



Ohio Association of
Community Action Agencies

OHIO'S COMMUNITY ACTION NETWORK

CUSTOMER CONFIDENCE TOOLKIT



OHIO ASSOCIATION OF COMMUNITY ACTION AGENCIES

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INTRODUCTION

During an OACAA Communications Roundtable, members of the group discussed the need to help customers feel more comfortable and confident seeking help from Community Action. Citing community stigma surrounding anti-poverty programs, members anecdotally believe many consumers may be ashamed or scared to seek help for fear of judgment. This campaign is intended to develop messaging and support to empower and increase customer confidence. The OACAA board's Public Relations Committee, which consists of a representative from each of the six Ohio districts, was instrumental in the development of goals, objectives, and messaging for this toolkit.

This toolkit is meant to have a long shelf-life. It can be used throughout the year, during a social media blitz campaign, or can be modified and reused as your content needs arise. We hope you will find the tools useful in sharing your message, writing stories and connecting with the Community Action Network while also developing brand-specific content.



OBJECTIVES

Develop messaging campaign and toolkit for OACAA members to empower customers to seek help, share their stories, and for the community to build a positive association with Community Action.

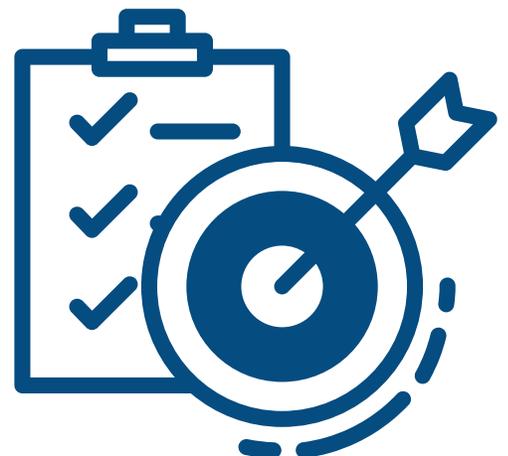


GOALS

- Create a safe space for customers and increase their confidence in seeking services
- Empower the community to refer family, friends, and neighbors to Community Action

TARGET AUDIENCE

- Current customers
- Potential customers
- Primary referral sources: community partners, nonprofits, community members, volunteers, etc.



MESSAGING FRAMEWORK

Network Statement	Community Action ensures the causes and conditions of poverty are effectively addressed to help individuals and families improve self-sufficiency		
Position Statement	Community Action is part of a nationwide network of organizations working at the local level to create opportunities for all people to thrive, build strong and resilient communities, and ensure a more equitable society.		
Key Campaign Messages	<ol style="list-style-type: none"> 1. Community Action is a helping hand when you need one 2. Everyone needs someone; Community Action can be your someone to help you succeed through tough times 3. Everyone has talents; Community Action can help you discover how yours can contribute to your community 4. Community Action creates opportunities for you to give back to your community 		
Campaign Pillars	Resourceful	Helpful	Empowering
Benefits	CA is a resource that can help you and your family (re)stabilize and advance your long-term goals	CA supports your unique situation to uplift your spirit and advance your goals through a holistic approach	CA believes every person has talents that benefit the community.
Supporting Examples	<ol style="list-style-type: none"> 1. If you have an emergency, CA can help you meet basic needs with programs and services 2. CA can help you advance your long-term goals to improve your quality of life 	<ol style="list-style-type: none"> 1. CA helps you identify your needs and develop realistic goals to achieve them 2. CA connects customers with immediate program services 	<ol style="list-style-type: none"> 1. CA empowers with coaching and motivation throughout your journey 2. CA provides opportunities for you to give back to your community
Core Pitch	Community Action helps to identify and advance individual and family goals through helpful resources, community support, and personal empowerment. Whether you need immediate help (re)stabilizing your family or need long-term support to reach your fullest potential, Community Action is here for you. We empower the community to discover and use their talents to strengthen the community.		

PARTNER LETTER/EMAIL

With the Customer Confidence toolkit, your agency may choose to reach out to community partners, start a social media campaign, or release an op ed piece to your local news outlet. This template can help you get started!

Dear [COMMUNITY PARTNER],

With you as our partner, [AGENCY] has created opportunities for all people in [COMMUNITY] to thrive, build strong and resilient communities, and ensure a more equitable society. Central to our ability to succeed in these efforts is making our customers feel empowered to seek assistance. We believe that community stigma surrounding anti-poverty programs can discourage some from getting help. Guided by our mission to help people and change lives, [AGENCY] has developed materials to help this effort.

Attached is a poster we created to describe [AGENCY] and our partnership with [PARTNER]. We would be grateful you would hang this in your lobby to display your support for our mission and our partnership.

We are also holding a social media blitz campaign on [DATE]. We hope you will join us in sharing information about our partnership, projects, and joint missions. I have also attached custom social media graphics you can use to help make this campaign a success.

By emphasizing the resources [AGENCY] has to help all families re-stabilize and advance our customer's long-term goals, we aspire to also build confidence that Community Action is a safe place for our community.

We thank you again for partnering with us as we provide necessary resources for our community and build personal empowerment. Together we can continue to make a difference in the lives of low-income Ohioans.

OP ED / BLOG TEMPLATE

This template may be used to inspire a blog post or opinion editorial submission to your local newspaper.

For [YEARS], [AGENCY] has worked in [COMMUNITY] to help people and change lives. As part of a robust and nationwide network of agencies with the same mission, Community Action has the tools, the resources, and passionate staff to empower low-income Ohioans and strengthen our communities.

(PILLAR #1 RESOURCEFUL) In 2021, [AGENCY] connected more customers than ever before with emergency needs. With funding from Ohio Home Relief Grants, [AGENCY] helped [NUMBER] of households with rental assistance, [NUMBER] with mortgage assistance, and [NUMBER] with utility assistance. With this support, [TOTAL # OF HH] [COUNTY] residents were able to avoid eviction and re-stabilize their families.

(PILLAR #2 HELPFUL) Additionally, [AGENCY] helped families re-stabilize by identifying additional needs and developing long-term plans and goals to overcome them. In 2021, [AGENCY] served [NUMBER] [COUNTY] residents with case management, eligibility, determination, and referrals to partners. Our case management strives to support the unique situations of each customer to help them reach their fullest potential. By connecting [COUNTY] residents with targeted and customized resources and tools, thousands are working towards full self-sufficiency.

(PILLAR #3 EMPOWERING) We believe that every person has talents, and we can help you leverage your skills to give back to your community. [AGENCY] empowers by providing coaching at every step of your journey as well as outlets to give back. We strive to empower not only our customers in a safe and trustworthy environment, but the entire community so that others recognize the talents of their neighbors. With more community members on paths that leverage their skills, a stronger community can emerge.

We invite all of our neighbors in [COMMUNITY] to learn more about our holistic services to helping people and changing lives by visiting [WEBSITE] or by calling us at [PHONE NUMBER].

HOW TO TELL YOUR STORY

With the Customer Confidence toolkit, your agency may choose to reach out to community partners, start a social media campaign, or release an op ed piece to your local news outlet. This template can help you get started!

OPENING PARAGRAPH

Lead of 1-2 sentences. Pointing to one of the three Customer Confidence campaign pillars (resourceful, helpful, and empowering) could be great option for the lead.

- Example: For [YOUR COUNTY]-mother of two Sarah H, seeking assistance from her local Community Action was necessary to get her and her family through a difficult time, yet she explains that bringing herself to make the first phone call was a difficult choice.

PARAGRAPH 2

Builds on lead by providing more information on the customers' journey, perhaps in chronological order.

- Example: Empowering customers to seek assistance at their local Community Action agency is an important first step to getting help to those in need. When pandemic-related layoffs took away her main source of income, Sarah considered different avenues to support her family. When she heard about [LOCAL AGENCY] from a friend, Sarah explained feeling conflicted.

PARAGRAPH 3

Quote: The third paragraph is often a great place for some customer testimonial. This allows your audience to hear from the customer themselves and learn more about them.

- Example: "I knew that reaching out to [AGENCY] was a great option for my family, but I was worried my friends would judge me for needing help," Sarah said. "I felt trapped by my options."

HOW TO TELL YOUR STORY

PARAGRAPH 4-6

These paragraphs will offer more details on the customers' story. The most specific details will be in the later paragraphs.

- Example: On a December afternoon, Sarah made the first call to [AGENCY]. She explained the professionalism and kindness she felt from the intake specialist who helped gather her information made her feel more comfortable with the process.

PARAGRAPH 7-8

Additional quote opportunities also work great as paragraphs to break up large sections of information and to bring in another voice.

- Example: “[NAME] who answered my call was so nice and helpful,” Sarah said. “When I ended the call, I felt a wave of relief that the help I needed was not treated as a burden.”
- Over the next few months, Sarah received assistance paying for rent and even enrolled with one of [AGENCY]'s workforce development programs. As a recent graduate of [PROGRAM], Sarah will begin working as a [JOB], [WHEN].

CONCLUSION

Limit paragraph to a sentence or two that either summarizes your blog, urges your readers to check out your agency's website, or is a quote from the customer again, perhaps one where they comment on the entire experience and how they are glad they went to Community Action.

- Example: “I am proud of myself for reaching out for help even when I feared judgement.” Sarah said. “Community Action staff showed me that asking for help is something we all need at one time or another.”

HOW TO TELL YOUR STORY

PUTTING IT ALL TOGETHER

For [COUNTY]-- mother of two Sarah H, seeking assistance from her local Community Action was necessary to get her and her family through a difficult time, yet she explains that bringing herself to make the first phone call was a difficult choice.

Empowering customers to seek assistance at their local Community Action agency is an important first step to getting help to those in need. When pandemic-related layoffs took away her main source of income, Sarah considered different avenues to support her family. When she heard about [LOCAL AGENCY] from a friend, Sarah explained feeling conflicted.

“I knew that reaching out to [AGENCY] was a great option for my family, but I was worried my friends would judge me for needing help,” Sarah said. “I felt trapped by my options.”

On a December afternoon, Sarah made the first call to [AGENCY]. She explained the professionalism and kindness she felt from the intake specialist who helped gather her information made her feel more comfortable with the process.

“[NAME] who answered my call was so nice and helpful,” Sarah said. “When I ended the call, I felt a wave of relief that the help I needed was not treated as a burden.”

Over the next few months, Sarah received assistance paying for rent and even enrolled with one of [AGENCY]'s workforce development programs. As a recent graduate of [PROGRAM], Sarah will begin working as a [JOB], [WHEN].

“I am proud of myself for reaching out for help even when I feared judgement.” Sarah said. “Community Action showed me that asking for help is something we all need at one time or another.”

For [YEARS], [AGENCY] has worked in our community to help people and change lives, one step at a time. As part of a robust and nationwide network of agencies, Community Action has the tools, the resources, and passionate staff to empower low-income Ohioans and strengthen our communities.

EDITING WITH CANVA

Canva is a web-based graphic design software that makes creating content for social media, printing, reports, and other business materials easy. And, as a 501(c)3 nonprofit organization, your agency is eligible for a pro-version FREE!

GET STARTED

- Visit <https://www.canva.com/canva-for-nonprofits/>
- Click on Apply now - it's free!
- Complete the application and upload documentation



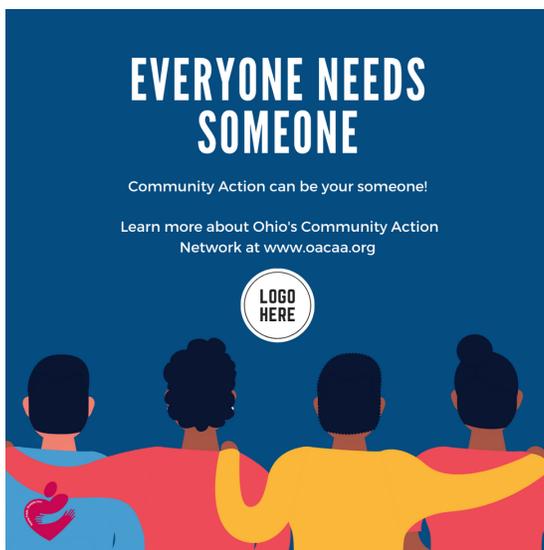
TOOLKIT TEMPLATES

Templates for this toolkit can be found:

- Social media graphics:
- Posters: 16" x 23.3":
- Posters: 11" x 17"

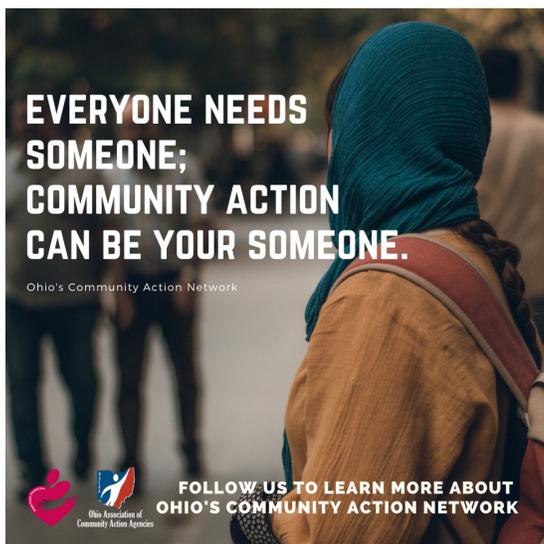
SOCIAL MEDIA GRAPHICS

Social media graphics are now available for editing in Canva using this [link](#)! Canva will allow you to easily adjust the template to add your own branded color themes, your agency logo, adjust text, and more! Consider inviting your partners to join a social media blitz day or use the graphics throughout the year. Be sure to use some of the common hashtags for the network, including #BeCommunityAction and #WeR1000Strong.



GRAPHIC #1

Community Action is a resource that can help you and your family restabilize and advance your long-term goals! Reach out today to learn how we can help. #EverybodyNeedsSomebody #BeCommunityAction



GRAPHIC #2

Opt. 1: Whether you need immediate help restabilizing your family or need long-term support to reach your fullest potential, Community Action is here for you! #BeCommunityAction

Opt. 2: Community Action can be your someone. Reach out to [AGENCY] to learn how we can help you develop and reach your goals.



GRAPHIC #3

Opt. 1: Everyone needs someone; Community Action can be your someone!
#BeCommunityAction

Opt. 2: Community Action empowers customers and the community! When you need a hand, we will be there for you every step of the way.
#EverybodyNeedsSomebody



GRAPHIC #4

Community Action shares the weight! Learn who is in your corner and by your side by calling your local Agency.
#CommunityActionProud



GRAPHIC #5

Everyone has talents! Discover how yours can impact the community by contacting your local Community Action Agency today.
#BeCommunityAction

www.yourwebsite.org

“Customers are sometimes nervous not knowing what to expect.

Community Action is judgement-free! I love being able to help each person reach their goals.”

Staff Name
Title

LOGO HERE

+123-456-7890 | hello@reallygreatsite.com

GRAPHIC #6

"[Staff member quote]." Reach out to [AGENCY] to speak with Community Action staff like [name] who are ready to help you reach your fullest potential.

“I always wanted to help people...

at Community Action, I can do exactly that every day.”

Staff Name Here
Title

LOGO HERE

GRAPHIC #7

Opt. 1: Community Action staff are trained and ready to help you meet your goals. #CommunityActionProud

Opt. 2: We empower our customers to discover and use their talents to strengthen our communities!
#CommunityActionProud

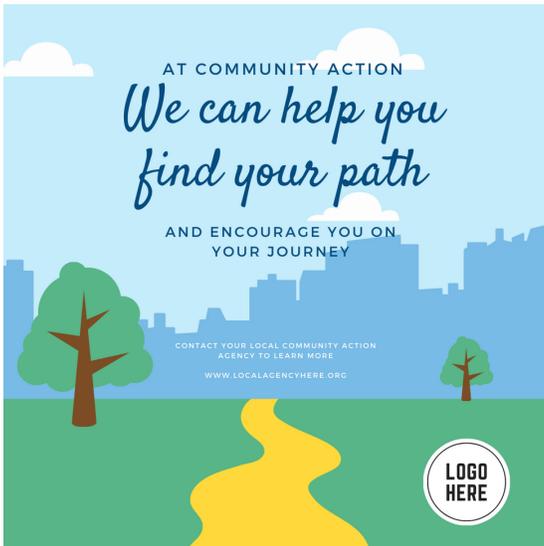
COMMUNITY ACTION believes every person has talents that benefit the community. We can help you leverage your skills and give back to your neighbors.

www.caaca.org

LOGO HERE

GRAPHIC #8

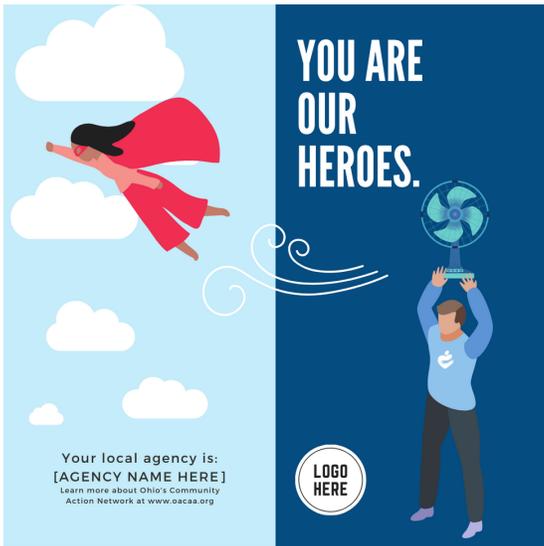
Community Action can help you leverage your skills and give back to your community. #BeCommunityAction



GRAPHIC #9

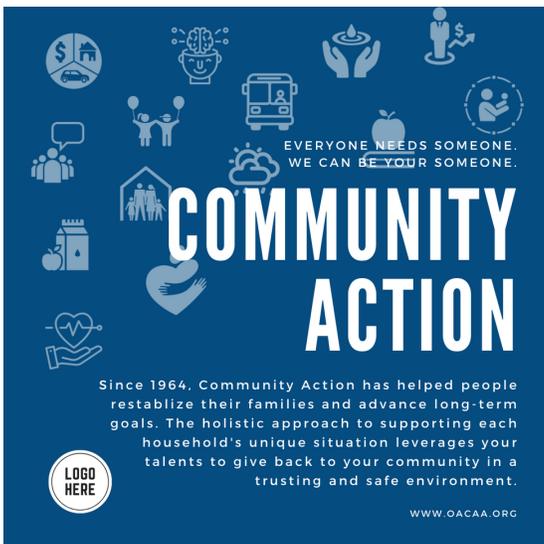
Opt. 1: Community Action supports your unique journey to uplift your spirit and advance your goals through a holistic approach.

Opt. 2: Community Action will help you find your path and will support you each step of the way.



GRAPHIC #10

You are our heroes! Reach out to [AGENCY] to learn how we can help you soar to new heights!
#CommunityActionHeroes



GRAPHIC #11

For nearly 60 years, Community Action has helped individuals and families across the nation restablize and move towards self-sufficiency. Learn how we can help you set and advance your long-term goals! #BeCommunityAction



GRAPHIC #12

Opt. 1: Learn more about [AGENCY] and how we create opportunities for all people to thrive: [AGENCY WEBSITE]

Opt. 2: Learn how [AGENCY] accomplishes this list and more! Everybody needs somebody, and Community Action can be your someone.

PRINTABLE POSTERS

Posters are printable and editable in Canva! Poster sizes are 16.5" x 23.3" ([ACCESS HERE](#)) and 11" x 17" ([ACCESS HERE](#)) for in-house printing. Feel free to add your logo and make message or image adjustments as your agency sees fit. Invite your partners to join by adding their logos and displaying in their lobby to show your partnerships.

POSTER #1



POSTER #2



POSTER #3



IS PROUD TO PARTNER WITH



WHO IS COMMUNITY ACTION?

Community Action helps to identify and advance individual and family goals through helpful resources, community support, and personal empowerment. Whether you need immediate help to reach your fullest potential, community action is here for you, ready to empower you to discover and use your talents to strengthen your community.

Your local agency is AGENCY NAME HERE.
Learn more about Ohio's Community Action Network at www.oacaa.org

POSTER #4

EVERYONE NEEDS SOMEONE.
WE CAN BE YOUR SOMEONE.

COMMUNITY ACTION

Since 1964, Community Action has helped people restabilize their families and advance long-term goals. The holistic approach to supporting each household's unique situation leverages your talents to give back to your community in a trusting and safe environment.



WWW.OACAA.ORG

POSTER #5

COMMUNITY ACTION



- #1** is a resource that can help restabilize your family and advance your goals
- #2** supports your unique situation to uplift your spirits and advance through a holistic approach
- #3** believes you have talents that benefit the community
- #4** helps people and changes lives

Learn more about your local Community Action Agency by visiting www.oacaa.org

POSTER #6

**YOU ARE
OUR
HEROES.**

Community Action staff are here to help you soar to new heights!

LOGO
HERE

Your local agency is:
[AGENCY NAME HERE]
Learn more about Ohio's Community Action Network at www.oacna.org

POSTER #7

LOGO
HERE

AT COMMUNITY ACTION
*We can help you
find your path*
AND WE SUPPORT YOU EVERY STEP
OF THE WAY

CONTACT YOUR LOCAL COMMUNITY ACTION
AGENCY TO LEARN MORE
WWW.LOCALAGENCYHERE.ORG

POSTER #8

#BECOMMUNITYACTION

**EVERYONE
NEEDS
SOMEONE. WE
CAN BE YOUR
SOMEONE**

COMMUNITY ACTION IS
HELPING PEOPLE & CHANGING LIVES.

LOGO
HERE

LEARN MORE AT WWW.OACNA.ORG

CLOSING

We hope this toolkit is beneficial to our members to help relay the message throughout your community that Community Action is a trusted resource where customers can feel safe while working towards self-sufficiency.

Be sure to also check out the toolkit add-on for holiday and other social media posts that can be used throughout 2022! Access the calendar toolkit [HERE](#).

If you have any questions on how to use the toolkit, or need additional help, please reach out to us!

Kathryn Clausen, Communications Director, kathryn@oacaa.org

Emily Nolan, Communications & Development Specialist, emily@oacaa.org

CLOSING

District One: Janice Warner, Chair

District Two: David Shea

District Three: Alaire Mancz

District Four: Clinton Davis

District Five: Jeffrey Diver

District Six: Shelia Triplett

