

# NCAP 60<sup>th</sup> Anniversary Poster Contest Guidelines



*The year 2024 will mark 60 years since the birth of Community Action!*

To commemorate this important milestone, the National Community Action Partnership (NCAP) is sponsoring a poster contest. Open to Community Action staff, board, volunteers, and their family members, the contest challenges competitors to visually demonstrate the important role of Community Action in fighting the conditions of poverty—whether the focus is on our historic accomplishments or on our future challenges and opportunities. Entrants may use the promise of community action as inspiration, recognizing the past but looking to the future and inspiring hope.

*Our  
History*



*Our  
Future*



Grand prize winners will be selected in each of two categories of focus:

1. **Historic:** This category will honor the past and recognize 60 years of fulfilling the Promise of Community Action.
2. **Future:** This Category will look ahead to leverage our past so that we remain strong to meet the needs of the future.

The winner in each category will be awarded \$500 and design credit. Grand prize-winning entrants' artwork will be incorporated into posters made available across all 1,000 Community Action Agencies (CAAs) and used by NCAP at its [trainings](#) and [annual conference](#). Winning posters may also be printed and sold by NCAP, featured on its website, or appear at events and in promotional activities.

*While we'll be recognizing our 60th year as a network in 2024, we understand most agencies will be reaching their own 60-year milestone at various points in the months to come. We plan to use winning poster entries to help commemorate the 60-year legacy of agencies across the nation, raising awareness of Community Action's role and impact at the local, state, and national levels.*

We encourage State Community Action Associations and local CAAs to help spread the word about this poster contest and consider a state or in-house competition—sending on the best of your agencies' submissions to compete nationally.

**Poster entries must be received by January 10, 2024.** Winners will be announced on February 2, 2024. More information follows:

## NCAP Goals for the 60th Anniversary

Since its creation in 1964, Community Action has responded to local needs in every corner of America and helped make America a better place to live. CAAs have never been tested more than during the COVID-19 pandemic. As Community Action emerges from the unprecedented pandemic period, we are presented with a significant milestone: the 60th anniversary of the Economic Opportunity Act, the federal legislation that created Community Action.

In so many ways, this moment demands doing more than observing or commemorating the 60th anniversary of Community Action. In the coming months, NCAP—with the assistance of its 60th Anniversary Advisory Committee made up of leaders from across the Community Action Network—will be sharing resources for Network members to use at the local, state, and national levels to maximize the 60th-anniversary milestone to achieve the following goals:

- Strengthen the Network's capacity to effectively advance social and economic mobility for all people in America and propel Community Action into a new era responsive to future challenges and opportunities.
- Create new opportunities to raise awareness of Community Action's role and impact at the local, state, and national levels.
- Create safe spaces in the Network and local communities for listening and dialogue about Community Action's role and our vision for a more equitable society.
- Ignite passion and commitment among new staff and invigorate seasoned Community Action staff, board, and volunteers. Through reflection, recognition, celebration, and fun, energize Community Action customers, staff, boards, volunteers, and partners to meet future challenges.

## Poster Contest Guidelines

- Eligibility**
- Staff and family members of CAAs, Community Action State Associations, state Community Services Block Grant (CSBG) offices, CAA board members, and customers are eligible to compete.
  - Entrants must be 18 years old or have permission of their parent/guardian to participate.

- 
- Categories**
- Entrants may compete in one of two categories:
    - Historic: This category will honor the past and recognize 60 years of fulfilling the Promise of Community Action.
    - Future: This category will look ahead to leverage our past so that we remain strong to meet the needs of the future.

- 
- Submission requirements**
- All contest entries must be **emailed by January 10, 2024**, as high-resolution PDFs or JPGs to [poster@communityactionpartnership.com](mailto:poster@communityactionpartnership.com).
  - File sizes should not exceed 10 MB. Size should be 8.5" x 11". Vertical or horizontal orientation is accepted. Full color is preferred. Participants will receive an email confirmation of receipt upon entry submission.
-

## Poster Contest Guidelines (continued)

<b>Design requirements</b>	<ul style="list-style-type: none"><li>• Artwork must be original and may not be AI-generated or use unauthorized or copyrighted materials. Failure to follow any of the above guidelines shall disqualify a poster from being judged.</li><li>• Use of our <a href="#">national brand standards</a> and elements (such as the brand colors, logo, “huggy heart” graphic, or new <a href="#">60<sup>th</sup> anniversary logo</a>) are strongly encouraged.</li><li>• Entrants may also consider adding the 60<sup>th</sup> anniversary commemoration theme: Community Action, 60 Years Strong: Inspiring Hope and Advancing Opportunity. <i>This may be included in the poster concept but is not required.</i></li></ul>
<b>Poster identification requirements</b>	<ul style="list-style-type: none"><li>• Contest entrants must complete the <b>Poster Contest Entry Form</b> and submit it with their entry.</li><li>• Please note NCAP is collecting demographic information to ensure the final array of submissions provided to the 60<sup>th</sup> Anniversary Committee represents the diversity of the Community Action Network. This information will remain confidential with NCAP staff and consultants and will not be provided to the committee. While NCAP encourages entrants to complete this section, doing so is optional.</li></ul>
<b>Ownership/usage notification</b>	<ul style="list-style-type: none"><li>• All submissions become the property of NCAP, with full rights to print, reproduce, modify, or use all or part of a design.</li><li>• NCAP retains the right to reproduce all or part of any submitted artwork.</li><li>• Grand prize-winning posters may be printed by NCAP to be sold, with NCAP retaining all sales proceeds.</li></ul>

**Only one poster entry per competitor is allowed.**

## Judging Process and Awards

NCAP staff and its consultants will review all submissions and select up to ten finalists in each category to submit to the 60<sup>th</sup> Anniversary Advisory Committee. The Committee will make the final selection and determine grand prize winners. NCAP reserves the right not to select any winners.

- Prizes will be awarded for first (grand), second, and third places in each of the two categories.
- The grand prize winner in each category will be awarded \$500 and receive design credit.
- Second and third-place winners will receive certificates of recognition.
- Each contest winner’s poster will be displayed on [NCAP’s website](#),
- Each winner will be notified by email.
- All decisions will be final.

## Contest Timeline

NCAP reserves the right to adjust the timeline, but current key dates are:

- Wednesday, January 10** Deadline for submissions.
- Thursday, January 25** Advisory Committee selects finalists and winners.
- Friday, February 2** First (grand), second, and third-place winners notified by this date.

## Resources and Background

The poster contest is an opportunity to reflect Community Action values, engage broader communities, and ignite passion and support for the work of Community Action.

For inspiration, review NCAP's [Vision/Mission/Values](#) . . . or consider the Community Action Promise:

*Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.*

## Community Action Themes

The nation's 1,000-plus Community Action Agencies are a robust state and local force—reaching children and families in 99% of America's counties with life-changing services that create pathways to prosperity. Community Action Agencies:

- **Connect individuals and families to approaches that help them succeed**, including quality education programs for children, job retraining for adults, stable and affordable housing for families, utility assistance for seniors, and so much more.
- **Promote community-wide solutions** to seemingly stubborn challenges throughout our cities, suburbs, and in rural areas — whether addressing the lack of affordable housing or the need for economic growth that benefits all families.
- **Share expertise** with national, state, and local leaders looking for evidence on what works to promote greater economic opportunity for children and families.

## Additional Community Action Resources

- [Community Action 101 Webinar and Slides](#)
- [Community Action Readiness to Resilience: The Community Action COVID-19 Story](#)
- [National Impact Report](#)
- [NCAP Strategic Plan](#)
- [Community Action Month Branding Toolkit](#) 2023 (Includes branding information, network talking points, and more; watch for the release of the 2024 toolkit soon)
- [Equity Summit Materials](#)
- [Community Action Code of Ethics](#)
- [National Community Action Network Theory of Change](#)

## A Final Note

Competitors are cautioned to avoid myths and generalizations about people in poverty and to be thoughtful about the narrative or mental model they may be conjuring with their submission. For resources on framing, narrative, and mental models related to poverty and human services, see the following:

- FrameWorks Institute  
[Talking About Poverty: Narratives, Counter-Narratives, and Telling Effective Stories](#)
- American Public Human Services Association  
[Advancing Productive Narratives](#)
- National Human Services Assembly  
[National Reframing Human Services Initiative](#)

Questions can be submitted to [poster@communityactionpartnership.com](mailto:poster@communityactionpartnership.com)

