CARE Act Communications Toolkit for Counties

Overview

The Communications Toolkit is intended to help counties raise awareness and educate their communities about the CARE Act. It includes an overview of communications strategies and template materials. The toolkit has been designed to help each county make a plan that fits your capacity, budget, and community needs.

Contents

Toolkit materials include the following:

- Communications Toolkit Overview & Best Practices (PDF)
- Press release template (Word)
- Talking points (Word)
- 8.5x11 flyer (PowerPoint)
- Social media content (Word)
- Social media graphics (PowerPoint)
- Overview of CARE Act and Process presentation template (PowerPoint)
- Website Guidance & Considerations (PDF)
- Website banner template (PowerPoint)
- Stock Image Resource & Guidance (PDF) and images (JPG)

Access

Please contact **info@care-act.org** for access to the Communications Toolkit.