

COMMUNITY ACTION MONTH

CALENDAR OF ACTIVITIES & OBSERVANCES

- **Sunday Success** (Sunday, May 3rd and 24th) – Share a customer, staff, or volunteer success story to social media using the hashtag **#SundaySuccess**.
- **Throwback Thursday** (Thursday, May 7th and 28th) – Post throwback photos of agency staff, old newspaper clippings featuring your agency, or photos from around the office that have been taken over the years. **#TBT**
- **Color the Huggy Heart** (Tuesday, May 12th) – This year, we're holding Huggy Heart Day on Tuesday, May 12. You can find a blank copy of the Huggy Heart on page 9. Be sure to share your Huggy Hearts on social media using the hashtags **#CommunityActionWorks** and **#WeRI000Strong**.
- **We Count Wednesday** (Wednesday, May 13th) – We Count Wednesday is a new theme that we've added this year to help promote the importance of the 2020 Census. Please feel free to use any of our sample social media posts as well as our **#WeCountWednesday** meme.
- **Raising Visibility with the Local News Media** – Community Action Month is an excellent opportunity to work with your local news media to garner coverage. This toolkit provides tips on interviewing, writing press releases and more.
- **National Pizza Party Day** (Friday, May 15th) – On Friday, May 15, consider holding a pizza party for your team or customers in celebration of National Pizza Party Day. Remember to take pictures or a video of these activities and post them on social media with the hashtags **#FunFriday** and **#NationalPizzaPartyDay**.
- **Social Saturday** (Saturday, May 23rd) – Have some great photos from the last community event you hosted? Show your followers and folks from around the network what your agency has been up to by posting them to social media using the hashtag **#SocialSaturday**. You could even plan a community event for the 23rd and shoot a Facebook Live from your smartphone! See our Social Media 101 Webinar for Facebook Live how-to and tips.
- **"I Love Community Action Selfies"** (Friday, May 29th) – Post a selfie to social media with the "I Love Community Action" sign located on page 25. **#FunFriday**
#CommunityActionWorks **#WeRI000Strong**
- **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!



MAY 2020

First Day of Community Action Month

Share the Promise meme
#CommunityActionWorks

2 Stat Saturday

Sample tweets provided
#StatSaturday

3 **SUNDAY SUCCESS!**
Share a customer, volunteer, or staff success story.
#SundaySuccess



STAR WARS DAY
Share our #Maythe4thBeWithYou meme

5 **National Teacher's Appreciation Day**
Share our meme honoring teachers
#NationalTeacherDay

6 **Impact Wednesday**
Share Impact meme, sample tweets provided

National Nurses Day

7 **throwback thursday**
Share LBJ meme #TBT

8 **PROVIDER APPRECIATION DAY**
Honor providers with photos and posts on social media

9 **SATURDAY SPOTLIGHT**
Spotlight a program or service provided by your CAA or State Association
#SaturdaySpotlight

Happy MOTHER'S Day
Share Mother's Day meme



11 **motivation monday**
Share MLK meme
#MotivationMonday

12 **Huggy Heart Day**
Color the huggy heart and post to social media



14 **WE COUNT WEDNESDAY**
Sample tweets & memes provided
#WeCountWednesday



14 **THANKFUL THURSDAY**
Thank Board Members

15 **International Day of Families**
Share our meme sample posts provided

National Pizza Party Day
Host a pizza party and post photos #FunFriday

16 **Armed Forces Day**
Recognize and thank those serving in the armed forces. share our meme



Sunday Success!
Share a customer, volunteer, or staff success story.
#SundaySuccess

Happy Head Start!
18 **Mission Monday**
Use our Mission Monday meme template to share your agency's mission
#MissionMonday

19 **TRANSFORMATION TUESDAY**
Sample tweets provided
#TransformationTuesday

20 **IMPACT WEDNESDAY**
Share Impact meme, sample tweets provided
#ImpactWednesday

21 **World Day of Cultural Diversity**
Share our meme

22 **Fact Friday**
Sample tweets provided
#FactFriday

23 **Social Saturday**
Post photos from a community event or other community-based endeavor
#SocialSaturday

Older Americans Month
Sample tweets provided

24 **SUNDAY SUCCESS!**
Share a customer, volunteer, or staff success story.
#SundaySuccess

31 **Last Day of Community Action Month**
Use meme creator to thank folks for participating
#WeCountWednesday

Memorial Day
Share our Memorial Day meme to honor those who served & sacrificed



26 **training tuesday**
Sample tweets provided
#TrainingTuesday

27 **WEATHERIZATION WEDNESDAY**
Sample tweets provided
#WeatherizationWednesday



28 **throwback thursday**
Share Shriver meme #TBT

FUN FRIDAY!
Post "I Love Community Action" series #FunFriday

29

30 **Shout Out Saturday**
Shoutout local partners
#ShoutoutSaturday

#CommunityActionResponds

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.**