



MARCH IS COMMUNITY ASSOCIATION AWARENESS MONTH TOOLKIT

Community Association Awareness Month dates back to 1962 as Community Association Awareness week and became a month-long celebration starting in 2005 as March Membership Month (MMM). It has since evolved into a collaboration between The City of Calgary and the Federation of Calgary Communities to showcase the invaluable work that our community associations do to promote community in Calgary.

Our 160 community associations (CAs) are dedicated to ensuring our communities offer a great place to live, work and play. Volunteers lead these organizations. They support almost 200 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 organizing and hosting social, recreational, and educational programs and events in every neighbourhood across Calgary. Whether they know it or not, every Calgarian has been positively affected by the work of their community association and its volunteers.

March Community Association Awareness Month, as proclaimed by Mayor Jeromy Farkas, promotes the value of community associations, highlighting the various programs, projects, and offerings that improve neighbourhood life in Calgary. Thank you for being part of it!



BE PART OF IT

WAYS GET INVOLVED



Let's celebrate the 160 community associations who make our city a great place to live, work and play!

Find Your Community Association

Community associations are a unique feature of Calgary communities. What's yours? Find your local community association by checking out our [Find My Community Association](#) resource. Already a proud CA member? Encourage a friend to find their CA.

Join Your Community Association

Buying a **community association membership** is a great way to meet neighbours, build connections and give back to your community. Did you know that community associations are volunteer-run and raise funds through programs, rentals and memberships?

Attend an Event or Join a Program

Community associations provide their residents (and other Calgarians) with recreation, social and educational activities year-round, and even provide communities with amenities like community halls, outdoor rinks and community gardens. Support the vibrancy of your community by being part of it!

Volunteer in Your Community

Being active in your community association strengthens connections between neighbours, increases safety, and improves the quality of life for everyone.

Share On Social Media

Help us spread the word about the important role community associations play in our communities by liking, sharing and commenting on social media throughout the month.

BE PART OF IT

ON SOCIAL MEDIA



The City and the Federation will be posting about March Community Association Awareness Month. Help us amplify the campaign:

- Follow us @FedYYC and @CityofCalgary on [Facebook](#), [Instagram](#), [LinkedIn](#) & [X](#).
- Like, share and comment on our posts.
- Tag us @FedYYC and @CityofCalgary so we can amplify your posts.
- Use the hashtags #ILoveMyCAyyc and #BePartOfIt
- Link your post back to calgarycommunities.com/MCAAM

Sharing Made Easy

We've created some Community Association Awareness Month content for you to use. You can download these images, copy the captions and post until your heart is content.



March is Community Association Awareness Month! 🎉 Let's celebrate the 160 incredible CAs that make Calgary such a vibrant city.

This month, show your support for your community and discover how you can get involved at calgarycommunities.com/MCAAM
#ILoveMyCAyyc #BePartOfIt @FedYYC



#ILoveMyCAyyc because it fosters a vibrant community in my neighbourhood. It's a great way to meet neighbours and feel connected to the people around me.

Support the vibrancy of your community association by buying a membership, attending events, registering for programs, or volunteering.
#BePartOfIt @FedYYC calgarycommunities.com/MCAAM

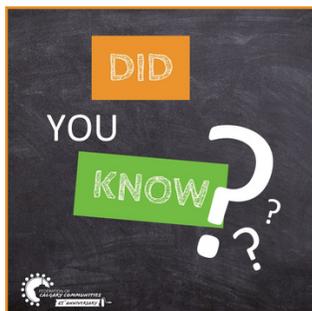
[Download Images Here](#)

BE PART OF IT

ON SOCIAL MEDIA
CONTINUED...



Or feature your community...



What do you wish your community knew about your CA?

Some examples could be:

- Number of programs/events/activities you host in a year
- Spotighting an impactful program or service
- An amazing milestone or accomplishment.
- A success story

Prompt: Did you know...



Tell us what you love about your community association. This could be as a volunteer or as a neighbour! What is one thing that you love about where you live? Sharing your story can encourage others to share.

Prompt: I love my community association because...



Highlight your incredible volunteers! Inspire others to volunteer by sharing your stories about why you volunteer with your community. Or take this opportunity to say “Thank You” to the many volunteers who make community associations great!

Prompt: I volunteer with my community association because...”

Tips:

- Take this moment to talk about your organization, who you are, what you do, and why you do it!
- Use real photos from your community!
- Save time by pre-scheduling your posts

BE PART OF IT

RESOURCES



Community Association Awareness Month

- Visit calgarycommunities.com/MCAAM
- Check out this [Community Association Awareness Month article](#)
- [MCAAM Poster](#)
- Mayor Farkas's Proclamation

Learn More About Community Associations

- Visit calgary.ca/communities/community-associations.html
- [Find My Community Association Resource](#)
- [History of community associations & the Federation of Calgary Communities](#)

