



NATIONAL COMMUNITY DEVELOPMENT WEEK TOOL KIT

#CDWEEK2024

#CDBGWORKS

#CDBG50

The 2024 National Community Development (CD) Week will be celebrated April 1-5.

This tool kit is designed to help communities in the planning of their National Community Development Week activities.



This Tool Kit was designed and developed by the National Community Development Association.

WHY NATIONAL COMMUNITY DEVELOPMENT WEEK?

National Community Development Week was created in 1986 by NCDA and elected official groups to bring national attention to the CDBG Program through grassroots support at a time when the program was facing scrutiny by Congress. The main objective of National Community Development Week is the education of Congressional members on the importance of CDBG, its impact and the need for increased program funding. National Community Development Week is intentionally held during the Congressional appropriations process so that the significance of CDBG can be imparted to Congressional members through local activities conducted by grantees and program partners at the grassroots level.

National Community Development Week will be held **April 1-5, 2024**. This is a critical time for appropriations; work on the upcoming FY 2025 HUD funding bill will be in the initial stages. National Community Development Week provides the perfect opportunity to cement the importance of CDBG in the minds of those in Washington to increase program funding.

Start planning your activities immediately. Since this is the 50th anniversary of the CDBG program, we ask you to go beyond the issuance of a proclamation this year and focus on engaging your Congressional members more fully on the impact of the program during National Community Development Week. This engagement could be a meeting, a projects tour, or other activity that directly affords Congressional offices the opportunity to learn about the program and see firsthand how the funds are being used. Highlighting the work that occurs with CDBG dollars in your community creates a tangible connection for lawmakers between the funding they appropriate for the program and improvements to their states and districts. Congressional members like to hear directly from the organizations or people the program serves. If possible, put a face to your program by including beneficiaries and subrecipients in your activities.

Now is the time to reach out to your Congressional offices to make sure National Community Development Week is on their schedule. To contact your Congressional members, please use the links below.

U.S. House of Representatives

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

United States Senate <https://www.senate.gov/senators/senators-contact.htm?Class=1>

GOALS OF NATIONAL COMMUNITY DEVELOPMENT WEEK

Increase awareness of the impact of the CDBG program through engagement and education.

Organize events that showcase CDBG-funded projects.

Involve lawmakers, program partners, and local media in your events.

Market and amplify your events early and often through a variety of advertising.

MARKETING IS KEY!

Proclaim, announce, promote National Community Development Week! Advertising and promotion is critical to a successful National Community Development Week. Most importantly, market National Community Development Week early and often throughout your community. Use a variety of methods to reach all stakeholders – social media, print media, radio, television, and the internet. Reach out to Congressional offices early to guarantee their participation in your events.

NATIONAL COMMUNITY DEVELOPMENT WEEK ACTIVITIES

National Community Development Week is designed to focus local as well as national attention on the CDBG program. Public support and involvement from Congressional offices, local and state elected officials, program subrecipients, media, community leaders, and program beneficiaries in National Community Development Week is important.

In whatever activities you choose, make sure to reiterate the following key points.

- How program funds are invested in the community to meet critical needs and leverage resources.
- The need for more program resources.

ISSUE A PRESS RELEASE

Issue a press release announcing National Community Development Week. The press release should include information on program impact, planned activities, and even quotes from local dignitaries, such as the mayor or other elected officials. Again, marketing is key to a successful National Community Development Week. Share the press release with local media outlets and congressional offices.

SPOTLIGHT: CITY OF DAVENPORT (IA) 2023 PRESS RELEASE



City of Davenport Celebrates National Community Development Week

DAVENPORT, IOWA (April 13, 2023) - During National Community Development Week, the City of Davenport and communities across the country celebrate the Community Development Block Grant (CDBG) and HOME Investment Partnerships (HOME) programs. The goal is to bring renewed awareness to federal investment necessary to sustain CDBG and HOME.

Over the last 5 years, \$6.8 million in CDBG and HOME funds have benefitted the Davenport community through various programs and partnerships such as Urban Homestead, The DREAM Project, Owner Occupied and Small Business Loans, to provide safe, affordable housing and programs to our community.

These federal grant programs help build a stronger and more resilient community. CDBG funds support housing rehabilitation, emergency rental assistance, affordable housing development, public infrastructure projects, small business assistance, and a wide array of public service programming. HOME program funds support affordable rental housing development, direct rental assistance, housing rehabilitation, and home purchase assistance. Both programs target assistance to low-income households.

For nearly 50 years, CDBG has been an important resource for the community to devise programs and activities to address infrastructure, affordable housing, and community and economic development needs. For over 30 years, the HOME program has provided vital funding to help improve access to affordable housing.

The City of Davenport is excited to participate and bring awareness to these two important funding programs and the impact they have made in our community.

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About Davenport Community and Economic Development (CED)

The Davenport Community and Economic Development (CED) department sets the stage for opportunities that enhance the current community and stimulate growth. From business development to homeowner resources, CED plays a large role in developing the City of Davenport, improving the quality of life and serving community members.

HIGHLIGHT PROGRAM SUCCESSES

Utilize news outlets and social media to advertise Community Development Week by shining a spotlight on local projects and organizations that have been funded by the CDBG Program. Raising awareness is essential for gaining community support for future funding.

SPOTLIGHT: THE REFUGEE WOMEN'S ALLIANCE IN SEATTLE (WA)

Celebrate National Community Development Week (April 10-14): The Refugee Women's Alliance

by [Seattle Human Services](#) on April 7, 2023

As we prepare to celebrate National Community Development Week next week, Seattle Human Services is thrilled to shine a spotlight on The Refugee Women's Alliance (ReWA), a non-profit organization dedicated to empowering and supporting refugee and immigrant women and their families in the Seattle community.

As we prepare to [celebrate National Community Development Week next week](#), Seattle Human Services is thrilled to shine a spotlight on [The Refugee Women's Alliance \(ReWA\)](#), a non-profit organization dedicated to empowering and supporting refugee and immigrant women and their families in the Seattle community.



HSD has a long history of partnering with ReWA, including a transformational award in 1999 of \$578.6K of Community Development Block Grant (CDBG) funding. CDBG is federal funding for essential projects such as affordable housing, infrastructure improvements, and social services that benefit Seattle families. HSD would like to thank our federal delegation, including Senators Patty Murray and Maria Cantwell and Representatives Pramila Jayapal and Adam Smith, for their ongoing support of CDBG funding. These funds were used to build a new Southeast Seattle campus for ReWA when the creation of the Seattle light rail cut a path over their original facility.

Today, the campus is a thriving community center where refugee and immigrant women and their families access valuable programs and services, including English language instruction, employment services, housing assistance, citizenship support, youth programs, early learning opportunities, domestic violence support, and health and wellbeing resources.

Mahnaz Eshetu, ReWA Executive Director, describes the enduring relationship between the City and the agency, "Over 20 years ago, the Human Services Department helped ReWA build a new facility to continue to serve refugee and immigrant families in the Rainier Valley. Since then, our wraparound system of programs serves families from cradle to golden age, helping thousands of refugee families build a strong foundation for their lives in Seattle."

 [A volunteer working with an older woman on a laptop](#)

Photo Credit: ReWA



Photo Credit: ReWA

Today, ReWA serves about 4,000 families or 11,000 individuals a year. In 2022, [HSD awarded ReWA an additional grant of \\$1.5M](#) in federal Coronavirus Local Fiscal Recovery (CLFR) money to develop a new child care and preschool center in Seattle's Northgate neighborhood. The planned facility will add 108 licensed child care spaces in the community and is scheduled for completion in 2024. The agency estimates that 95% of their new licensed capacity will serve children from low- and moderate-income families.

Eshetu adds, "We are thrilled to have been awarded \$1.5M in federal grant money from HSD to construct and establish a new early learning center in Northgate. This public-private partnership is a great

investment in working families, helping them thrive and providing them with a roadmap for building stronger communities."

Keep an eye out for more uplifting stories and opportunities as [#SeattleHumanServices](#) continues to celebrate [#NationalCommunityDevelopment Week](#)!

NATIONAL COMMUNITY DEVELOPMENT WEEK PROCLAMATION

Follow-up the press release with the passage of a National Community Development Week proclamation by your local elected body. Send the press release and proclamation to local media outlets and to your Congressional delegation. This activity requires minimal effort and can be undertaken by every grantee. Some communities also hold special ceremonies or press briefings to announce the passage of the proclamation to gain further media attention for National Community Development Week.

SPOTLIGHT: CITY OF CONWAY (AR) 2023 PROCLAMATION

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 Conway 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 Conway and other local governments have clearly demonstrated the capacity to administer the CDBG Program to identify, prioritize and resolve pressing problems.

NOW, THEREFORE, I, **Bart Castleberry**, Mayor of the City of Conway, Arkansas, do hereby proclaim the Week of April 10-14, 2023 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 THEREOF, I have hereunto set my hand and caused the SEAL of the City of Conway, Arkansas to be affixed this 10th day of April 2023.

Dated this 10th day of April, 2023

SPOTLIGHT: FAIRFAX COUNTY (VA) 2022 PROCLAMATION



COUNTY SUPERVISORS PROCLAIM APRIL 11-15 COMMUNITY DEVELOPMENT WEEK IN FAIRFAX COUNTY

WHEREAS, April 11-15 has been designated National Community Development Week to celebrate the federal Community Development Block Grant program now in its 47th year and the HOME Investment Partnerships Program now in its 30th year; and

WHEREAS, Fairfax County has received over \$284 million from the CDBG program over the past 47 years and \$65 million from the HOME program over the past 30 years, supporting the development of affordable housing benefiting low- to moderate-income individuals and households, including older adults, people with disabilities, those experiencing chronic or frequent homelessness, and children; and

WHEREAS, the Community Development Block Grant and the HOME Investment Partnerships Program foster a strong network among local government, residents, businesses and nonprofit organizations working to meet the needs of Fairfax County residents; and

WHEREAS, Fairfax County received \$8.36 million in additional program funding in fiscal years 2020 and 2021 to prevent, prepare for and respond to COVID-19, including the provision of emergency rent and utility assistance for families who have lost income, and funding nonprofit partners to enable the continued provision of vital public services;

WHEREAS, Fairfax County received \$7.88 million in additional program funding in fiscal year 2022 to provide housing, supportive services, and shelter to individuals experiencing homelessness, as well as other vulnerable populations;

NOW, THEREFORE BE IT RESOLVED, that the Fairfax County Board of Supervisors, on behalf of all residents of Fairfax County, does hereby designate April 11-15, 2022, as NATIONAL COMMUNITY DEVELOPMENT WEEK

SPOTLIGHT: CITY OF ORLANDO (FL) 2023 PROCLAMATION



MEET WITH YOUR CONGRESSIONAL DELEGATION

This year, we are asking all communities that receive CDBG funding to schedule a meeting with their Congressional offices. Meeting with your Congressional members or their staff is the most effective way of supporting the CDBG program since it affords Congressional members the opportunity to hear first-hand how the funds are being used. Highlighting the work that occurs with CDBG dollars in your community creates a tangible connection for lawmakers between the funding they appropriate for the program and improvements to their states and districts. Events like National Community Development Week attract positive attention and publicity for CDBG, which when shared with your lawmakers, is instrumental in creating the next generation of CDBG champions on Capitol Hill. Congressional members like to hear directly from the organizations or people the program serves. If possible, put a face to your program by including beneficiaries and subrecipients in the meeting.

SPOTLIGHT: CITY OF LITTLE ROCK (AR) HOSTS 2022 NATIONAL COMMUNITY DEVELOPMENT WEEK KICK-OFF EVENT WITH A REPRESENTATIVE FROM CONGRESSMAN FRENCH HILL'S OFFICE

Kickoff event at IFB Solutions with a representative from Congressman French Hill's office.



SPOTLIGHT: CITY OF QUINCY (MA) MEETS WITH CONGRESSMAN STEPHEN LYNCH DURING 2022 NATIONAL COMMUNITY DEVELOPMENT WEEK

HUD Happenings | April 26, 2022

City of Quincy Celebrates 46 Years of CDBG Success

By Rhonda Siciliani, Massachusetts Field Office Director, Region I

In the City of Quincy, Regional Administrator Juana Matias joined Mayor Thomas Koch and Congressman Stephen Lynch on April 24, along with local and state officials at Quincy College to celebrate the cities' achievement of \$95 million in CDBG funds from HUD over the past 46 years, including \$1.26 million in CDBG-CV CARES Act funds.

Over 75 percent of Quincy's CDBG-CV allocation has been utilized for economic development activities, including \$1.2 million to facilitate an emergency grant program for small businesses in the Spring of 2020; \$100 thousand to the Quincy Chamber of Commerce and \$100 thousand to QCBC Labs for entrepreneurship development programs.



HUD New England Regional Administrator Juana Matias (center right) joins Congressman Stephen Lynch (center), City of Quincy Mayor Thomas Koch (center left) and local and state officials at Quincy College to celebrate the City's use of CDBG funds to support economic development.

"When we partner with Quincy good things are going to happen," said Congressman Lynch in talking about the City's use of federal CDBG funds.

The single largest recipient of CDBG-CV funds, \$430 thousand has been Quincy College (QC) for workforce development. The City of Quincy started providing CDBG funds to QC in 2019 for the administration of a Home Health Aide (HHA) Career Pathway program. In 2020, the college applied for renewal funding for the HHA program, as well as funding for a Substance Abuse Pre-Licensing Sequencing Program. Given the success of these programs, coupled with the CDBG-CV funds provided to the city through the CARES Act, the city provided QC with an allocation of \$430,000 in January 2021 to offer a suite of eight workforce development programs to unemployed, underemployed, low-moderate income individuals. To date, 49 students have completed one of these certificate programs; and another 33 are in progress.

"It is our federal and local partnerships that have made our CDBG program such a success and are providing the City of Quincy with workforce programs that are fostering inclusive economic growth," said Regional Administrator Matias.

If your Congressional member or their staff are not available to meet during National Community Development Week, then consider sending them a short YouTube video (no more than 5 minutes) that shows recently funded/completed CDBG activities and outlines your program accomplishments in the video remarks. Make sure to include program beneficiaries in your meetings and videos to provide testimonials on the benefits of the program. Creating a video in-house using YouTube is an economical and easy method of documenting your National Community Development Week activities and sharing it with local media and Congressional offices.

See this [video from Wausau, Wisconsin](#) detailing the huge impacts that CDBG funding can have throughout a community.

TOUR LOCAL PROJECTS

Invite local Congressional offices to tour local projects. Select projects that positively showcase the programs.

Tip: Develop a written project description to hand out during the projects tour.

SPOTLIGHT: CITY OF COLUMBIA, SC

Last year, the Columbia (SC) Department of Community Development [hosted a grand opening](#) of Edisto Place to showcase a new affordable housing community during National Community Development Week.

Tip: Invite local media to cover your National Community Development Week events.



DEVELOP A PROGRAM FACT SHEET

Develop a fact sheet that outlines program accomplishments.

SPOTLIGHT: MANCHESTER (NH) FACT SHEET

City of Manchester, New Hampshire
Department of Planning and Community Development

Mayor Joyce Craig
Leon L. LaFreniere, AICP, Director

FACT SHEET: CDBG & HOME Funded Programs 2020-2021

COMMUNITY IMPROVEMENT PROGRAM (CIP) HUD Entitlement Funding – CDBG • HOME

How does it work?

CIP programs funded with HUD entitlement funds provide a critical revenue source that allows the City to assist residents through programs and projects that are beyond the City budget. CDBG and HOME funds help provide safe, decent and sanitary housing, improved living environments and necessary public services for low and moderate income residents.

Over the past three years, Manchester has received \$7,028,840 in Community Development Block Grant (CDBG) and \$4,582,565 in HOME Partnership Programs (HOME and HOME-ARP) funding.

What makes CIP programs successful?

CIP programs are successful as a result of their flexibility to meet the different needs of different communities. CDBG and HOME programs empower local decision makers to tackle their biggest issues, and are supported by public input, research studies, and impact analyses. The funding from these sources is multiplied by private and public investments, and requires strong, active partnerships with local non-profits and charities through competitive funding awards.

Sample Projects:



City HOME funds are being used to leverage **\$8.23M** in public and private investments to improve and develop **161 affordable housing units** targeted at low and moderate income families.

\$856,600 in CDBG funds were spent on **21 public service projects** for after-school programs, elderly nutrition, job training, and childcare.

Every dollar of City CDBG funding leveraged another \$9.63 in private and public funding, and allowed the City to **serve 20,787 persons** during the past fiscal year.



\$750,000 in City CDBG were spent on public improvements, such as Public Works Annual **Street Reconstruction**, **ADA Access Ramps**, and development of parks and recreational facilities.

National Community Development Week April 11-15, 2022

SPOTLIGHT: GREENWICH (CT) FACT SHEET

TOWN OF GREENWICH CDBG PROGRAM



#CDWEEK2023



Started in 1986 by the National Community Development Association and other national organizations, Community Development Week highlights CDBG success stories and the need for continued funding of this critically important program. Below are some of highlights of Greenwich's recent CDBG partnerships.



JOB TRAINING

CDBG-funded community partners provided employment training to **198** individuals, including women transitioning out of homelessness and adults with mental disabilities.



FOOD INSECURITY

Nonprofits funded by the Greenwich CDBG Program served **19,036** seniors, school children and the homeless through a wholesale food pantry, meal delivery service and emergency meal program.

DOMESTIC VIOLENCE SERVICES

Crisis intervention, short/long term counseling for adults and children, civil/criminal legal guidance and emergency shelter were provided to **644** victims of domestic violence in Greenwich.



YOUTH SERVICES

518 children were provided with fun, constructive after school activities and homework help through CDBG-funded community partnerships.

CDBG-CV CARES ACT ACTIVITIES

Greenwich CDBG-CV funds were used to benefit **46,295** people through projects designed to prevent, prepare for and respond to the COVID-19 pandemic, including home food delivery, rental housing assistance and childcare needs.



For almost 50 years Greenwich has allocated CDBG Program funding to nonprofit community partners in order to create an equitable, safe living environment with access to decent housing and expanded economic opportunities.

Continued support for CDBG will allow the Town to make local decisions about how best to serve its most vulnerable residents for years to come.

SPOTLIGHT: STATE OF UTAH FACT SHEET



Utah Community Development Support

FEDERAL COMMUNITY DEVELOPMENT GRANT PROGRAMS like CDBG and HOME help Utah to build and maintain healthy communities — providing vital support to Utah's small towns and creating essential affordable housing.

Community Development Block Grant Program

THE STATE OF UTAH CDBG PROGRAM provides grants to cities and towns of fewer than 50,000 people and counties of fewer than 200,000 people. The Community Development Block Grant (CDBG) program was established in 1974 as part of the Housing and Community Development Act.



•194
Projects

•\$25
Million
2016-2020

HOME Program

THE HOME INVESTMENT PARTNERSHIPS PROGRAM provides formula grants to states and localities that communities use - often in partnership with local nonprofit groups - to fund a range of activities including building, buying or rehabilitating affordable

housing or providing direct rental assistance to low-income people. HOME is the largest federal block grant to state and local governments designed exclusively to create affordable housing for low-income households.



Multifamily

\$30 Million
38 Projects
3,767 Total Units
3,343 Low-income Units

2016-2020



Single-Family

\$950,000
53 Projects



SPOTLIGHT: STATE OF UTAH FACT SHEET

Tooele County Children's Justice Center



TRADITIONALLY, INVESTIGATION OF CHILD ABUSE

required multiple interviews of the victim by police, social services, medical personnel, attorneys, and psychologists, each in a new and often unfamiliar and uncomfortable setting. The Children's Justice Center is a homelike environment that eliminates the need for multiple interviews, and is non-threatening to victims. Utilizing the center, investigators can coordinate and begin the investigative process while minimizing trauma to child victims of abuse. In 2019 alone, the center served 1,300 victims.

In 2018, the center was in need of a new facility that could better suit the families and the Multi-Disciplinary Team. With the support of a CDBG grant, the center was able to construct an all-new facility that provides families the privacy they need and helps team members with the proper and efficient processing of interviews. They added more interview rooms, a medical unit and conference room.

**The new facility
allows the Children's
Justice Center
to focus on their
number-one priority:
the child.**



The Children's Justice Center in Tooele, Utah

Equal Opportunity Employer/Program • Auxiliary aids and services are available upon request to individuals with disabilities by calling 801-526-9240. Individuals who are deaf, hard of hearing, or have speech impairments may call Relay Utah by dialing 711. Spanish Relay Utah: 1-888-346-3162.

SPOTLIGHT: HUD 2022 NATIONAL COMMUNITY DEVELOPMENT WEEK



FACT SHEET: National Community Development Week

The week of April 11 through April 15 is National Community Development Week, a time to highlight the importance of the U.S. Department of Housing and Urban Development's (HUD) Community Development Block Grant (CDBG) and HOME Investment Partnerships (HOME) programs to building strong, resilient, and vibrant communities across America. CDBG and HOME provide grants to states and local governments to strengthen communities by delivering equitable access to decent housing and living environments and expanding economic opportunities. These programs are unique in that they focus primarily on people with low and moderate incomes. CDBG and HOME also play a critical role in empowering residents by giving them a voice in the future of their neighborhoods. HUD and the Biden-Harris Administration remain committed to building stronger and more resilient communities across America through CDBG and HOME.

CDBG and HOME Have a Record of Success in Lifting Up Underserved Communities

CDBG and HOME increase the availability of safe, high quality, and affordable homes and communities, ensuring equitable access to opportunities and benefiting families and communities.

CDBG and HOME have:

Provided grants to state and local governments. In 2021, the CDBG program provided grants to 1,235 state and local governments.

Rehabilitated housing and strengthened access to public services. Since 2005, the CDBG program has rehabilitated 1,300,027 units of housing, funded public infrastructure projects that have assisted over 16 million people, and assisted over 161 million people with public services.

Expanded affordable housing. Since 1992, the HOME program has created over 1.3 million affordable homes and provided direct rental assistance to more than 363 thousand low-income families.

Provided Sources of Low-Cost, Long-Term Financing for Economic and Community Development Projects.

In 2021, HUD marked over 2 thousand commitments through the CDBG Section 108 Loan Guarantee program. The program allows local governments to leverage five times their current CDBG grant into federally guaranteed loans large enough to pursue physical and economic revitalization projects capable of redeveloping entire neighborhoods. The Section 108 program primarily benefits low- and moderate-income communities.

INVOLVE PROGRAM PARTNERS AND BENEFICIARIES

The CDBG story cannot be told without the participation of the program subrecipients who help administer the program locally and without the program beneficiaries who are the direct recipients of the funding. Subrecipients and program beneficiaries are on the front lines providing and receiving CDBG assistance. They are essential to telling the CDBG story. Because of their connection to the program, they need to be part of National Community Development Week. Put a face on your programs by including beneficiaries and subrecipients in your National Community Development Week events.

SOCIAL MEDIA GUIDANCE

National Community Development Week, April 1-5, 2024 #CDWeek2024, #CDBGworks, #CDBG50

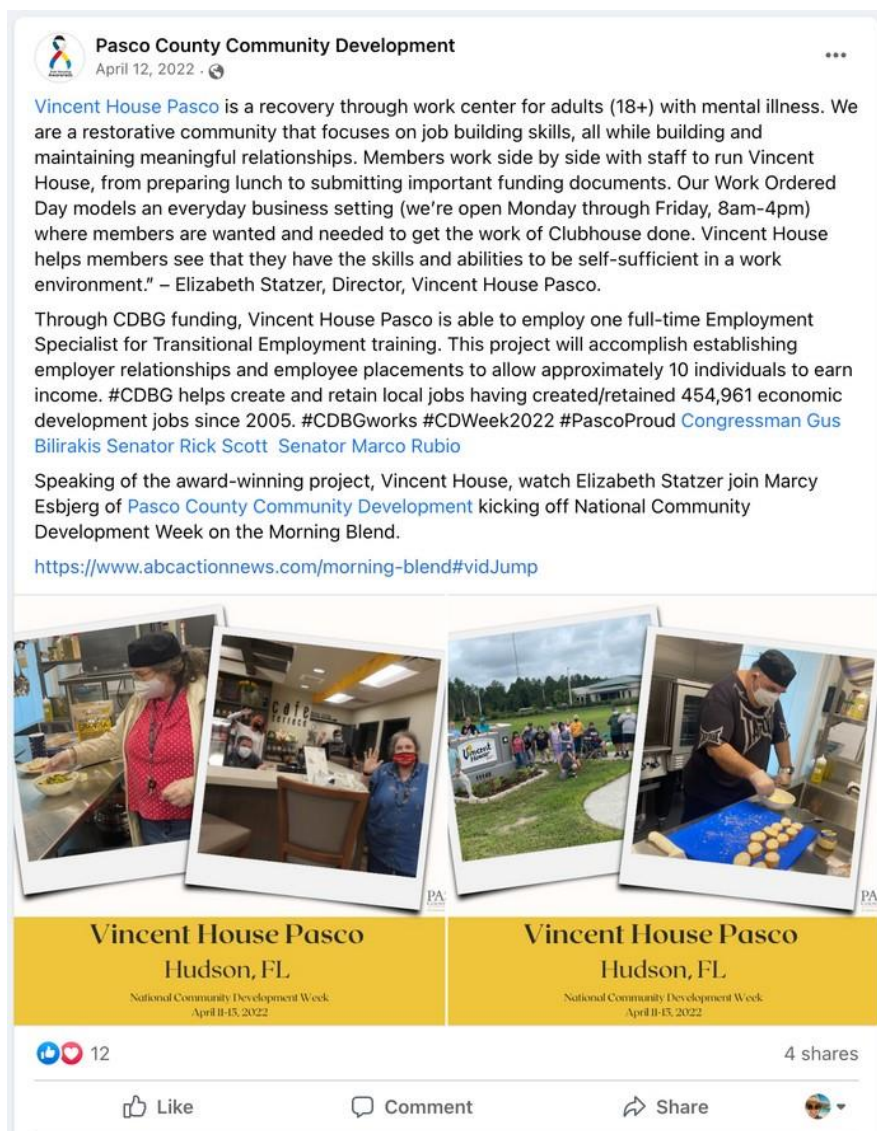
Importance of the # (Hashtag) - #CDWeek2024, #CDBGworks, CDBG50

- 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.

Practical Applications

- Use social media to “call to action” such as asking followers to call legislators about CDBG funding in the Federal budget.
- Share exciting stories in more than one format. Give readers more than a headline by writing a blog article. Share more than one photo per post to give viewers a broader perspective of the story behind the post.
- Cross-reference and utilize multiple media channels. Post links or photos of newspaper articles.
- Include event registration links in press release or in posts if applicable. Be aware of formatting content appropriate to each platform. Make yourself familiar with each platform and how they are different.
- Post familiar faces. Include photos of Mayor, other dignitaries, and participants. Use photo release for children under 18.
- 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. Consider enhanced content options such as podcasts, recorded videos, live streaming, infographics, and blogs.
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SOCIAL MEDIA SPOTLIGHT: PASCO COUNTY, FL



Advice on Personal Branding

- Keep your personal and your organization voice separate. Interact between the two accounts if comfortable. For example, like and share the organization content as yourself. Be aware of privacy settings. (Boilerplate: "Postings on this site are my own and do not reflect or represent the opinions of agency for which I work.") Do not use your government email address for personal accounts, for various reasons.
- Review agency social media policy, seek required communication reviews, permission to disclose public information, and permission to tag.
- Participate in live events (such as Twitter Chats or Facebook Live). Join or start a group. Tweet and share using relevant hashtags. Be a thought leader.

NATIONAL COMMUNITY DEVELOPMENT WEEK AND BEYOND: MEETING AND CORRESPONDING WITH YOUR CONGRESSIONAL MEMBERS THROUGHOUT THE YEAR

Meeting with a member of Congress, or Congressional staff, is a very effective way to convey a message about a specific issue or legislative matter. It's important to meet with your Congressional members to inform them of the importance of CDBG in your community.

A typical meeting should go as follows:

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 to your community; need for increased funding). Bring CDBG-funded project examples. Discuss the impact of CDBG in the community. Consider bringing a program beneficiary to the meeting to share how CDBG-funded activities have impacted their life. Be prepared to answer questions.
4. **Follow-Up**: Follow-up the meeting with a thank-you email. Send along any additional pertinent information and materials.

ADDRESSING CORRESPONDENCE:

To a Senator...

The Honorable (Full Name)
District Office Address

Dear Senator (Last Name):

To a Representative...

The Honorable (Full Name)
District Office Address

Dear Representative (Last Name):