FLORIDA ASSOCIATION FOR COMMUNITY ASSOCIATION

ADVOCACY TOOLKIT
2021 LEGISLATIVE SESSION
FOR IMMEDIATE RELEASE

CONTACT: Name & Title
        Email
        Phone

[INSERT HEADLINE] Agency Wins Grant from Local Community Foundation

(CITY, DATE) [INSERT AGENCY NAME] is excited to announce that their Senior Services Program was chosen to receive the [INSERT NAME OF GRANT] from the [INSERT FUNDER].

[INSERT FUNDER] selected [INSERT AGENCY NAME OR PROGRAM] to receive the [INSERT NAME OF GRANT] because of the work the program does to serve [INSERT POPULATION].

The [INSERT AGENCY NAME OR PROGRAM] plans to use these funds to [DESCRIBE HOW AGENCY OR PROGRAM PLANS TO USE FUNDS].

[INSERT QUOTE FROM CEO, EXECUTIVE DIRECTOR, OR PROGRAM DIRECTOR]

“We are excited to receive this grant,” said [NAME, TITLE]. “We thank the [INSERT FUNDER] for selecting our agency as a recipient.”

ABOUT [INSERT AGENCY NAME]

Place here a description of your company that goes at the end of your release. It offers a quick understanding of what your agency is and what it does. It can include the agency history and services.

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FACA SOCIAL MEDIA CONTENT CALENDAR

MONDAY 30-Mar

<table>
<thead>
<tr>
<th>CONTENT TITLE</th>
<th>COPY</th>
<th>IMAGES</th>
<th>HASHTAGS</th>
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<tbody>
<tr>
<td><strong>LAUNCH</strong></td>
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<tr>
<td>6:30 AM</td>
<td>FACA Census webinar</td>
<td>Join us at 3 p.m. for a live webinar about the Census. Link here:</td>
<td>FACA logo</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>FACA supports Census</td>
<td>We’re proud to be partnering with the @USCensusBureau to help spread the word about the #2020Census! Find out more about why the census is so important at 2020census.gov.</td>
<td>FACA supports Census postcard</td>
</tr>
<tr>
<td>1:30 PM</td>
<td>Coronavirus resource</td>
<td>What can Community Action Network do to prepare for coronavirus? Click the link to read the guidelines outlined by CAPLAW.</td>
<td></td>
</tr>
<tr>
<td>4:00 PM</td>
<td>FACA News</td>
<td>Registration is suspended for the 40th Annual Training Conference. Learn more here: conta.cc/33uxjhh</td>
<td>Conference logo</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Who counts?</td>
<td>The #2020Census will shape the future for us all. Make sure you count everyone in your home. Find out more about who to count here:</td>
<td>Who counts picture</td>
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<td><strong>FACEBOOK</strong></td>
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<td><strong>LinkedIn</strong></td>
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<td>8:00 AM</td>
<td>Palm Beach Comm Services Closing</td>
<td>Community Services Department (CSD) offices are closed for client activities until further notice. See the flyer to learn how clients can still apply for services through the OSCARSS</td>
<td>PBC offices closed flyer</td>
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SAMPLE SOCIAL MEDIA POSTS

**JG Ranch** is kicking off strawberry picking season! In addition to strawberries, they will also have other vegetables to pick. You can call JG Ranch at 352-799-0556 for more information. #CommunityTuesday

Strawberry Picking Season!
17200 Wiscon Rd, Brooksville, FL 34601-9045, United States

**THURSDAY, NOV 19**
9:00 AM – 4:00 PM

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**Mid Florida Community Services, Inc.**
November 18 at 4:30 PM

#Weatherization Tip: Find and seal leaks. Add caulk or weather-stripping to seal air leaks around ready doors and windows.

#WeatherizationWednesday #WxWorks

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**Mid Florida Community Services, Inc.**
November 16 at 10:06 AM

PROGRAM HIGHLIGHT || Mid Florida Community Services, Inc., connects thousands of children, seniors, individuals, and families to greater opportunity, transforming their lives and making our communities — and our nation — stronger. Check out our website to see how we are making a difference in the lives of our clients.

#MissionMonday
PR/Social Media FAQs and Resources

Press release
When should I send out a press release?
The best times to distribute press releases is between 9 a.m. and 2 p.m. Tuesday, Wednesday, Thursday. Newsrooms generally have meetings twice a day, at 10 a.m. and at 3 p.m. Getting your release out ahead of those meetings helps put your organization or event in front of decision makers.

Who should I send it to?
Create a list of media outlets in your area. At newspapers and digital outlets, obtain the contact information for metro or city editors and reporters who cover business or social issues. At television stations, you’ll want the contact information for reporters, producers, and assignment editors.

Social Media
Which social media outlets should my agency have?
At least one. Facebook is the most popular social media platform, with more than 2 billion monthly active users worldwide (247 million in the United States). Twitter and LinkedIn are second and third, respectively.

The key is to utilize the platform that you’re most comfortable using and that is most effective for your organization’s needs.

What should I post on social media?
News about your agency such as promotions, new hires, or grant awards. Also:
- Articles about your agency, agency programs, or information related to your agency
- Photos or videos from events at your agency (ribbon cutting, presentation, etc.)
- Holiday observances
- Case studies
- An FAQ about your agency (who you are, what you do, etc.)
- Weekly themes (#MotivationalMonday, #TuesdayTip, #Throwback Thursday)
- Inspirational quotes
- Content from your agency’s website, such as a blogpost
- Repost information from the Community Action Partnership

How often should I post on social media?
Maintaining high visibility and audience engagement on social media requires consistent posting. Here are recommendations:

Facebook: Once a day, no more than two
Twitter: Five to 10 times a day
LinkedIn: 20 times a month
PR and Social Media FAQs and Resources

I don’t have a lot of time to devote to social media. How can I manage these platforms?
First, create a social media calendar. Plan out your posts either daily, weekly, or monthly. Facebook has a publishing tool that allows you to upload posts and then schedule when you’d like to publish. You can use third-party tools like Buffer, Hootsuite, or TweetDeck to upload and schedule posts to multiple platforms at one time. This process will save you time and help maintain visibility.

Additional Resources

Press release templates
Inbound Press Release Templates (hubspot.com)

Social media calendar template
11 Social Media Calendars, Tools, & Templates to Plan Your Content (hubspot.com)
The Need:
Whether our neighbors are experiencing a temporary setback, or have been priced out of affordable housing, too many struggle to achieve a good quality of life. Despite America’s economic recovery, nearly 40 million are still living in poverty, and even more are just one paycheck away from hardship. We believe everyone should be able to take care of their families, and have an equal opportunity at success.

How [INSERT AGENCY NAME] Addresses the Need:
[AGENCY] is a member of the nation’s Community Action network, a robust, national, state, and local force, reaching children, seniors, and families in 99% of America’s counties with life-changing services that create pathways to opportunity and prosperity.

[INSERT AGENCY NAME]:

TOPIC ONE – Describe how your agency carries out topic one.

TOPIC TWO – Describe how your agency carries out topic two.

TOPIC THREE – Describe how your agency carries out topic three.

The Vision:
[INSERT YOUR AGENCY’S VISION STATEMENT HERE].

Last year, [INSERT AGENCY NAME]:
[insert stat or accomplishment];
[insert stat or accomplishment]; and,
[insert stat or accomplishment].

[INSERT AGENCY NAME] served ### individuals and ### families from [INSERT FY DATE RANGE].

The need for Community Action has never been greater. Neither has our resolve. We are challenged to create solutions that don’t just help people stay afloat, but build lives of stability, dignity, and, whenever possible, prosperity. And, we will rise to that challenge.
How an Idea Becomes a Law

1. Concerned Citizens suggest a problem or need.
2. Drafting Attorney writes the legislation.
3. Committees & Subcommittees hear the bill.
4. Speaker of the House refers the bill to committees, subcommittees, or the House Calendar.
5. Chairman of the Committee hears the bill.
6. House Chamber reads the bill second and third time.
7. Rules & Policy Committee places the bill on the Special Order Calendar to be considered for action in the House Chamber.
8. The Bill is placed on the House Calendar.
9. The Governor may veto or sign the bill.
10. If the Senate rejects the veto, the bill becomes law.
11. If the Governor signs the bill, the bill becomes law.
12. If the Governor vetoes the bill, the Senate can override the veto.
13. If the Senate accepts the veto, the bill becomes law.
14. The House passes the bill and it becomes law.