

NATIONAL COMMUNITY DEVELOPMENT WEEK TOOL KIT



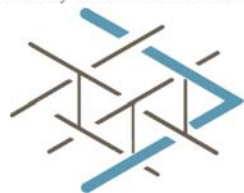
THE UNITED STATES
CONFERENCE OF MAYORS



American Planning Association
Creating Great Communities for All



COSCAL
Council of State Community
Development Agencies



NARC
Building Regional Communities

NATIONAL COMMUNITY DEVELOPMENT WEEK

The objective of National Community Development Week is to educate Congressional Members and the community on the importance of the Community Development Block Grant (CDBG) Program and the HOME Investment Partnerships (HOME) Program, their impact on the community, and the need for increased program funding.

National Community Development Week was created in 1986 to bring national attention to the CDBG Program at a time when the program was facing scrutiny by Congress. The week-long celebration has expanded to include the HOME Program. National Community Development Week provides the opportunity for communities to promote, educate and advocate on behalf of both programs. It is intentionally held during the Congressional appropriations season to allow for a concerted grassroots effort and voice to be heard on the importance of both programs and their impact on communities nationwide. It is important for all communities that receive these resources to participate in National Community Development Week to amplify our grassroots voice.

National Community Development Week is designed to focus local as well as national attention on the CDBG and HOME programs. It provides a united voice of support and harnesses the power of grassroots engagement to educate members of Congress and the community on the successes of the programs and their value to local communities.

Although spending for the current fiscal year is not yet set, National Community Development Week will occur during a critical time when Congress is making decisions about spending levels, so make sure that you are a part of the conversation by participating in National Community Development Week. We will be seeking increased funding for CDBG and HOME in FY 2022 and your participation in National Community Development Week helps tremendously in these efforts.

This year, National Community Development Week will be held April 5-9, 2021. With the COVID-19 pandemic in place, we understand that most grantees are working from home and are limited in their ability to conduct onsite or face-to-face National Community Development Week activities. Because of the pandemic, we are asking communities to primarily focus on participating in our national social media messaging campaign, April 5-9, and hosting a virtual meeting with your Congressional Members or their staff during National Community Development Week.

This Tool Kit was developed by the National Community Development Association. Please contact Vicki Watson, Executive Director, National Community Development Association at vwatson@ncdaonline.org with any questions. For social media related questions, please contact Melissa Pond at mpond@ncdaonline.org.

PARTICIPATE IN THE SOCIAL MEDIA MESSAGING CAMPAIGN

We are asking our members to participate with us in a national social media messaging campaign during National Community Development Week to amplify our collective voices in supporting the CDBG and HOME programs. Please post the following daily messages to your individual and work social media platforms. Please work with your communications team to post the messages through the appropriate channels. Most effectively, share the suggested daily posts with your Congressional members and ask them to post for their followers. Our CDBG Coalition national partners and their members will join with us to help boost the messaging. Combined with the voices of your colleagues across the country, planning a successful activity or set of activities could create one of the most impactful National Community Development Weeks campaigns to date.

TOP FOUR TIPS FOR AN EFFECTIVE CAMPAIGN

- **Remember the Importance of the # (Hashtag) - #CDWeek2021, #CDBGworks, #HOMEworks**
Hashtags (#) label posts for ease of searching for social media content by topic. This increases the chances of engagement with others who are posting about the same topic. Engagement drives reach. The more reach the posts have, the more “return on investment” of the time staff is putting into social media posting.
- **Celebrate People**
Include photos of the Mayor, other dignitaries, and participants. Use photo release for children and youth under the age of 18. Consider awards and honors as a way to celebrate individuals or groups of people.
- **Provide Supportive Engagement**
Engage with individuals and organizations both in person and online. Engage with other pages to drive engagement on your page. Make the request for individuals and organizations to participate in the social media campaign and provide guidance, such as a toolkit or suggested daily social media posts.
- **Engage Elected Officials**
Elected officials have some of the strongest social media followings. Additionally, they are the decision makers we are trying to reach with the campaign. Be sure to engage with them genuinely to obtain quotes, ask for their communications team to make a post about National Community Development Week, or participate in a virtual or socially distanced meeting or site visit.

SAMPLE VIDEO

McAllen, TX CDBG video

https://www.youtube.com/watch?v=_COk7wzmv80&t=3s

SUGGESTED DAILY SOCIAL MEDIA POSTS

Note: Grantees that only receive CDBG funds do not need to post the daily HOME messages.

MONDAY – APRIL 5

#CDBG attracts investment in underserved communities. Every \$1.00 of #CDBG leverages another \$4.09. #CDBGworks #CDWeek2021

#HOME attracts investment in underserved communities. Every \$1.00 of #HOME leverages another \$4.52. #HOMEworks #CDWeek2021

TUESDAY – APRIL 6

The need for affordable housing has never been greater. #CDBG has preserved over 1.25 million units of affordable housing since 2005. #CDBGworks #CDWeek2021

The need for affordable housing has never been greater. #HOME has helped build and preserve over 1.33 million units of affordable housing since 1992. #HOMEworks #CDWeek2021

WEDNESDAY – APRIL 7

#CDBG strengthens communities through infrastructure. Over 50 million people have directly benefitted from CDBG-funded public improvements since 2005. #CDBGworks #CDWeek2021

#HOME strengthens families and communities through homeownership. HOME has funded over 545,000 homebuyer units since 1992. #HOMEworks #CDWeek2021

THURSDAY – APRIL 8

#CDBG helps create and retain local jobs having created/retained 454,961 economic development jobs since 2005. #CDBGworks #CDWeek2021

#HOME helps create and retain local jobs having created or retained 1.3 million jobs since 1992. #HOMEworks #CDWeek2021

FRIDAY – APRIL 9

#CDBG benefits the nation and is accessible to every Congressional district. #CDBGworks #CDWeek2021

#HOME benefits the nation and is accessible to every Congressional district. #HOMEworks #CDWeek2021

HOST A VIRTUAL MEETING WITH YOUR CONGRESSIONAL MEMBERS

With the pandemic in place, it is not practical to host an in-person meeting with Congressional offices now; however, virtual meetings are just as effective and easier to manage. There are many new members of Congress and these newcomers will be making decisions about CDBG and HOME and their funding levels in the coming months. Highlighting the work that occurs with CDBG and HOME dollars in your community creates a tangible connection for lawmakers between the funding they appropriate for these programs and improvements to their states and districts. Events like National Community Development Week attract positive attention and publicity for CDBG and HOME, which when shared with your lawmakers, is instrumental in creating the next generation of CDBG and HOME champions on Capitol Hill. If possible, include a program subrecipient or beneficiary in the meeting with you. Congressional Members like to hear directly from the organizations or people the programs serve. Put a face on your programs by including beneficiaries and subrecipients in the meeting.

CONTACT

Contact their secretary/scheduler to make an appointment. Go to the following links to locate the district office information for your Congressional delegation. It is usually posted at the bottom of their web page. You will need to identify who handles scheduling for your legislator and what is required by the office to submit a formal invitation. Start by calling your most local district office - phone numbers for district offices are available on the legislators' web sites. Some offices schedule exclusively through their DC office, so you may need to make several calls before you get in contact with the appropriate staffer.

House of Representatives: <https://www.house.gov/representatives/find-your-representative>

U.S. Senate: <https://www.senate.gov/senators/contact>

MEETING FORMAT

1. **Introductions** – introduce yourself
2. **Acknowledge** your Member of Congress (and their staff) and thank them for meeting with you.
3. **Present** your issues (e.g., importance of CDBG/HOME to your community; need for increased CDBG/HOME funding in your community). Bring CDBG-funded project examples. Discuss the impact of the projects on the community. If you have brought a sub-recipient or beneficiary to the meeting, let them tell the Congressional Member how the program has helped them. Be prepared to answer questions.
4. **Follow-Up:** Follow-up the meeting with a thank-you letter. Send along any additional pertinent information and materials.

ADDRESSING CORRESPONDENCE

The Honorable (Full Name)

Dear Senator / Representative (Last Name):

OTHER NATIONAL COMMUNITY DEVELOPMENT WEEK ACTIVITIES

The following list provides you with other options for National Community Development Week activities. These activities take minimal effort. Make sure to reiterate the need for increased funding for CDBG and HOME in whatever activities you choose.

- Have the Mayor/County Executive or a Commissioner write an op-ed to your local newspaper describing the importance of CDBG and HOME to the community and the need for more program funding (see the example from La Crosse, WI).
- Issue a press release or proclamation announcing National Community Development Week and outline how CDBG and HOME funds have been used in your community. Send the press release/proclamation to your lawmakers and local media. See the sample proclamation from the City of McAllen, TX.
- Write a letter to your lawmakers describing recent community development projects and the role CDBG and HOME programs played in making them happen and the impact of the projects on your community.
- Ask your local newspaper to do a story on one of your projects.
- Use your jurisdiction's website to announce National Community Development Week and provide information on CDBG and HOME funded projects on the front page.
- Work with your communications department/staff to develop a YouTube video of some of your CDBG and HOME funded projects. Send it to your Congressional Members.

City of McAllen, TX

WHEREAS, the U.S. Department of Housing and Urban Development implemented the Community Development Block Grant (CDBG) Program in 1974 for the purpose of providing local governments with the financial resources to assist low and moderate income persons; and

WHEREAS, the City of McAllen has utilized nonprofit and neighborhood-based organizations to address neighborhood and human needs; and

WHEREAS, the CDBG Program has made a significant impact on our community through the creation of skill training programs, new home construction, parks and recreational activities, and water, sewer and drainage improvements; and

WHEREAS, the City of McAllen and other local governments have clearly demonstrated the capacity to administer the CDBG Program to identify, prioritize and resolve pressing local problems; and

WHEREAS, the CDBG Program is celebrating its 45th Anniversary during which the City of McAllen has received more than \$80 Million and an additional \$16 Million in HOME and ESG funds; and

NOW, THEREFORE, I, James E. Darling, Mayor of the City of McAllen, Texas by virtue of the authority vested in me and on behalf of the City Commission, do hereby proclaim the Week of April 22-26,2019 as:

“National Community Development Week”

And, urge all citizens to join in recognizing the U.S. Department of Housing and Urban Development and the Community Development Block Grant Program.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the City of McAllen to be affixed this 22nd day of April 2019.

James E. Darling, Mayor

ATTEST:

Perla Lara, CMC
City Secretary

City of La Crosse, WI

Celebrate National Community Development Week in La Crosse

Please join me in celebrating National Community Development Week in the City of La Crosse. We have fun and informative events scheduled and will showcase projects and improvements all around the city made possible by the Community Development Block Grant (CDBG) and HOME Investment Partnership funds – check out www.cityoflacrosse.org.org/cdbgweek for a complete list of events.

La Crosse is a proud partner in the CDBG and HOME programs available through the U.S. Department of Housing and Urban Development. As their name implies, CDBG and HOME funds are block grants provided by the federal government to the city to complete various community building and development projects. La Crosse receives about \$1 million annually and has utilized these funds successfully for decades to leverage private dollars and complete significant improvements. The budget of the CDBG/HOME program comprises only 3/10^{ths} of 1% of the entire federal budget, but the impact it has on La Crosse is immeasurable.

These funds touch nearly every community effort in La Crosse, from delivering meals to the elderly, to the creation of the Kane Street community gardens, to preserving local historical landmarks, to renovating neighborhood parks like Poage Park, to assisting countless small businesses, and to supporting Western Technical College students with hands-on experience in building new homes. CDBG is a versatile funding source that helps us revitalize our neighborhoods and improve our citizens' lives. Locally, every \$1 of CDBG funding leverages \$4 in additional investment.

The block grants have helped expand our affordable housing efforts, helping those most at risk from homelessness. The former Bakalars Sausage Building and Roosevelt School redevelopment projects would not have been possible without CDBG and HOME funds. The revitalization of historic and nationally recognized downtown La Crosse would not have happened without these federal investments.

We call La Crosse home and have benefitted greatly from this federal-local partnership. U.S. Senator Tammy Baldwin and U.S. Congressman Ron Kind have continued to support these federal funding programs that make stronger, more just communities – like La Crosse – possible. Please reach out to these officials to thank them for their support and please join me in celebrating La Crosse's community development successes this week. Thank you.

--Mayor Tim Kabat

Pasco County, FL

BY THE BOARD OF COUNTY COMMISSIONERS RESOLUTION NO. _____

A RESOLUTION BY THE BOARD OF COUNTY COMMISSIONERS OF PASCO COUNTY, FLORIDA

WHEREAS, Pasco County's communities are the foundation for providing a high quality of life for its residents; and

WHEREAS, Pasco County's Community Development Department has demonstrated a dedication to the revitalization of neighborhoods and production of affordable housing; and

WHEREAS, the week of April 22-26, 2019 has been designated as National Community Development Week by the National Community Development Association to celebrate the Community Development Block Grant (CDBG) Program and the HOME Investment Partnerships (HOME) Program; and

WHEREAS, the CDBG Program provides annual funding and flexibility to local communities like Pasco County to provide decent, safe and affordable housing, a suitable living environment, and economic opportunities to low- and moderate-income people; and

WHEREAS, the HOME Program provides funding to local communities to create decent, safe, and affordable housing opportunities for low-income persons;

WHEREAS, over the past five years, our community has received a total of \$13,184,112 in CDBG funds and \$4,497,274 in HOME funds;

WHEREAS, the following significant accomplishments have been reported for this past year;

- Over 54,000 low income individuals served with partner agencies in anti-crime and other related services with CDBG funds;
- 27 new single family homes constructed with HOME funds;
- Almost 4,000 low income persons received health care services and employment training with CDBG funds;

NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners of Pasco County, Florida, that said Board hereby proclaim the week of April 22-26, 2019 as National Community Development Week in Pasco County and encourage all citizens of Pasco County to support community development activities this week and throughout the year because our vibrant communities provide the foundation for a high quality of life for our residents.

DONE AND RESOLVED in regular session with a quorum present and voting this ____ day of _____, 2019.