



#ILoveMyCAayyc

**MARCH IS COMMUNITY ASSOCIATION
AWARENESS MONTH**

2024 Campaign Engagement Tool kit



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#ILoveMyCAyyc & #bepartofit!

Campaign Background

<https://calgarycommunities.com/march-community-association-awareness-month/>

- Every March, we promote Community Association Awareness Month by celebrating the 156 community associations representing almost 200 neighbourhoods in Calgary. We aim to promote the value community associations bring to their neighbourhoods and encourage residents to sign up as members and volunteers.
- Community Associations (CAs) are dedicated to ensuring our communities offer a great place to live, work and play. Volunteers lead these organizations. They support neighbourhoods throughout The City by connecting residents and providing a voice for community life while offering social, educational, and recreational opportunities close to home.
- Every year, more than 20,000 community association volunteers contribute thousands of hours to organize and host social, recreational and educational programs, and events in every neighbourhood across Calgary.
- Specifically, the March is Community Association Awareness Month campaign promotes the value of community associations by highlighting the various programs, projects, and offerings they make to the community that better neighbourhood life in Calgary.

Did you know? The City of Calgary partners with The Federation on this campaign!

- The City issues a proclamation declaring March is Community Association Awareness Month.
- The City and The Federation post to social media and share stories about community associations. Follow The City @thecityofcalgary on X and Instagram.
- The City provides in-depth information about community associations, available on their website at: <https://www.calgary.ca/communities/community-associations.html>

Help us Amplify this campaign and spread the good Word about the value of Community Associations and how they better their communities!

- Create and share The Federation's and City's posts on your social media and websites.
- Hashtags: #ILoveMyCAyyc & #BePartofit!
 - CA = Community Association
 - yyc = Calgary

Sharing Made Easy – Here's how:

- Post to your social media to promote the March is Community Association Awareness Month campaign and #bepartofit!
 - We have some sample posts below. Use images, as they get better engagement.
- Retweeting (X) and sharing our social media posts (Instagram & Facebook).
- You may want to abbreviate community association to CA to save character space.
- To save character space in posts, you can shorten links (platforms like Hootsuite can do this, or you can find free URL shorteners online).
- Write a blog post about your community association's activities, call for volunteers, and how you help your community.
- A website post or page linking to our campaign webpage.
- Any other ways you'd like to help promote March is Community Association Awareness Month.
- Use the following hashtags so we can track the campaign activity and reshare your content.
 - #ILoveMyCAyyc (please use this in all posts so we can track this year's activity)
 - #bepartofit! (great for all posts as a call to action)
- You can use your photos with your posts OR download campaign photos we made.
 - Download Campaign Images here: <https://calgarycommunities.com/march-community-association-awareness-month/>

**Be creative and have fun. You all can #bepartofit!
And proclaim from the mountain tops #ILoveMyCAyyc**

Examples of Social Media Posts

Feel free to copy-paste and edit them as you see fit. Easy Peasy.

X (Twitter) (Our handle: [@FedYYC](#))

Sample Tweet 1

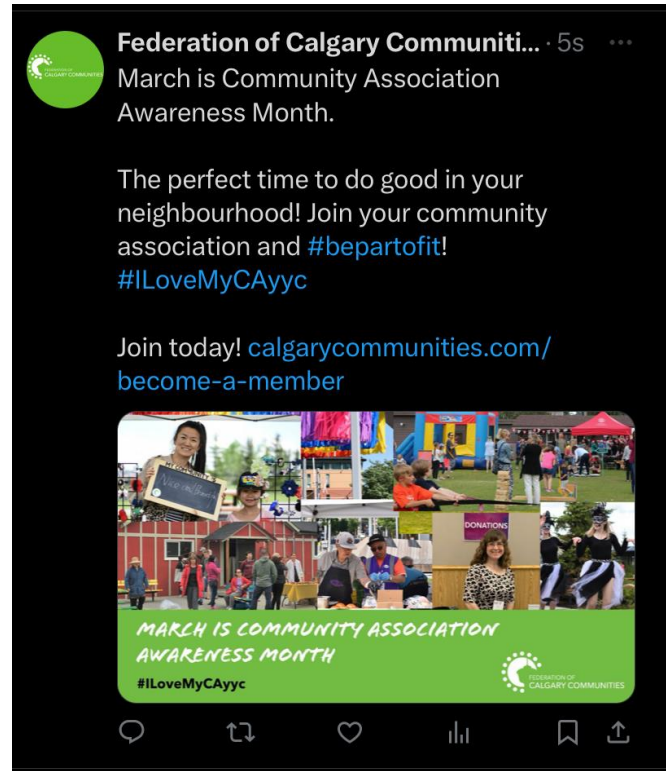
March is Community Association Awareness Month. The perfect time to do good in your neighbourhood! Join your community association and #bepartofit! #ILoveMyCA2yyc

Join today! <Insert link to your membership page>

Sample Tweet 2

March is Community Association Awareness Month. Did you know there are 156 community associations in Calgary? #ILoveMyCAyyc

You can #BePartOfIt! Find your community association here: <https://calgarycommunities.com/about-communities/#FindMyCA>.



Sample Tweet 3

What does your community association, <insert your CA name>, offer you? March is Community Association Awareness Month – find out and #bepartofit! #ILoveMyCAyyc

Check us out: <Insert your CA URL or social media handle>

Sample Tweet 4

Community Association volunteers are 20,000 Strong! They annually contribute thousands of hours to bettering their communities. Wow, #ILoveMyCAyyc!

What are you waiting for? Volunteer today and #bepartofit! <Volunteer sign-up link for your CA>

Instagram & Facebook (Our handle: [@fedyyyc](#))

First, some technical factoids about Instagram, Facebook, and the Meta World.

- Here's the thing about Instagram: you can't include links (URLs) in your posts.
 - Don't worry; you can use a free tool like [Linkinbio](#) or [Linktree](#), which allows you to add multiple links and write your call to action as "Link in our bio."
 - These tools give you a permanent link to put in your Instagram profile; when people click on it, they see all your links!
- Facebook allows for multiple links in each post, so link away!
- One more thing: Meta can link Instagram and Facebook accounts and cross-share. In this case, choose a platform to post on, and it will share with the other one – this avoids duplicate posts.

Sample Instagram & Facebook Post 1

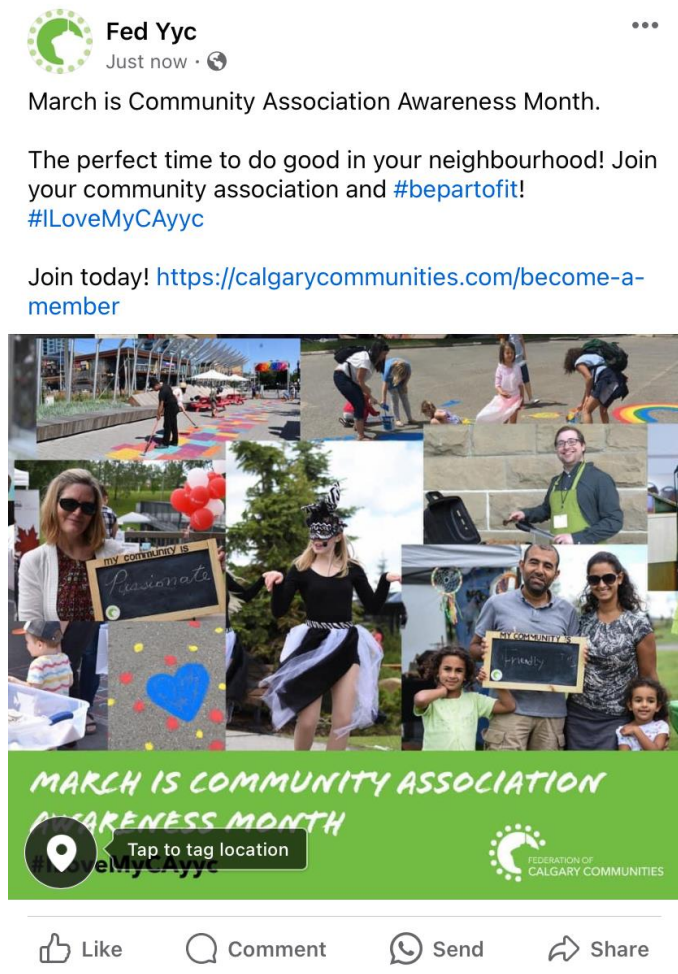
March is Community Association Awareness Month.

The perfect time to do good in your neighbourhood! Join your community association and #bepartofit! #ILoveMyCAyyc

Join today!

Facebook: <Insert link to your membership page>

Instagram: Link in our bio.



Sample Instagram & Facebook Post 2

March is Community Association Awareness Month.

Calgary has 156 community associations improving neighbourhood life -- and it's a well-known fact that everyone will tell you: #ILoveMyCAyyc!

Join Your community association and #bepartofit!

Facebook: <Insert link to your CA membership page> or Instagram: Link in our bio.

Sample Instagram & Facebook Post 3

March is Community Association Awareness Month.

Did you know community associations are led by #volunteers – 20,000 Strong! They are your neighbours, your friends, and your family.

Volunteers contribute thousands of hours of public service annually, sitting on boards, hosting events, and operating facilities and amenities. Wow, #ILoveMyCAyyc!

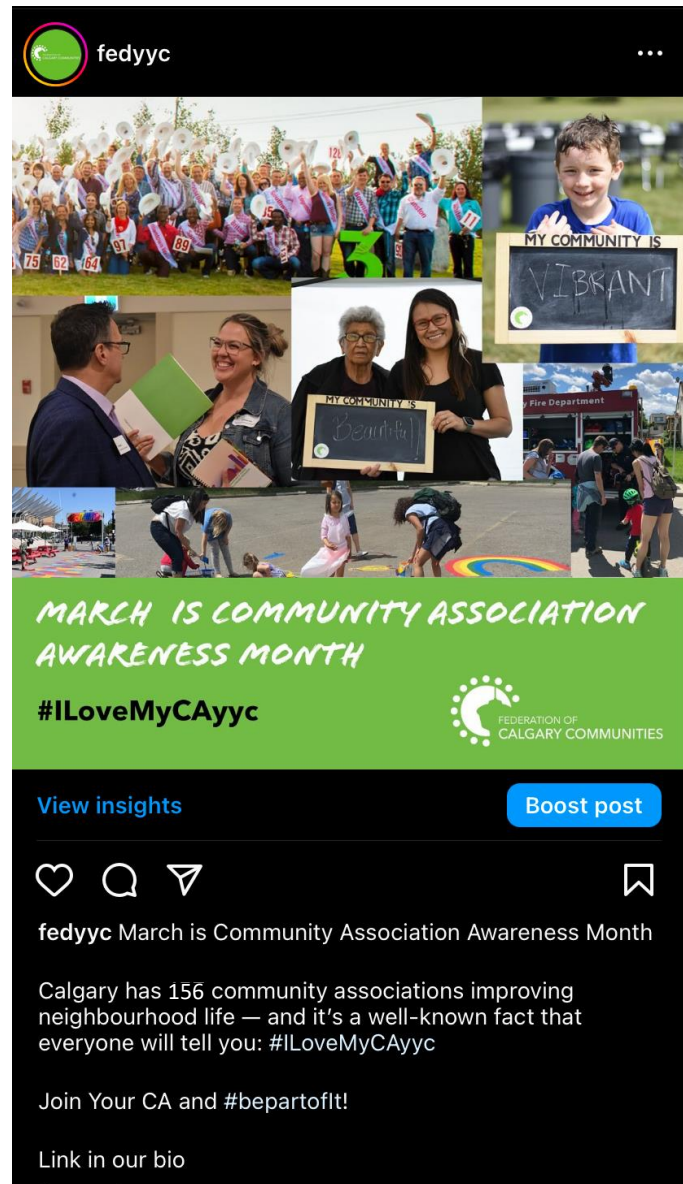
What are you waiting for? Volunteer for your local community association today and #bepartofit!

Facebook: <Insert link to sign up as volunteers for your CA> or Instagram: Link in our bio.

Sample Instagram & Facebook Post 4

What does your community association, <insert your CA name>, offer you? So much! March is Community Association Awareness Month – find out and #bepartofit! #ILoveMyCAyyc

Check us out. Facebook: <Insert your CA URL or social media handle> or Instagram: Link in our bio



You can add these branded campaign social media images we created for you.

Be sure to download the high-res images from our campaign web page:

<https://calgarycommunities.com/march-community-association-awareness-month/>



**Or you can add your own images like these –
featuring your community association.**



And that's a wrap. Join us and share, amplify, educate, and create awareness that March is Community Association Awareness Month.

There are 156 community associations led by volunteers, supporting neighbourhoods throughout The City by connecting residents and providing a voice for community life while offering social, educational, and recreational opportunities close to home. Community associations better their communities, improving the quality of life for all Calgarians, and you can #bepartofit! and proclaim from the mountain tops #ILoveMyCAyyc.