COMMUNITY ACTION MONTH

BOARD ENGAGEMENT GUIDE

Showing Your Community Action Pride on Social Media

Let your friends and followers on social media know how much your service to your Community Action Agency means to you by sharing our "Proud Board Member" Huggy Heart design!

Advocate for Community Action

There are lots of ways to advocate for your CAA, from sharing an agency success story on social media, to inviting an elected official to visit your agency, or writing an op-ed for your local newspaper. Our "Advocacy for CAA Boards" webinar discusses additional ideas and necessary skills for engaging in advocacy work.

Recite the Community Action Promise on Video or Facebook Live

On Saturday, May 1st join CAAs across the country in reciting the Community Action Promise on social media via Facebook Live, a recorded Zoom meeting, or however you shoot video.
Celebrate Heritage Months

- Haitian Heritage Month
- Jewish-America Heritage Month
- National Asian American and South Pacific Islander Heritage Month
- South Asian American Heritage Month

Share our Heritage Month graphics.

MAY 2021

1. **BABY DAY**
   - Share our graphic and/or spotlight your own Early Head Start or Whole Family services.

2. **MOTHER'S DAY**
   - Share the Mother's Day graphic.

3. **HAPPY MOTHER'S DAY**
   - Share our graphic.

4. **NATIONAL TEACHER'S DAY**
   - Share our Teacher Day graphic or honor your own Head Start teachers.

5. **HAPPY CINCO DE MAYO**
   - Share sample social media posts and graphics or promote your own data/success stories.

6. **NATIONAL DAY OF PRAYER**
   - Share our graphic honoring nurses or use social media to share expressions of hope and healing for healthcare workers and those who are suffering as a result of the COVID-19 pandemic.

7. **PROVIDER APPRECIATION DAY**
   - Share Provider Appreciation Day graphic and/or honor your own child care providers on social media.

8. **STAT SATURDAY**
   - Share sample social media posts or promote your own data. #StatSaturday

9. **FIRST DAY OF COMMUNITY ACTION MONTH**
   - Share a video reciting "The Promise of Community Action.

10. **TRANSFORMATION TUESDAY**
    - Use the Social Media Creator to promote your agency's mission.

11. **WEATHERIZATION WEDNESDAY**
    - Share Weatherization Wednesday graphic, sample tweets provided.

12. **THROWBACK THURSDAY**
    - Share Shriver graphic and/or post your own #TBT photo.

13. **NCAP HEALTH INTERSECTIONS CONVENING**
    - Sample tweets provided, or create your own #FactFriday

14. **INTERNATIONAL DAY OF FAMILIES**
    - Share International Day of Families graphic, sample tweets provided.

15. **HARVEY MILK DAY**
    - Share our graphic honoring Harvey Milk.

16. **HUGGY HEART DAY**
    - Color the Huggy Heart and post to social media.

17. **HEAD START'S BIRTHDAY**
    - Share our graphic celebrating Head Start.

18. **IMPACT WEDNESDAY**
    - Share sample social media posts and graphics or promote your own data/success stories.

19. **THANKFUL THURSDAY**
    - Thank your board members.

20. **WORLD DAY OF CULTURAL DIVERSITY**
    - Share World Day of Cultural Diversity graphic.

21. **HAPPY MEMORIAL DAY**
    - Throw a pizza party for staff and post photos to social media.

22. **FIRST DAY OF COMMUNITY ACTION MONTH**
    - Post "I love Community Action" selfies on social media.

23. **SUPER SOUL SUNDAY**
    - Shoutout to faith-based leaders and initiatives that are providing needed access to resources and opportunity in local communities.

24. **IMPACT MARDI GRAS**
    - Sample social media graphics provided.

25. **TRAINING TUESDAY**
    - Sample tweets provided.

26. **IMPACT WEDNESDAY**
    - Share sample social media posts and graphics or promote your own data/success stories.

27. **FUN FRIDAY**
    - Post "I love Community Action" selfies on social media.

28. **SATURDAY SHOUTOUT**
    - Shoutout local partners on social media.

29. **MEMORIAL DAY**
    - Sample social media graphics provided.

30. **AFRICA DAY**
    - Use the Social Media Creator to thank folks for participating in Community Action Month.

31. **FIRST DAY OF COMMUNITY ACTION MONTH**
    - Sample social media graphics provided. #CommunityActionResponds