



2018 JOHN A. SASSO NATIONAL COMMUNITY DEVELOPMENT WEEK AWARD

SUBMISSION INFORMATION

CDBG: 44 Years of Building Strong Communities
HOME: 26 Years of Creating Affordable Housing Opportunities

The National Community Development Association (NCDA) is pleased to announce its 2018 John A. Sasso National Community Development Week Award Application. The award recognizes outstanding member efforts to promote and celebrate the Community Development Block Grant (CDBG) Program and/or the HOME Investment Partnerships (HOME) Program during National Community Development Week, April 2-6, 2018. This year marks the 44th anniversary of the CDBG program, the 26th anniversary of the HOME program, and the 18th anniversary of the John A. Sasso National Community Development Week Awards.

National Community Development Week

National Community Development Week was started 32 years ago by the U.S. Conference of Mayors, National Association of Counties, and NCDA to educate new members of Congress about CDBG. The week-long celebration has evolved to include the HOME program and the participation of many national organizations. The week provides the opportunity for grantees, sub-recipients, beneficiaries, local partners, and the community to come together to celebrate and recognize CDBG and HOME by showcasing projects and educating the community, Congressional Members, and the media about the need and importance of the programs.



John A. Sasso

John began his career in Pawtucket, RI as the Deputy Director of the Redevelopment Agency in the early 1960s. He then became the first Executive Secretary of the Model Cities Directors Association in Washington, DC, which changed its name to the National Model Cities and Community

Development Directors Association. In 1979, John created the National Community Development Association and remained Director until retiring in 2002. John passed away in August 2016. He was a leading national force in promoting CDBG, NCDA, and its members and he cared deeply about the low- and moderate-income people and neighborhoods served by CDBG.

Submission Criteria

To be eligible for consideration, communities must be a paid member of NCDA and must respond to the following questions by the submission deadline of May 4. Submissions must be *e-mailed* to vwatson@ncdaonline.org. Mailed submissions will not be accepted.

1. Describe your National Community Development Week planning and outreach process.
2. Please list the local partners involved in your National CD Week activities and describe their participation.
3. National Community Development Week is purposely held during a Congressional recess period so that communities can invite Congressional Members to participate in their CD Week activities. Please describe the participation of your Congressional offices in your CD Week activities.
4. Discuss how you raised awareness in the community about the need and importance of CDBG and HOME. Did your events provide a tangible link between the work funded through CDBG and HOME and improvements to your community? Please describe.
5. What types of events/activities did you conduct in conjunction with your National CD Week campaign? Please check the following that apply.
 - ☐ Issued a press release and/or proclamation. Please attach a copy of the press release and/or proclamation.
 - ☐ Sent a letter to my Congressional offices outlining the importance of CDBG and/or HOME and how the funds are used in my community. Please attach a copy of the letter.
 - ☐ Met with my Congressional Members and/or their staff to discuss the importance of CDBG and HOME. Please describe.
 - ☐ Conducted a tour of local CDBG and/or HOME projects. Please describe.
 - ☐ Held a ribbon cutting and/or groundbreaking ceremony of a CDBG and/or HOME-funded project. Please describe.
 - ☐ Developed a CDBG/HOME projects video. Was the video sent to your Congressional offices or local media? Please include a link to the video.
 - ☐ Participated in social media (Facebook, Twitter, LinkedIn, other). Please describe your social media outreach. Did you use #CDWeek2018 in your messaging?

- ☐ Submitted an op-ed to my local newspaper emphasizing the importance of CDBG and HOME in my community. Please attached a copy of the op-ed.
 - ☐ Worked with local media (press, radio, television) to highlight National CD Week and/or CDBG and HOME. Please describe.
 - ☐ Participated in a local service project. Please describe.
 - ☐ Included community members and beneficiaries in CD Week activities. Please describe.
 - ☐ Other – please describe:
6. Discuss the outcomes of your National CD Week campaign and events. How did the campaign and events garner support and recognition for the CDBG and/or HOME programs?
 7. Discuss any unique aspects of your National CD Week activities and process, if any.
 8. Did you use any of the following items provided by NCDA to help you in your National CD Week outreach/celebration? Please check all that apply.
 - ☐ Sample invitation letter to Congressional Members
 - ☐ List of suggested National CD Week activities
 - ☐ Sample proclamation/resolution
 - ☐ Sample press release
 - ☐ Sample CDBG fact sheet
 - ☐ Sample HOME fact sheet
 - ☐ Social media guide
 - ☐ National CD Week logo

Submission Deadline; Awards Announcement

Award submissions are due by the close of business, **May 4, 2018**. All submissions must include the following information:

- contact person
- address
- phone number
- e-mail address

Submissions must be sent via e-mail to vwatson@ncdaonline.org. Mailed submissions will not be accepted. NCDA's Planning and Professional Development Subcommittee will review the award submissions and select the five winners. Award winners will be notified by May 16, 2018. The awards will be presented at the John A. Sasso National Community Development Week Awards Luncheon on Friday, June 15, 2018 in Long Beach, CA during the NCDA Annual Conference.

Questions?

Contact Vicki Watson at vwatson@ncdaonline.org or 540-656-9552.

Good luck with your submission!

