

60th Anniversary of Community Action Tools & Resources

2024 will mark 60 years since the birth of Community Action! Begin planning now on how your agency will celebrate this major milestone in fight against poverty. The Virginia Office of Economic Opportunity will be weaving the anniversary of community action in our messaging throughout the year, especially surrounding [Community Action Month](#) in May. **When you've confirmed your plans, use this link to let us know what you have scheduled:** [Click Here to Let Us Know Your Plans](#).

60th Anniversary Logo

NCAP has unveiled a new logo in recognition of 60 years of Community Action. Please join us in honoring Community Action's legacy by incorporating the logo in your communications and marketing materials.



[Download Logo](#)

Community Action Fact Sheets

As you reach out to media outlets and community partners to promote the 60th Anniversary, we invite you to utilize these fact sheets for talking points. The most current statewide dashboard is also available for the latest data on the impact of community action statewide.



[Link to Fact Sheets and Dashboard](#)

Sample Social Media Posts and Graphics

The 60th Anniversary of Community Action is the perfect opportunity for you to tell your client stories and share your impact with your social media followers. Share videos, photos, and posts on social media using **#CommunityAction60** and **#60YearsStrong**. The following is a list of sample posts and graphics to get your started. There are many more available in the [NCAP 60th Anniversary Toolkit](#).

- *[NAME OF AGENCY] is thankful to be part of America's network of 1,000+ Community Action Agencies, working to provide life-changing services that build pathways to opportunity in 99% of U.S. counties! #CommunityAction60*
- *For 60 Years #CommunityAction Agencies have been proud to offer a wide variety of services aimed at improving quality of life for communities. #CommunityAction60*
- *#WholeFamily provides a road map for #CommunityAction Agencies to have a comprehensive approach to break the cycle of intergenerational poverty. Celebrating 60 years, Community Action continues to seek out innovative ways to make a real impact! #CommunityAction60*
- *#CommunityAction has been going strong for 60 years helping people like [Client Name]. See how [Agency Name] helped [Client Name] move out of homelessness and become a successful business owner [Or Other Impact]! [Link to Full Story] #CommunityAction60*



[Facebook Graphic](#)



[Twitter Graphic](#)



[Instagram Graphic](#)



[Facebook Graphic](#)



[Twitter Graphic](#)



[Instagram Graphic](#)

Sample Press Release and Proclamation

During Community Action Month, invite your local print and broadcast media to your events and celebrations. The work your agency is doing in your community is a story that needs to be told and your local news media is often searching for uplifting and positive content. You may also wish to request a proclamation from your city/county leaders as a great way to raise awareness as well.



[Download Sample Press Release](#)



[Download Sample Proclamation](#)

More Ways to Celebrate the 60th Anniversary

- For more tips and tools for the 60th Anniversary and Community Action Month, the [Official Community Action 60th Anniversary Toolkit](#) has loads of project ideas, tips for working with your board, helpful photography and video skills, and much more.
- Community Action Month is the perfect opportunity to leverage your 60th anniversary messaging. Use the [2024 Community Action Month Toolkit](#) for more ideas!