remain active for three (3) years from the date of submission.

The Executive Director of the CAA award winner will receive an award plaque. All CAA staff present during the Annual Convention will be recognized at the Awards Ceremony.

Questions? Contact membership@communityactionpartnership.com.



National Community Action Partnership Scholarships Descriptions and Criteria

Submission Deadline: Friday, May 8th

To Submit Nominations, [Click Here](#).

The **Avril Weisman Annual Convention Scholarship** honors Avril Weisman, a longtime employee of NCAP. For more than 28 years, Avril dedicated herself to building the capacity of Community Action Agencies. For many years, Avril's primary responsibility was the coordination and implementation of the NCAP Annual Convention. The Annual Convention brings together over 1,000 Community Action leaders and volunteers from across the country for several days of learning, networking, and sharing best practices. These scholarships reflect Avril's passion for Community Action as well as her dedication to ongoing learning, professional enrichment, and the Community Action brand.

Two scholarships will be awarded. The scholarship consists of complimentary registration and a \$750 travel stipend. A scholarship will be given to a Community Action Agency or State Community Action Agency Association **staff member** and a Community Action **board member** each year. ***Please note, Executive Directors and Senior Management Team leaders are not eligible for the scholarship.***

To apply or nominate an individual, a narrative demonstrating how the applicant meets the scholarship criteria, summary of any (non-required) training attended while employed or serving on the board, and a letter of support from an executive director or supervisor are required. Confirmation of permission and ability to travel to attend the full convention must also be provided. Nominations remain active for three (3) years from the date of submission.

Questions? Contact membership@communityactionpartnership.com.

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