

National Community Action Month  
**2015 Toolkit**

BE

COMMUNITY

ACTION



1140 Connecticut Avenue NW, Suite 1210  
Washington, DC 20036  
[www.communityactionpartnership.com](http://www.communityactionpartnership.com)

# WELCOME

**Community Action Month** is a time to highlight the achievements of families and communities as well as the great work done by Community Action all year long. The Community Action Month Toolkit provides CAAs with tools, inspiration, and this year a calendar of activities to help the Network of 1,000 CAAs to coordinate efforts and work together to highlight the great work going on across the US.

This year we ask you to **#BeCommunityAction**. Every day you are the embodiment of the Promise of Community Action. Every day you are helping people and changing lives. Every day you inspire hope and provide opportunity. Every day you are making a difference. This May, don't be shy about telling your story and that of the families you serve.

Join us this May and be creative, embrace social media, celebrate volunteers and individual success stories, and honor the work of the board and staff at your CAA. Know you are part of a national voice of helping people and changing lives and **#BeCommunityAction!**

Denise Harlow, CCAP  
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.



Community Action has been putting a human face on poverty for more than 50 years while advocating for those who don't have a voice, helping to replace despair with opportunity. We have provided much needed services and opportunities to millions of low-income people and families. We've helped improve lives and communities by providing Head Start, Individual Development Accounts, financial education, job training, affordable housing, community and economic development, natural disaster relief and recovery, health care, energy assistance, and much more. The lives we touch then go on to contribute to and create new possibilities for those around them. Your amazing work and its impact is cause to celebrate! As a Community Action family, we should rejoice in where we've come

from, who we are, and where we're going. **National Community Action Month 2015** is an opportunity for Agencies and Associations across the Country to revitalize their audiences, clients, employees and stakeholders with a passion for poverty fighting.

As we look toward the NEXT 50 years of Community Action, this special toolkit is designed to help you showcase your CAA as an essential part of your local and regional communities. The activities suggested go beyond just op-eds and in-services. They are fun and creative suggestions to help commemorate **National Community Action Month 2015** by breaking down the silos of your agency departments, strengthening the bonds of friendship and collaboration in your network, and engaging new champions for your anti-poverty mission.

# Every day is **THE DAY** to affirm your commitment to the Promise of Community Action

## **BE INSPIRED**

President Lyndon B. Johnson brought the concept of a “War on Poverty” to the America public in his first State of the Union address on January 8, 1964. He knew then as we know now that the war against poverty must be won in the field, in every private home, in every public office, from the courthouse to the White House.

## **BE PROUD**

Community Action past, present and future is an essential aspect of building and promoting economic security which in turn has and will continue to enable and enhance stronger communities throughout America.

## **BE DETERMINED**

Community Action already serves 99% of America’s counties in rural, suburban, and urban communities because it is right, because it is wise, and because, in our hearts and minds, we believe it is possible to conquer poverty in our lifetime.

## **BE INNOVATIVE**

Community Action strikes poverty at its source, not by imposing generic programs upon hundreds of different situations, but by implementing innovative programs that local residents appreciate as being created to meet their specific problems and needs.

## **BE ENTHUSED**

Community Action assists veterans, senior citizens, families, children, students, and everyone in between and because of us there are people who have not only risen out of poverty, but have been able to purchase homes, get college degrees, or start their own businesses.

## **BE MOTIVATED**

Community Action will continue to promote self-sufficiency for the disadvantaged ensuring that all citizens are able to live in dignity; to implement innovative and cost-effective programs to improve the lives and living conditions of the impoverished; to provide support and opportunities for all citizens in need of assistance; and be a major voice of reason in achieving economic mobility.

## **BE COMMUNITY ACTION**

Change people’s lives, embody the spirit of hope, dedicate yourself to helping people help themselves and each other.



# Take Action in Your Community



Community Action lives in our fast-paced, online world. For **National Community Action Month 2015**, we hope you will blog, Tweet and post about your CAA's outstanding programs and participants. If you haven't engaged with Pinterest and Instagram, we think you should consider them as a way to share pictures and infographics of your team in action. Feel free to allow the affirmations of this toolkit to guide your outreach, using the 2015 hashtag **#BeCommunityAction** as you go.

Any press release should include information on when you plan to host events to highlight

success stories, honor program participants' personal achievements, or call attention to poverty-related issues.

However, media, in its many forms, is not the only solution to building awareness of our Network, your organization, or its people. It is our hope that these suggested **National Community Action Month 2015** activities will help facilitate interactions that will expose audiences to you, your staff, volunteers and agency, and hence, to Community Action's role in helping low-income families move out of poverty and achieve economic security.

Every event, project, and idea on this page could be modified for your specific agency and will provide excellent inspiration for social media posts, featuring **#BeCommunityAction**. Be bold and take every opportunity to invite the media to spend time with your team to celebrate National Community Action Month 2015. Don't forget to follow up every press release sent with a personal call or email. Photos and success stories are always welcome at the Partnership office; email them to Natalie Kramer at [nkramer@communityactionpartnership.com](mailto:nkramer@communityactionpartnership.com).

**May Day!  
May Day!**

Make May baskets and drop off at partner offices.



Host a  
**POVERTY  
SIMULATION**  
Share the realities in  
your community.

3

**OUR HOUSE IS A VERY  
VERY VERY FINE HOUSE**

Schedule tours or  
open houses.

**I HEAR YOU  
KNOCKING**

An email isn't  
enough, pick up  
the phone and  
call your media  
contacts in person.

**card  
sharks**

**"YOU  
PLUS  
TWO"**

BOARD MEETING

**A Good Sport**

Engage local sporting  
programs for your staff

**watch  
success  
grow**

**partner  
UP**

10

**feel the need  
for speed**

Help staff tear down  
silos with a speed  
networking session.

**lend me  
your ears**

Host a town hall for  
your staff, volunteers  
and clients.

12

**take it to the  
bank(sy)**

Paint a mural  
on your building.

13

**lets go to the mall**

14

**eat local  
meet local**

15

**dance like  
no one is  
watching**

PLAN A FLASH MOB

16

**work in  
harmony!**

Schedule a lesson or sing along  
with your community choir

17

**keep  
America  
beautiful**

**avatar  
awareness**

Get every staffer to change  
their FB profile pic to the  
huggy heart.

18

**now you see ...  
Yourself**

Show your staff how  
amazing they are!

19

**the more  
you know!**



TWITTER DAY

20

**selfie  
seminar**

Host a class on phone photos to  
help take better action shots.

22

**surprise!**

Throw a surprise party  
for your volunteers and  
support staff.

**eat them up yum**  
Schedule a give  
back day.

24

**we have to  
go back!**

MAKE A  
TIME CAPSULE



**alien invasion**

Schedule a reddit AMA.

25

**awards  
day!**

Time to Apply for  
National Awards!

26

**taking it to  
the street  
CAR ART**

27

**weekday  
update**

COMMUNITY THEATER

28

**interrupt regularly  
scheduled programs**

29

**#missionmoment**

Share Stories on Facebook  
about the moment the  
promise of community action  
hit home.

30

**Save the  
Date!**

Make plans today to share your  
stories at the National Community  
Action Conference.

6 | @CAPartnership | #BeCommunityAction



1

Make May Baskets for your Partners, Board and/or Media Contacts. They can be made from a piece of paper rolled into a cone shape. Add a flower, candy, and a note that says **#BeCommunityAction** this spring.

2

Host a **POVERTY SIMULATION**. This experience will help share the facts about poverty in your community WITH your community. Don't have a kit? Considering partnering with an agency that does.

3

Agency Open Houses are a great way to spur spring cleaning and have fun. Be sure to invite your local chamber of commerce and the media.

4

As in so many situations, relationships are key. Before you spend another Community Action Month emailing press releases, pick up the phone and introduce yourself to story editors and news directors around your community. Thank for their work, and ask how THEY best like to be approached about stories.

5

Send hand signed cards to your city and county commissioners. Extra points if the cards are made by your head start students and signed by staff and board members.

6

Getting your board engaged in development can be tough. But getting them to invite just TWO friends and colleagues to a special board meeting, or even an Open House (see #3), that is a simple way they can **#BeCommunityAction**.

7

Communities often feature fantastic programs that get KIDS moving. But a day outside with a local golf or biking pro, for example, would be fun, healthy and educational for ADULTS too!

8

Gardening is great exercise, improves mental health, and provides a source of healthy, local food. Bring your local Master Gardeners or Farmer's Market to teach your staff simple steps that they can pass on to others.

9

What's worse than a **BLANK** billboard? An outdated one. Use Community Action Month as an excuse to talk to your local Billboard Vendor about providing material for spaces between contracts.

10

We gravitate toward people we already know. Great for friendships, bad for agency culture. Take an afternoon and host a speed networking social. Provide comfortable chairs and guided questions and watch the program silos fall down.

11

Use Community Action Month as a chance to build consensus around **The Promise** and your mission. Encourage attendees to submit questions ahead of time to be sure to maximize their investment of time and attention.

12

Mural art is a proud tradition of community building. Collaborate on a design and allow your inner, and maybe even hidden, artists to come shining through.

13

Not unlike #9, blank space serves no one. Contact your mall management about donating empty shop or kiosk space to your agency to celebrate Community Action Month. Be prepared with both promotional material to hand out and ways for volunteers to get involved.

14

Whether you have 4 employees or 40, pick a local restaurant or shop that you'll all visit in **ONE DAY** to celebrate Community Action Month. Let that small business see your power and feel your support.

15

Pick a fun song, an easy dance, and be willing to get silly. You'll need to get permission from your host location before performing, but think of all the smiles of surprised strangers who will have a new perspective on what it means to **#BeCommunityAction**.

16

Collaboration is key to our network's success. Learning how to sing together in harmony is a fun metaphor for the skills needed to **#BeCommunityAction**. It is also a new way to engage with your civic choir or college a Capella group.

17

Another way to literally make America a better place to live is to make it cleaner and safer. Use the skills you learned from #8 and beautify a local community garden or Head Start building grounds.

18

Profile pictures on Facebook can be anything: dogs, friends, cartoon characters. Why not your agency logo for a week? For more fun, and greater reach, offer an incentive like an extra casual day or a pass to take off work early if 100% of staff participates.

19

Sometimes a Community Action family member can work **SO HARD** they forget how awesome they are. Show them by bringing in a professional photographer to take pictures of them in the best light.

20

Scared of Twitter because you think you don't have enough to say? Ask every staff member for one fact about their background or experience that makes them special. Then flood your feed with a day of special insights into what it looks like to **#BeCommunityAction**.

21

The camera in your phone is a powerful tool. Bring in a professional to teach your team about the rule of thirds, back lighting, and how not to look so posed in candid shots.

22

Annual awards and recognition are a great way to celebrate National Community Action Month. Bring back the jubilation to this tradition by **SURPRISING** staff and volunteers with the accolades.

23

Over 50 different chain restaurants offer opportunities where a percentage of sales can benefit a cause or organization; one may very well be in your backyard. Unsure? Just pick up the phone and ask.

24

Gather what it means to **#BeCommunityAction** into a time and weather resistant container. Include an item from each department and program in your agency. Then work with your local Parks & Rec or Historical Society to help arrange the best location.

25

Not familiar with Reddit? Seek out an active participant in the community, get instant "cool points" for even thinking of the idea, and getting ready to think about Community Action in a whole new way by hosting your own "**Ask-Me-Anything**."

26

Hopefully by now, through team building and networking, you've learned new and exciting things about your Community Action family. Spend the day nominating rock stars for the **Jayne Thomas and Sargent Shriver awards**.

27

Our agency vehicles could be moving billboards. Car paint is inexpensive and non-toxic and will make it possible for people all over town to see **#BeCommunityAction** driving by.

28

It doesn't have to be "Live in NYC" for there to be lots of valuable lessons to be had from visiting your local community theatre or college drama department to learn about teamwork and improv.

29

Not unlike your agency, PBS stations are often looking for volunteers. Reach out to your local pledge drive director and see if some of your staff can volunteer for a live phone bank.

30

Struggling to create regular content for Facebook? Ask every staff member to share their **#MissionMoment** with you. Your social media calendar will be full for weeks.



Have you had an amazing month? Share your **#BeCommunityAction** stories at the National Convention in August. Register today!



COMMUNITY ACTION PARTNERSHIP ANNUAL CONVENTION

COMMUNITY ACTION 2015:  
**Empowering Families,  
Transforming Communities**  
August 25-28

SAN FRANCISCO MARRIOTT MARQUIS  
SAN FRANCISCO, CALIFORNIA

## SOCIAL MEDIA



**SOCIAL MEDIA** refers to interactions via tools like social networks and web sites created to share photos and stories and information and video. Social media is a permanent part of our culture, (did you know that people now check their Facebook account more frequently than their email?), and hence a necessary part of your outreach strategy, especially during National Community Action Month.

We have provided you with a Tweet for every day, and a Facebook post for every week, of National Community Action Month, ready for you to copy and paste into your own account. But don't feel limited to just these examples. There is never a bad time to post a link to your website, or a picture of your staff with a cute animal, (seriously, the power of Kawaii, or the "spirit of cute", works every time.) As we mentioned earlier, be encouraged to explore Pinterest, Instagram, Periscope, or other platforms.

If you're already utilizing social media: great! These tips and suggestions will add to your amazing work. If your organization is just venturing into this world, it's a firm foundation of content to get you started. Other tips to make your Social Celebration of National Community Action Month a Success:

- Add links to your Website, Twitter, and Facebook, along with **#BeCommunityAction**, to your Email Signature
- Follow and/or Like all of your local media and elected officials.
- Follow and/or Like as many of your fellow Community Action family members as possible.
- Don't be afraid to ask, and answer, questions.
- Visit [www.tinyurl.com](http://www.tinyurl.com). Enter your website's URL. Copy your shortened link for future use in all social media postings.
- When in doubt, speak from your (huggy) heart. And double check your spelling.



## TWEETS

1. The Promise of **#CommunityAction** is we make America a better place to live. Celebrate with us all month long
2. The **#workingpoor** are all too real. So are the solutions. That's why you should **#BeCommunityAction**
3. Leadership, Courage, Opportunity, Promise. Learn more about us during National **#CommunityAction Month**
4. This National **#CommunityAction Month**, we are grateful for the stability of **#CSBG** and how it helps us house the homeless
5. Ending **#poverty** one Promise at a time. Schedule a visit and **#BeCommunityAction**
6. Dedicate yourself to recognizing human potential. **#BeCommunityAction**
7. Outraged about **#poverty** but don't know what to do about it? **#BeCommunityAction** and volunteer with us today
8. National **#CommunityAction Month**: Celebrating the voice of EVERY person in EVERY community
9. Join us in the fight against **#poverty**! **#BeCommunityAction**

10. “We must open the doors of opportunity. But we must also equip our people to walk through those doors.” President L.B. Johnson
11. If you’ve seen one **#CommunityAction** agency, you’ve only seen ONE. Our focus is on local problems to create local solutions. With YOU!
12. “It is harder to fix broken men than raise strong children.” Frederick Douglas **#BeCommunityAction**
13. 25% of **#EITC** eligible families don’t KNOW they’re eligible. **#CommunityAction** is working to change that.
14. Helping people help themselves and each other. Keeping the Promise of **#CommunityAction** for National Community Action Month & always.
15. The Learning Communities Resource Center bonds our national network through innovation. Be stronger together and **#BeCommunityAction**
16. Over 1.2 Million families receiving services from **#CommunityAction** depend on wages for their income. **#TalkPoverty**
17. National **#CommunityAction Month**: Making the Most of Every Resource, Seeing the Best in Every Person.
18. It’s great partners like **@NASCSP @NCAF @TalkPoverty @FRAC @CAPLAW & @FeedingAmerica** that help us **#BeCommunityAction**
19. **#CommunityAction** works because of our amazing people.
20. Why does **#CommunityAction** work? Maybe because of our diverse board structure that brings community & government together for good.
21. “You might be poor, your shoes might be broken, but your mind is a palace.” Frank McCourt **#BeCommunityAction**
22. 36% of our unemployed have been out of work for 27+ weeks. That’s inspiration to create opportunity. **#BeCommunityAction @UrbanInstitute**
23. Embodying the spirit of **#hope** every day as we fight hunger, poverty, and injustice. **#CommunityAction** works. Learn more today.
24. Community Needs Assessments are key to strong programs and services and are the heart of our work. **#BeCommunityAction**
25. Over 47% of families receiving **#SNAP** are working. Let **#CommunityAction** help change your mind about **#poverty**, assistance & the future.
26. No gift is too small to be recognized. Happy National **#CommunityAction Month**.
27. National Network. Local focus. Working with you to end **#poverty** in our time, and our communities.
28. On average, a **#CommunityAction** agency has 115 employees, 813 volunteers, and 25 board members. Surprised? Get to know us today!
29. America’s wealth grew 60% in past 6 years. In the same time, number of homeless children also grew by 60%. That’s why we need **#CommunityAction**.
30. Last year, **#CommunityAction** changed the lives of 6.7 million families.
31. It’s been an amazing National **#CommunityAction** month! Excited to share stories at the **@CAPartnership** Conference in August.



## FACEBOOK

**1.** It's National Community Action Month. All May long, our team will be out and about showing you a side you've never seen before. Watch for updates, share our photos, and comment frequently with questions, or suggestions about where we should fight poverty next. Together, we can make America a better place to live!

**2.** Poverty is more than a lack of money. But financial literacy is a step toward fighting it. This National Community Action Month, challenge yourself to a greater understanding of debt, credit, banking and how they relate to opportunity.

**[www.consumerfinance.gov/your-money-your-goals](http://www.consumerfinance.gov/your-money-your-goals)**

**3.** Our agency, like our entire network, strives to create comprehensive solutions to inequality and injustice in your community. Our strength is based on the heart of our staff, and the creativity of our local, state, and Federal partners. We are celebrating National Community Action Month with all organizations who share our collaborative vision.



**4.** 47 million people in America are dealing with poverty. But we will always take the time to show you that YOUR family is special because we understand that your needs are specific. We'll work with you, one on one, til the war on poverty is won.

**5.** National Community Action Month wouldn't be the same without our National network. 1,000 agencies across the country, empowering families and transforming communities.

**[www.communityactionpartnership.com](http://www.communityactionpartnership.com)**

# SAMPLE EVENT ANNOUNCEMENT NEWS RELEASE

**FOR IMMEDIATE RELEASE:** [insert date]

**TO:** MEDIA OUTLETS

**FROM:** AGENCY MEDIA CONTACT: [insert name, ph# and/or email]

**RE:** Observing 51 Years Of Community Action Service

On August 20, 1964 President Lyndon B. Johnson signed the Economic Opportunity Act which created a variety of programs, including Community Action Agencies, as part of his War on Poverty. He knew then as we know now, that the war against poverty must be won in the field, in every private home, in every public office, from the courthouse to the White House. "Community Action Month is a wonderful time to honor and celebrate the impact Community Action has in the lives of families and communities across the country," stated Denise Harlow, National Community Action Partnership CEO. "Agencies are successful every day in helping families achieve economic security. Given that the needs of each family and community are unique, Community Action is able to use a range of resources and programs to meet local needs in creative and impactful ways."

**[insert your CAA name]** was established in **[insert year]** to wage the war on poverty on a personal level in **[insert city, county and/or state]** by promoting self-sufficiency for those of limited income ensuring that all residents are able to live in dignity; by implementing innovative and cost-effective programs to improve the lives and living conditions of the impoverished; by providing support and instruction for everyone in need of assistance; and by being a major voice of reason in establishing welfare system reforms.

**[insert your CAA name]** statistics underscore the positive impact we've had on our neighborhoods. We help countless individuals improve their lives each year by providing them essential services and life-changing opportunities through Individual Development Accounts, financial education and job training as well as making available affordable housing, economic development, natural disaster relief and recovery, health care, energy assistance, and so much more.

**[insert your CAA name]** success stories are a testament to our measurable results, such as: **[insert 1-2 local anecdotes ]**.

Despite experiencing budget cuts, shrinking resources, and increased demands for services during these challenging economic times, **[insert your CAA name]** has been remarkably successful assisting the low-income veterans, senior citizens, families, children, students, and everyone in between of **[insert city, county and/or state]** to achieve and maintain economic security because as **[insert your ED name]** attests: "Our staff is committed to their task of replacing disadvantages with opportunities because it is right, because it is wise, and because, in our hearts and minds we believe it is possible to conquer poverty in our lifetime."

**[insert your CAA name]** will host **[insert event name]**. **[insert event details]**.

**FOOTER:** Based in Washington, DC, the Community Action Partnership provides training and other services to more than 1,000 Community Action Agencies across America that help 20 million low-income people and families achieve economic stability and improve their lives. For more information, visit [www.communityactionpartnership.com](http://www.communityactionpartnership.com) or follow the organization on Twitter, @CAPartnership

## SAMPLE NATIONAL COMMUNITY ACTION MONTH PROCLAMATION

**WHEREAS**, Community Action sprang from the heart of President Lyndon B. Johnson's 1964 proclamation of America's "War on Poverty" where the battles must be won in the field, in every private home, in every public office, from the courthouse to the White House; and

**WHEREAS**, Community Action has been putting a human face on poverty for 51 years by advocating for those who don't have a voice so that they may enter the middle class and reach for the American dream, replacing their despair with opportunity; and

**WHEREAS**, Community Action builds and promotes economic stability as an essential aspect of enabling and enhancing stronger communities which in turn promotes self-sufficiency for the limited income ensuring that all Americans are able to live in dignity; and

**WHEREAS**, Community Action has enhanced the lives of millions across America by providing essential, life-changing services and opportunities such as affordable housing, economic development, health care, energy assistance, natural disaster relief and recovery; and

**WHEREAS**, Community Action already serves 99% of America's counties in rural, suburban, and urban communities and because it is right, because it is wise, and because, in our hearts and minds we believe it is possible, we will conquer poverty in our lifetime; and

**WHEREAS**, Community Action will continue to implement innovative and cost-effective programs to improve the lives and living conditions of the impoverished; continue to provide support and opportunities for all citizens in need of assistance; and continue to be a major voice of reason in establishing welfare system reforms;

**NOW, THEREFORE, I** [insert name & title] of [insert city and/or state name], do hereby proclaim May 2015 as COMMUNITY ACTION MONTH in recognition of the hard work and dedication of all **[insert city and/or state name]**, Community Action agencies.

**IN TESTIMONY WHEREOF, I** have hereunto set my hand and caused to be affixed the Great Seal of [insert city and/or state name], on this day of **[insert date]**.

**SIGNATURE OF:** *[insert name]*

**BY THE:** *[insert title]*

**OF:** *[insert city and/or state name]*

## EMPOWERING FAMILIES, TRANSFORMING COMMUNITIES

**Our volunteers and clients are our heart,** our champions. As mentioned in the activities calendar, we encourage your agency to celebrate excellence with awards ceremonies at the local level. National Community Action Month is also a great time to consider those celebrated individuals as potential nominees for the Community Action Partnership's Sargent Shriver Achievement and Jayne Thomas Grassroots Volunteer Recognition Awards.

Our 2015 winners will join an exciting and honorable list that includes recipients like:

- **Donna Hudson**, who received the **2014 Sargent Schriver Achievement Award**. She came to the Little Dixie Community Action Agency in 1995 through a work study program and grew to become a motivational speaker for young women who have been imprisoned, addicts, and/or victims of abuse.
- **Helen Stanton**, EICAP's Volunteer Ombudsman Coordinator, was presented with the **2009 Jayne Thomas Grassroots Volunteer Recognition Award** after giving over 10,000 volunteer hours before being hired full-time to coordinate the program she had already devoted so much passion to.
- **Susan Warner** received the **2012 Sargent Schriver Achievement Award**. Her story started at Western Carolina Community Action Agency in 2006 after she lost her mid-level job in human services due to cutbacks, but she

journeyed on to graduate Summa Cum Laude with a degree in psychology.

- **Boyd Koehn**, Chairperson for SEK-CAP's board of directors, was presented with the **2010 Jayne Thomas Grassroots Volunteer Recognition Award**. Mr. Koehn earned this recognition by dedicating decades to the Promise. SEK-CAP Executive Director Steve Lohr, said, "In my 31 years with SEK-CAP, I have not seen another individual as extraordinarily devoted to helping people and changing lives. It was an honor to watch with pride as he received this prestigious award."

The spirit of hope lives in each and every member of your team and that is why the national awards are not just a reason for a gala and they are more than a simple plaque. They are an opportunity to place a spotlight on the most important aspects of Community Action: that it works, and that together, we are making America a better place to live.

Take the time to nominate a new candidate, or re-nominate individuals who have been previously submitted, but have not yet won this award. To ensure your candidate's eligibility, be sure to only submit complete nomination packets with the official nomination form, narrative, and a letter of support. The executive director or CEO of the Community Action Agency for which the award recipient serves will be notified at least one month before the 2015 Annual Convention. The award will be presented during the Awards Gala on Thursday, August 27.



## The Jayne Thomas Grassroots Volunteer Recognition Award

Named in honor of Jayne Thomas, a preeminent Community Action leader in Virginia, this award was established in 1988 to recognize and honor volunteers who are devoted to changing people's lives and who have made a significant and outstanding contribution toward accomplishing the promise of Community Action. To nominate such a person submit the following by June 5, 2015:

- Official nomination form
- A narrative that chronicles the demonstrated contributions of your nominated local volunteer to include their length of service, scope of service

and degree of leadership within your CAA and/or the community they serve. Please note advocacy efforts to change people's lives and outstanding contributions toward giving a voice to the poor.

- A letter of support from your CAA executive director with clear, concise, and descriptive examples of how the nominated volunteer through activities and accomplishments has met the award criteria noted above. Letters from other supporters may also be included.
- If your nominated volunteer is selected, you will need to provide a two-minute video featuring your nominee.



# 2015 The Jayne Thomas Grassroots Volunteer Recognition Award

## NOMINATION FORM

Name of Nominee: \_\_\_\_\_

Nominator Name & Title: \_\_\_\_\_

Nominator's CAA: \_\_\_\_\_

CAA Full Address: \_\_\_\_\_

CAA Phone: \_\_\_\_\_

CAA Fax: \_\_\_\_\_

CAA Email: \_\_\_\_\_

**AWARD:** If your state or agency recognizes special volunteers during National Community Action Month, or at any time during the year, please submit their names as nominees. The Partnership will provide a complimentary hotel stay and Convention registration for each award recipient.

### NOTE

Form, narrative, supporting letter(s) and/or documentation must be postmarked, faxed, or emailed on or before June 5, 2015.

### TO:

**Avril Weisman, CAO**

Community Action Partnership

1140 Connecticut Avenue, NW, Suite 1210

Washington, DC 20036

Phone: (202) 265-7546

Fax: (202) 265-5048

[aweisman@communityactionpartnership.com](mailto:aweisman@communityactionpartnership.com)

# The Sargent Shriver Achievement Award

Named in honor of Sargent Shriver, the first Office of Economic Opportunity Director, this award was established in 1995 to recognize and honor the accomplishments of individuals who, with the assistance of a Community Action Agency, have changed their lives by achieving economic stability, self-sufficiency and independence and then have gone on to help others turn their hopes into reality by improving their communities through advocacy, volunteerism, public service, or some other vehicle. To nominate such a person submit the following by June 5, 2015:

- Official nomination form
- A short narrative that chronicles your nominated community hero's progression from program participant to community advocate. We encourage you to attach supporting documentation such as articles and/or photos.
- A letter of support from your CAA executive director with clear, concise, and descriptive examples of how the nominated community hero through activities and accomplishments has met the award criteria noted above. Letters from other supporters may also be included.
- If your nominated community hero is selected, you will need to provide a two-minute video featuring your nominee.

# 2015 Sargent Shriver Achievement Award

## NOMINATION FORM

Name of Nominee: \_\_\_\_\_

Nominator Name & Title: \_\_\_\_\_

Nominator's CAA: \_\_\_\_\_

CAA Full Address: \_\_\_\_\_

CAA Phone: \_\_\_\_\_

CAA Fax: \_\_\_\_\_

CAA Email: \_\_\_\_\_

**AWARD:** If your state or agency recognizes special volunteers during National Community Action Month, or at any time during the year, please submit their names as nominees. The Partnership will provide a complimentary hotel stay and Convention registration for each award recipient.

### NOTE

Form, narrative, supporting letter(s) and/or documentation must be postmarked, faxed, or emailed on or before June 5, 2015.

### TO:

**Avril Weisman, CAO**

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**CCAP, NCRT**

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