



FEDERATION OF  
**CALGARY COMMUNITIES**  
60<sup>th</sup> Anniversary

# March 2021 Community Association Awareness Month Package

Be Part of It!



## INTRODUCTION

The Federation is excited to promote March Community Association Awareness Month and help increase awareness of the incredible work you do.

To help you promote the work you do, we have created a Community Association Awareness Month Communications Package.

This package was created to support you in your efforts to raise awareness of the incredible value you all bring to your community, and to encourage members and residents to support you by becoming a member, volunteer or donating to your organization.

In this communication package, you will find six resources that you can customize and adapt to the work and capacity of your organization!

The table below provides an outline of the purpose of the resource, how it can be used and the volunteer whose work we thought most aligned with the resource.

To access any document in the package, click the links below!

CA Awareness Month Resource Purpose	How to Use It	Who to Share it with in your Organization
<p><a href="#"><u>Template - 10 Reasons to Join Your Community Association</u></a></p> <ul style="list-style-type: none"> <li>- Promote value of CA.</li> </ul>	<ul style="list-style-type: none"> <li>- Customize the resource content to the specific work of your organization.</li> <li>- Use content for website, newsletter or emailer and social media.</li> <li>- E.g.) social media campaign: share 1-2 posts per week throughout March. Encourage people to interact with your content to share their love for your CA by submitting photos of activities they have participated in.</li> </ul>	<ul style="list-style-type: none"> <li>- Communications Director</li> <li>- Membership Director</li> <li>- Executive</li> </ul>
<p><a href="#"><u>Template - 5 Things You Didn't Know About Your Community Association</u></a></p> <ul style="list-style-type: none"> <li>- Increase awareness of how CAs are run, who they serve, and how residents can be part of it!</li> <li>- Encourage residents to becoming a member or volunteer with their CA.</li> </ul>	<ul style="list-style-type: none"> <li>- Customize the resource content to the specific work of your organization – tell your story and share what's unique about what your CA does!</li> <li>- Use content for website, newsletter, emailer content and/or social media for the month of March.</li> </ul>	<ul style="list-style-type: none"> <li>- Communications Director</li> <li>- Membership Director</li> <li>- Executive</li> </ul>
<p><a href="#"><u>Tip Sheet – Membership &amp; Resident Engagement Activities</u></a></p> <ul style="list-style-type: none"> <li>- Ideas to engage new residents and existing members with your organization and encourage them to purchase or renew their membership.</li> </ul>	<ul style="list-style-type: none"> <li>- Assess your organizational capacity, resources and membership needs/interests.</li> <li>- Determine what activity is the most feasible for your organization and engaging for your membership and residents.</li> <li>- Have fun engaging your community in a new activity!</li> </ul>	<ul style="list-style-type: none"> <li>- Programming or Events Directors</li> <li>- Membership Director</li> <li>- Executive</li> </ul>
<p><a href="#"><u>Template - Fundraising Appeal Letter to Members</u></a></p> <ul style="list-style-type: none"> <li>- A call for financial support to increase awareness of the impact of COVID and the value that CAs offer their communities.</li> </ul>	<ul style="list-style-type: none"> <li>- Content for newsletter, social media, email to membership.</li> <li>- Website pop-up or content.</li> <li>- Mail drop.</li> </ul>	<ul style="list-style-type: none"> <li>- Fund development Director</li> <li>- Communications Director</li> <li>- Executive</li> </ul>
<p><a href="#"><u>Template – Scavenger Hunt Communications Plan</u></a></p> <ul style="list-style-type: none"> <li>- COVID-19 safe event to celebrate your community.</li> <li>- Membership and resident engagement opportunity.</li> </ul>	<ul style="list-style-type: none"> <li>- Customize to fit your timelines.</li> <li>- Customize so the content is relevant to your community.</li> <li>- Can be used as a “road map” to implement the event.</li> </ul>	<ul style="list-style-type: none"> <li>- Programming or Events Directors</li> <li>- Communications Director</li> </ul>
<p><a href="#"><u>Template - Social Media Scavenger Hunt Content</u></a></p> <ul style="list-style-type: none"> <li>- Content to support the social media scavenger hunt.</li> </ul>	<ul style="list-style-type: none"> <li>- Customize so the content is relevant to your community.</li> <li>- Content for website, social media, newsletter, digital newsletter, or email.</li> </ul>	<ul style="list-style-type: none"> <li>- Programming or Events Directors</li> <li>- Communications Director</li> </ul>



Naheed K. Nenshi, Mayor

## PROCLAMATION

Community associations support neighbourhoods throughout Calgary. Led by volunteers, they connect residents, provide a voice for community life and offer social, educational and recreational opportunities close to home.

Whereas: Community associations are dedicated to making sure our communities offer a great place to live, work and play;

Whereas: There are 152 registered community associations in Calgary, and 20,000 active volunteers who contribute 2.4 million hours of public service annually;

Whereas: Throughout March the focus is on promoting the value of these associations and encouraging residents to sign up as members and volunteers.

On behalf of City Council and the citizens of Calgary, I hereby proclaim March 2021 as:

**“COMMUNITY ASSOCIATION AWARENESS MONTH”**

**NAHEED K. NENSHI**  
**MAYOR**



## Ten Reasons to Join Your Local Community Association

### For Community, by Community

- Community associations (CAs) are volunteer-led organizations run by your neighbours!
- CA volunteers are passionate about strengthening your community and responding to your neighbourhood needs.

### Enjoy Programs, Events and Services for All Ages

- Community associations offer free or low-cost programs to enhance community life. Examples include: daycare, yoga, senior coffee and chats, youth programs, language classes, skating, basketball, community clean-ups, and so much more!

### Have Your Voice Represented in Community Voice

- Community associations represent community voice on development proposals, as well as social, cultural and environmental issues that impact your neighbourhood.

### Access Facility Rentals and Community Amenities

- Community association volunteers operate and maintain community amenities such as outdoor ice rinks, tennis courts and community halls that are available to you!

### Support Building Safe Communities

- Community associations are committed to helping make communities safer. Examples of safety initiatives include: Block Watch, safety open houses and bicycle safety programs.

### Get Informed on Community & Civic Life

- Community associations provide information on important community and civic issues that impact your daily life, through regular newsletters and their online presence.

### Connecting to Community Can Support Your Health

- Connecting with your CA can strengthen a sense of belonging, broaden your support network, and inspire you to get engaged in things that matter to you! This leads to increased happiness, access to resources and participating in fun activities.

**Gain New Skills & Valuable Work Experience**

- Share your talents and develop new skills!
- CAs offer many opportunities to learn new things and gain new work experiences, by participating in programs or joining a volunteer committee!

**Uplift Community Spirit**

- CAs are innovating their programs and navigating COVID guidelines to keep programs open to the community and to help people feel connected, positive and supported. Examples include: neighbourhood assistance programs; online dance classes, community gardens, before and after school care programs, and outdoor rinks.

**Your Community Association Needs You!**

- Your community association has been there for your community and now they need your support! Consider becoming a member or volunteer with your CA to support the amazing work they do. Connect with your CA to find out more!

## 5 Things You Didn't Know About Community Associations

### Led by Your Neighbourhood Community Volunteers

Community associations (CAs) are led by volunteers – your neighbours! Some CAs have staff, but many are completely volunteer run by passionate folks in your neighbourhood. They engage residents for input on programs and services to offer, then they raise the funds to deliver these wonderful opportunities to you!



#### Did You Know...

CA volunteers fundraise to provide programs and maintain community amenities.

### Operate & Maintain Community Facilities and Amenities

Community association volunteers operate and maintain local outdoor rinks, community gardens, tennis courts and community halls. Your community association supports the maintenance of:

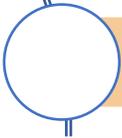
- 185 outdoor rinks (includes the Adopt-a-rink program)
- 30 plus community gardens and
- 106 community halls

### Uplift Neighbourhood Community During COVID

When Community associations were first ordered to close their doors due to the pandemic, CA volunteers rallied and found innovative ways to help people feel socially connected, positive and supported. They also offered services to meet community needs. That is the power of community! Some examples include:



Implementing neighbourhood assistance programs to deliver groceries, offer friendly phone chats or help shovel a walkway



Moving programs online such as: yoga and fitness classes, language classes, senior coffee and chats, dance lessons and more



Navigating COVID guidelines and recruiting new volunteers to ensure programs and recreational opportunities are open to your community such as: before and after school care programs, community gardens, good food box programs and skating rinks



Celebrating the holiday season in creative ways such as delivering craft packages door-door, storytime with Santa online and a physically distanced Santa car parade

## Advocate on Behalf of Community Voice

Community associations can act as a community voice in your neighbourhood. They engage residents on urban planning projects and can represent your community's perspective at City of Calgary consultation meetings. CAs can also advocate on behalf of community voice on social, cultural, environmental and community issues.

## Membership-Based Organizations – They Need You

Community associations are membership-based. This means that though CAs are governed and operated by your community volunteers, they are accountable to their members. By becoming a member, not only do you enjoy access to free or low-cost programs, but your voice also influences what services community associations offer, advocacy efforts and the governance of an organization.



**Your voice makes a difference for the well-being of your community - consider becoming a member or volunteering with your CA!**



### Important

**Adapt this resource to include the unique benefits your community association offers!** Think about the impact your CA has on the residents in terms of community spirit, connectedness, capacity for collective action, and quality of life. Highlight your achievements and tell your story!

## Tip Sheet - Membership & Resident Engagement Activities

### CA Awareness Events

- Open houses - ask for their input on programs, services & membership benefits
- Communications campaign (phone calls, newsletters, emails, website, social media, billboard, etc.)
- Monthly meetings
- Membership Orientation

### Online Events & Programs

- Language classes, dance classes, cooking classes, [tea & knitting circles](#), [paint night](#), [craft activities](#), book clubs, zoom movies & discussion, neighbour nights (e.g., [Hillhurst Sunnyside CA Neighbour Night](#)), educational discussions, building inclusive community conversations, showcase community artists etc.
- Partner with local organizations, (e.g., Calgary Climate Hub for climate conversations)

### Sharing Resources & Building Connections

- Little Free Libraries and Little Free Community Pantry
- Pen pals – match seniors with community members to exchange cards & letters
- Neighbourhood Assistance/[Adopt a Neighbour programs](#)
- Membership Buddy or Mentorship program

### Celebrate Your Community!

- Create an online photobook of volunteers and exceptional members - highlight their activities and inspire others to become a member
- Host fun interactive activities: virtual scavenger hunt; photo contest, outdoor photo booth, window walks, painting tiles with positive messaging to hang on a prominent community fence

### Engage Local Businesses

- Provide a business membership in exchange for “buy local” promotional opportunities.
- Collaborate with businesses to offer prizes for fun activities or to offer incentive for membership referrals. Current members are your greatest ambassadors! Why not create some incentives to encourage them to promote membership with your organization?



## Template – Financial Appeal Letter to Members

**Date:** Monday February 22, 2021

**Subject:** We need your support!

Did you know (*insert name of community*) is served by a volunteer-led organization, called a community association? That's right, the *<insert name of community association>* is run by your neighbours!

We work hard to offer programs and services that address the needs and interests of our community. We run the hall, rink, etc. (*insert programming and amenities specific to your organization*). We also play a key role in representing community voice on development proposals, as well as on social, cultural, and environmental issues that impact our neighbourhood.

As you might imagine, COVID has dramatically impacted our organization. In fact, we have been closed for the past 12 months. Community is an important part of us all recovering, and as such, we need your support!

You can show us some love by:

- 1) Renewing your membership – it is easy to become a member!
- 2) Encouraging your neighbours to buy a membership.
- 3) Volunteering to support a program or service you would like to see in our community.
- 4) Donate to us (*insert link to donation page*)

Thank you for your consideration and for being neighbourly.

Sincerely,

P.S. [Click here to learn more](#) about a *<insert name of community association>* membership benefits you and how your membership benefits *<insert name of community >* .



## Social Media Scavenger Hunt Mini Communications Plan

What better way to celebrate your community than a COVID-safe scavenger hunt? To celebrate Community Association Awareness Month, The Federation has created this fun and COVID-19-safe activity! Let's get back out into our communities and show our neighbours the great work we do.

To participate:

- You'll need to find some locations in your community (places that make your community unique)
- Clues on how participants can find the locations (think riddles, maps, photos)
- Webpage for the event
- Event hashtags
  - So you can see who's participating
- Share the clues on social media and on your website
  - You share all the clues at once or share them throughout the month
  - You can use the hashtags #yyccahunt and your own community hashtags
- Encourage your members and neighbours to go out and find those locations and post an image on social media

We have put together a communications plan, implementation steps and content so you can just focus on engaging your community!

If you need any additional support with this event, you can always contact Kenneth at [connect@calgarycommunities.com](mailto:connect@calgarycommunities.com) for additional support!

Be Part of It!

<p><b>Event/Project:</b></p>	<p>Community association social media scavenger hunt</p> <p>Community associations will select five to ten location throughout their communities and encourage their residents to "find" these locations, take a picture, and post it on social media.</p> <p>For this event, you will need:</p> <ol style="list-style-type: none"> <li>1. A social media platform of your choosing (Facebook, Twitter, Instagram)</li> <li>2. A unique hashtag where participants can post their images. Please follow this hashtag formula: #CrossroadsHunt or #yyccahunt</li> <li>3. A webpage to house the event</li> </ol>
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	<p>Optional</p> <ol style="list-style-type: none"> <li>1. Prizes – Invite local businesses to donate prizes you can use to encourage people to participate. In exchange you will be promoting their local business!</li> </ol>
<p><b>Purpose:</b></p> <p><b>What is the purpose of this event/project?</b></p>	<p>The purpose of this project is to engage residents in a COVID-safe fashion to celebrate your local community association and promote the value your organization brings to the community.</p>
<p><b>Goal:</b></p> <p><b>What is the goal of this event/project?</b></p>	<ol style="list-style-type: none"> <li>1. Engage residents</li> <li>2. Promote the value of community associations</li> </ol>
<p><b>Objectives:</b></p> <p><b>With the above broad goal in mind, what more specific objectives do you want to achieve?</b></p> <p><i>You should have a minimum of 3 objectives.</i></p>	<ol style="list-style-type: none"> <li>1. Increase community member engagement with community associations</li> <li>2. Increase community association membership</li> <li>3. Provide residents with a safe and fun activity that celebrates the community</li> </ol>
<p><b>Key Audience(s):</b></p> <p><b>Who are your target audiences for this event/project?</b></p> <p><i>You should have a minimum of 3 key audiences. They can be internal and external.</i></p>	<ol style="list-style-type: none"> <li>1. Community residents</li> <li>2. Community association members</li> <li>3. Non-residents</li> </ol>
<p><b>Key Messages:</b></p> <p><b>With the above key audiences in mind, what key messages do you want portrayed with this event/project?</b></p> <p><i>These key messages should be strategic in nature and you should have a minimum of 3 messages.</i></p>	<ol style="list-style-type: none"> <li>1. Community associations provide residents with recreation and social activities year-round</li> <li>2. You should be part of your local community association to engage with your members</li> <li>3. Join your local community association and support your neighbours</li> </ol>
<p><b>SWOT Analysis:</b></p> <p><b>For this event/project outline the:</b></p>	<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>- COVID-safe</li> <li>- Low cost</li> </ul>

<ul style="list-style-type: none"> <li>- <b>Strengths</b></li> <li>- <b>Weaknesses</b></li> <li>- <b>Opportunities</b></li> <li>- <b>Threats</b></li> </ul>	<ul style="list-style-type: none"> <li>- Unique to each community</li> <li>- Family friendly</li> </ul> <p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>- Technology (not everyone uses or is familiar with social media)</li> <li>- Time commitment (choosing locations, scheduling content, engaging with residents online)</li> </ul> <p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>- Engage with a potentially younger demographic</li> <li>- Engage your residents and fellow members</li> <li>- Celebrate what makes your community great</li> <li>- Introduce residents to potentially new technology</li> </ul> <p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>- Weather</li> <li>- COVID-19 restrictions</li> </ul>
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<p><b>Strategies:</b></p> <p><b>Thinking about the main goal of this event/project, what strategies will you use to achieve this goal?</b></p> <p><i>A strategy is a plan for which tactics will be completed under.</i></p>	<ul style="list-style-type: none"> <li>- Use readily available communication channels to announce the event and generate “hype”.</li> </ul>
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<p><b>Tactics/Tools:</b></p> <ul style="list-style-type: none"> <li>o Social media</li> <li>o Digital newsletter/newsletter</li> <li>o Page on website</li> <li>o Whatever tactic you want to use</li> </ul>
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**Strategy #1 Tactics: Social Media**

**Use social media to engage with audience about scavenger hunt. Post one time a week about scavenger hunt.**

Tactic/Tool	Key Audience(s)	Key Message(s)	Schedule	Assigned To	Cost	Method of Evaluation
Receive communication plan	n/a	n/a	February TBD	--	n/a	n/a
Schedule social media on all channels	1, 2	n/a	February TBD	--	Free	n/a
Post 1 goes live	1, 2	n/a	February TBD	--	Free	Likes, Shares, Reactions
Post 2 goes live	1, 2	n/a	March TBD	--	Free	Likes, Shares, Reactions

Post 3 goes live	1, 2	n/a	March TBD	--	Free	Likes, Shares, Reactions
Post 4 goes live	1, 2	n/a	March TBD	--	Free	Likes, Shares, Reactions
Post 5 goes live	1, 2	n/a	March TBD	--	Free	Likes, Shares, Reactions
Post 6 goes live	1, 2	n/a	March TBD	--	Free	Likes, Shares, Reactions
Post 7 goes live	1,2	n/a	April TBD	--	Free	Likes, Shares, Reactions

### Strategy #2 Tactics: Digital Newsletter (Optional)

**Use digital newsletter to inspire residents and members to participate in scavenger hunt and increase their awareness of the value of your CA.**

Tactic/Tool	Key Audience(s)	Key Message(s)	Schedule	Assigned To	Cost	Method of Evaluation
Add content to digital newsletter. The first blurb will be announcing the scavenger hunt.	n/a	n/a	(Whenever you prepare the content for your digital newsletter)	--	Free	n/a
Send digital newsletter	2	n/a	(Whenever you send out newsletter)	--		Opens and link clicks
Add content to digital newsletter. The second blurb is asking residents to join and generate hype.	n/a	n/a	(Whenever you prepare the content for your digital newsletter)	--		n/a
Send digital newsletter	2	n/a	Whenever you send out newsletter)	--		Opens and link clicks
Add content to digital newsletter. The final blurb is thanking everyone for participating and featuring your favourite photos from the scavenger hunt.	2	n/a	(Whenever you prepare the content for your digital newsletter)	--		n/a

### Strategy #3 Tactics: Website Page

**Create a page on our website to explain the rules and a “hub” for people who want to participate.**

Tactic/Tool	Key Audience(s)	Key Message(s)	Schedule	Assigned To	Cost	Method of Evaluation
Create webpage	1,2	n/a	February TBD	--	Free	n/a
Populate webpage with content	1,2	n/a	February TBD	--	Free	n/a
Launch webpage	1,2	n/a	February TBD	--	Free	n/a
Add scavenger hunt locations	n/a	n/a	March TBD	--	Free	n/a
Monitor/Maintain webpage	1,2	n/a	February to April	--	Free	n/a
Takedown webpage	1,2	n/a	April TBD	--	Free	n/a

### Considerations:

**These are things to keep in mind/discuss that may affect the implementation of this plan.**

1. You can change the content/dates/key messages to best fit your community.
2. Don't be afraid to engage on social media. If you see a post you like, like it or comment on it.
3. If you see an image on social media you like, make sure you ask the photographer if you can use the image before posting somewhere else.
4. If you have any questions or need support, contact Kenneth at [connect@calgarycommunities.com](mailto:connect@calgarycommunities.com)

### Schedule:

**Take all of your above tactics/tasks and place them into one overall schedule.**

***This is optional, but very helpful to visually see all of your tactics/tasks laid out in one place.***

Tactic/Task	Assigned To	Deadline
Create webpage	--	TBD
Add content to webpage	--	TBD
Select scavenger hunt locations	--	TBD
Schedule social media	--	TBD
Post 1 goes live	--	TBD

Add scavenger hunt Locations	--	TBD
Post 2 goes live	--	TBD
Post 3 goes live	--	TBD
Post 4 goes live	--	TBD
Post 5 goes live	--	TBD
Post 6 goes live	--	TBD
Post 7 goes live	--	TBD
Take down scavenger hunt page	--	TBD



## Template - Social Media Scavenger Hunt Content

### Social Media

#### February TBD

Looking for a fun and COVID-safe activity to get you outdoors and exploring the community? Join our upcoming Community Social Media Scavenger Hunt starting in March! Check out our website for more information.

Include a link to your website

#### February TBD

Help us celebrate our community this March with a Community Social Media Scavenger Hunt! Be on the lookout for landmarks. Read more about our Community Social Media Scavenger Hunt today.

Include a link to your website

#### February TBD

The Community Social Media Scavenger Hunt starts Monday! Find out how you can participate today!

Include a link to your website

#### March TBD

Did you know we have a Community Social Media Scavenger Hunt happening right now? Check out our website for more information and how to participate!

Include a link to your website

#### March TBD

Having trouble finding some of our Scavenger Hunt locations? Join a walking group and work together to find all of our Scavenger Hunt locations!

Include a link to your website

#### March TBD

We hope everyone is enjoying our Community Social Media Scavenger Hunt! Our community association provides residents with year-round activities. Become a member today!

Link to your membership page

### **March TBD**

There are only five days left to find our Scavenger Hunt locations! Remember to use the [CommunityAssociationHashtag] when you post your photos!

Include a link to your website

### **April TBD**

Thank you to everyone who participated in our Scavenger Hunt! Check out some of our favourite pictures!

Include a link to your website

## **Digital Newsletter**

### **February TBD**

#### **Community Scavenger Hunt**

Community Association Awareness Month is just around the corner and what better way to celebrate our than a Community Social Media Scavenger Hunt! Starting March [TBD], we'll be encouraging neighbours to explore the community to find landmarks that make our community unique! Click here [Hyperlink to your website] for more details and how to participate.

### **February TBD**

#### **Explore our Community with a Scavenger Hunt**

Have you heard of our Community Social Media Scavenger Hunt? When March [TBD] rolls around, we want you to explore our community. The Community Social Media Scavenger Hunt is a fun, COVID-safe activity to celebrate our community! Check out our website [Hyperlink to your website] for all the information about the Scavenger Hunt!

### **March TBD**

#### **Be Part of the Scavenger Hunt**

Our Community Social Media Scavenger Hunt is underway! Interested in participating? Head over to our website [Hyperlink to your website] for all the info on how to participate. Check out some of our favourite images from the Scavenger Hunt!

### **March TBD**

#### **Snap Your Way to Participate**

Fun Fact: our Community Social Media Scavenger Hunt is a COVID-safe fun way to explore and celebrate our community. All you need to do is take a walk and share your snapped photos on social media using the Hashtag #[CommunityAssociationHashtag].

**April TBD**

### **Thank you for Participating**

The Community Social Media Scavenger Hunt is over. Thank you everyone participated in the Scavenger Hunt and helped celebrate our community. Check out our favourite photos from the Scavenger Hunt!

### **Website Content**

March Community Association Awareness Month is coming up and what better way to celebrate what makes our community unique than a Community Social Media Scavenger Hunt! When March [TBD] rolls around, we'll be releasing some photos of community landmarks. We want you to find the landmark and take a photo with it and post it on Instagram! Get creative with your photos and remember to use the Hashtags #[CommunityAssociationHashtag] and #yyccahunt.

Helpful reminders to make this event awesome!

1. Respect social distancing and COVID-19 restrictions
2. Tag us on social media and use all the hashtags
3. Encourage your neighbours to participate
4. Most importantly: Have fun and join us in celebrating our awesome community!