


GRASSROOTS CAMPAIGNING

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National Community Action Foundation

PRESENTATION OVERVIEW

- ▶ Why social media and other web-based tools?
 - ▶ Websites
 - ▶ Twitter
 - ▶ Principles for Advocacy
 - ▶ NCAF's role
 - ▶ Why now?
- 

IMPORTANCE OF SOCIAL MEDIA IN TODAY'S CONTEXT

- ▶ Many grassroots political or informational movements happen on social media
 - ▶ “Ice-Bucket Challenge”
 - ▶ “Stand for Children” in Indiana
- ▶ Community Action must harness this effective tool
 - ▶ Expands overall brand of Community Action
 - ▶ Enables easier access to services to clients

#CommunityAction
#CSBGReauthorization

AGENCY WEBSITE



WIKIPEDIA
The Free Encyclopedia

► Website

- Each agency needs an updated, aesthetically pleasing website.
- Information should be clear and easy to find.

► Wikipedia

- A Wikipedia page offers a standardized way for your member's staff to see information on all the agencies in the district.
- It also allows clients easier access to what each agency offers.

A GOOD WEBSITE SHOULD INCLUDE

- ▶ Major & innovative programs
- ▶ The agency's impacts and outcomes
- ▶ List of the Board of Directors and Executive staff
- ▶ Annual Reports & Financial Information

SAMPLE AGENCY WEBSITE: CAPSTONE COMMUNITY ACTION

2014 By the Numbers



18815

Vermonters Served



218

Homes weatherized



5731

Vermonters fed through our
food shelves



244

Entrepreneurs trained and
supported to start or expand
businesses

WHAT OTHERS HAVE TO SAY

PARTICIPANT STORIES

ABOUT US

Below is a collection of testimonials from individuals who have worked with Capstone



Connect with us



FACEBOOK

Connect with us



TWITTER

Follow our news



YOUTUBE

Watch our videos



GOOGLE PLUS

Stay in touch

SAMPLE AGENCY WEBSITE: CAPSTONE COMMUNITY ACTION



SERVICES IMPACT ABOUT CONTACT TAKE ACTION DONATE

2014 ANNUAL IMPACTS

How Much Did We Do?

Meet Basic Needs

647
Children accessed healthy meals and snacks

3,176
Fuel assistance beneficiaries

293
Families guided through the Vermont Health Connect System by our Navigator

Build Sustainable Communities

5,731
Vermonters fed through our food shelf

1,458
People assisted with counseling to access stable and safe housing

218
Homes weatherized

74
Families assisted with ongoing Irene flood recovery

168
Multi-family housing occupants benefitted from improved energy efficiency

21
Community Kitchen Academy students graduated ready for a culinary career

373
Children prepared for school through Head Start

2,212
Tax returns prepared for low-income households

\$1,400,000
In tax refunds for low-income households resulting from tax preparation assistance

Activate and Empower

678
Drivers benefitted from transportation education, advice and support

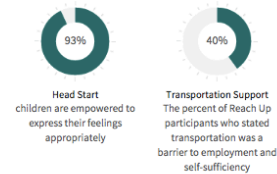
672
People participated in financial literacy, credit and planning programs

59
Vermonters saved for the future through our IRA program

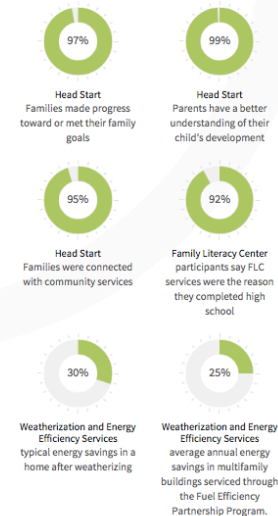
244
Entrepreneurs supported to start or expand a business

How Well Did We Do It?

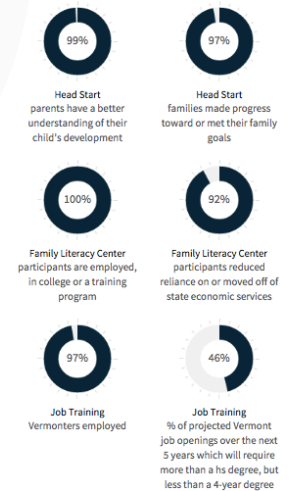
Meet Basic Needs



Build Sustainable Communities



Activate and Empower



NCAF'S WIKIPEDIA PAGE

National Community Action Foundation [\[edit\]](#)

Created in 1981, the National Community Action Foundation seeks to ensure the federal government honors its commitment to fighting poverty, especially through the work of [Community Action Agencies](#). Current Executive Director David Bradley, with the mentorship of Sargent Shriver, co-founded the organization in an effort to ensure the federal government continues supporting the Community Action Program.

Issue Areas [\[edit\]](#)

Community Services Block Grants [\[edit\]](#)

The [Community Services Block Grant](#) (CSBG) funds the nationwide network of nearly 1,100 Community Action Agencies (CAAs). These organizations create, coordinate and deliver comprehensive programs and services to about 16 million individuals living in poverty, in the United States, in order to help individuals and families achieve self-sufficiency. On January 12, 2014, Congressman Mike Fitzpatrick (R-PA), along with Congresswoman Betty McCollum (D-MN) and Congressman Jim Costa (D-CA), introduced a bill to reauthorization CSBG entitled the Community Economic Opportunity Act.

As a block grant, it is unique in that the funding is discretionary—agencies choose how to spend it in the most effective and efficient way for their community. One agency in a rural area may focus on facilitating access to reliable transportation for low-income people to get to work, while another agency in an urban center may prioritize community gardening so that residents have access to nutritious food. Among federal and state funding sources, block grants like CSBG are crucial because they provide needed choice in program allocations. They are the locally-driven answer to “one-size-fits-all” funding.

Administered by the [U.S. Department of Health and Human Services](#), funds are allocated to all 50 states, as well as the District of Columbia, federal and state-recognized Indian tribes and tribal organizations, Puerto Rico and the U.S. Territories. Members of Congress determine how much money goes to each grantee based on its share of the population with incomes below the [Federal Poverty Guideline](#). Once the allocation reaches each state, at least 90% of it is given to locally-controlled organizations, primarily CAAs, in order to create opportunities for those Americans with the lowest household incomes. Specifically, programming is targeted toward people making no more than 125% of the Federal Poverty Guideline.

Affordable Energy Programs [\[edit\]](#)

The cost of housing is one of the major causes of economic insecurity for those at the bottom of the income scale, and energy is a major of component of housing costs.

Community Action Agencies (CAA) collectively manage integrated programs that deliver federal state and privately funded energy bill assistance and home energy efficiency retrofits to eligible lower-income households. They also advocate for consumer protections and utility rate designs that ensure vulnerable consumers are treated fairly and have affordable

National Community Action Foundation

NCAF



Years Active:

1981-2015

Agencies Represented:

1,000+ in the U.S.

Executive Director

David Bradley

V • T • E

AGENCY WIKIPEDIA SAMPLE

ABC Community Action, Inc. [edit]

Founded in 1985, ABC Community Action, Inc. has been serving the greater [Washington, D.C.](#) area for over twenty-five years. One of almost 1,000 [Community Action Agencies](#) throughout the nation, the organization provides a wide variety of services for low-income individuals, including job training programs, criminal reentry programs, [Head Start](#) and [Weatherization](#) services. The organization is funded through the [Community Services Block Grant](#), along with donations from private individuals and companies. It is run by a tripartite board of directors, including local community leaders, local business leaders and elected public officials.

Programs and Services [edit]

ABC Community Action, Inc. offers countless programs and services for low-income individuals throughout the greater [Washington, D.C.](#) area. Its most utilized programs are listed below.

Head Start [edit]

Explanation of Head Start program.

Weatherization [edit]

Explanation of weatherization.

Criminal Reentry Programs [edit]

Explanation of criminal reentry programs.

Job Training Program [edit]

Details about job training programs

Other Key Programs [edit]

Explanation

Innovative Programs [edit]

Use this section to discuss your agency's most successful/innovative programs

Success Stories [edit]

After gaining the permission from appropriate program participants who offer great examples of success in a variety of different programs, write-up a few of the stories. This will show those looking into the agency the vital role that each plays in their respective communities.

Community Action Network
**ABC Community Action,
Inc.**



Years Active:
1985-2015

Organization Location
Greater Washington, D.C.

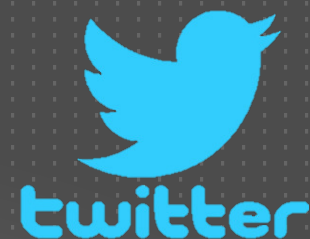
Executive Director
John Doe

Total Participants
2,500+

Congressional Representatives
Congressman Jim Doe

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TWITTER



- ▶ Twitter is the most important channel for Community Action and NCAF's legislative agenda
- ▶ Each agency should create and maintain an active twitter account to promote the CSBG reauthorization and Community Action generally
- ▶ You will not be alone! NCAF will engage with you along the way

GENERAL PRINCIPLES FOR EFFECTIVE ADVOCACY

Who to Follow:

- ▶ NCAF
 - ▶ Congressional Representatives
 - ▶ Local Leaders
 - ▶ Local Partners
 - ▶ State and National Partners
 - ▶ Program Participants
- 

GENERAL PRINCIPLES FOR EFFECTIVE ADVOCACY

Rapid Response vs. General Activity

▶ Rapid Response

- ▶ We will inform you of developments in CSBG Reauthorization, Weatherization, Appropriations, etc., and let you know when to push your representative(s) on these issues on Twitter.
- ▶ Each rapid response will have a special hashtag to clearly delineate the issues.

▶ General Activity

- ▶ The majority of your tweets will fall under this activity.
- ▶ This includes informational tweets about your programs and activities.
- ▶ This could also include #ThrowbackThursday or other “specialty” tweets.

GENERAL PRINCIPLES FOR EFFECTIVE ADVOCACY

Engagement with Representatives:

- ▶ Must follow your Congressional Representatives.
- ▶ Allows you to engage with them, but also keeps you informed on their legislative activities.
- ▶ Only engage with Representatives in “rapid response” pushes from NCAF.
- ▶ Specific, targeted Congressional updates will result in better responses from Representatives.

GENERAL PRINCIPLES FOR EFFECTIVE ADVOCACY

Tweeting Out vs. Tweeting to Engage:

▶ **Tweeting Out**

- ▶ Tweeting at appropriate individuals or organizations when discussing specific issues.
- ▶ View this like you would a press release. It's a way to get information out there.

▶ **Tweeting to Engage**

- ▶ Engaging includes responding to questions or concerns tweeted at you.
- ▶ This involves any tweet where you are asking followers to respond to you or a third party.

GENERAL PRINCIPLES FOR EFFECTIVE ADVOCACY

#LetsTalkHashtags

▶ **#CommunityAction**

- ▶ Should be included in all tweets from your agency or from agency staff when discussing programs
- ▶ A way for the Hill and the general public to see our efforts combined
- ▶ This includes spotlights on programs and the broader discussion of poverty

▶ **#CSBGReauthorization**

- ▶ Engaging includes responding to questions or concerns tweeted at you
- ▶ Include #CommunityAction and #CSBGReauthorization tags whenever possible

▶ **#ThinkingCAPs:**

- ▶ Use this hashtag when highlighting or discussion innovation in Community Action
- ▶ Whether promoting particular program or discussing innovation generally, use #ThinkingCAPs

GENERAL PRINCIPLES FOR EFFECTIVE ADVOCACY

How to Talk About Success and Innovation:


- ▶ Focus on what distinguishes your newer and more efficient program from older, less effective ones.
 - ▶ Highlight outcomes.
 - ▶ Include partners.
 - ▶ Tell Powerful Success Stories
 - ▶ Hand-Up, Not Handout
- 

WHAT WILL NCAF DO?

- ▶ We are in this together!
- ▶ NCAF will organize several social media movements including:
 - ▶ “Agency of the Week”
 - ▶ “Issue of the Month”
- ▶ We will also keep agencies informed of appropriate times for Rapid Response.
- ▶ We will discuss the “grassroots campaign” efforts through email and during a segment of the quarterly CAPFACTS Webinars.

Twitter: @NCAFNews
@BrshbackBradley

WHY NOW?

- ▶ Ultimately, Community Action needs to make this step in advocacy and promotion.
 - ▶ The longer we wait to be relevant on social media, the longer we suffer from lack of branding on the Hill.
 - ▶ Social Media allows us to be better advocates for Community Action's greater legislative agenda.
 - ▶ The 114th Session is looking to be one of Community Action's most active on the Hill in several years, and we need the network visible to push these efforts.
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QUESTIONS?