



We Are Counties Success Strategies

Thank you for joining us in this effort to highlight and thank the frontline county workers putting everything on the line each and every day. Below are some examples of ways you can amplify the *We Are Counties* message in your counties and states.

Press release

- “Did you know?” press release helping people understand that counties are responsible for much of the COVID-19 responses and recovery. Any statistics about number of workers or cost outlays, etc., will increase news value as well as chances of coverage. See the example press release in this toolkit.

Web press conferences

Remember the importance of TV and radio when it comes to reaching the masses. Web-based press conferences on platforms like Zoom are a great way to help place a good sound bite on the air. Below are some potential topics:

- Financial impact. Most people have not considered the fact that counties are spending significant resources for services while there is less money coming in the door. This is also a good way to talk about how counties are the leaders on the ground.
- Innovative ways counties have responded to the crisis.
- Highlight local heroes and connect them to county efforts.
- The county role in “re-opening” our states and long-term economic recovery

Resolutions (these are also opportunities for releases and press conferences)

- Thank first responders and other county employees who have played critical roles in protecting our communities.
- Call on Congress to provide flexible funding directly to counties because we are responsible for the services that are at the heart of our nation’s response to this health and economic crisis.

Delegation letters

- Thank your state’s congressional delegation for supporting federal investments in county services or call on them to do so. Then send a press release.

Public Calls to Action (these are also opportunities for releases and press conferences)

- Designate a day for everyone in the county to honor county workers by lighting buildings blue (the color that has been used for this movement nationwide), encouraging people to put up signs and designate a time on that day for people to go outside and cheer for county workers/first responders .
- Help drive support for local food banks and other nonprofits that are struggling nationwide.
- Encourage support for small businesses (with appropriate social distancing guidelines)
- Remind people to call and check in on their neighbors, especially those who may live alone.
- Encourage people to volunteer for local organizations that are helping people in need, while following social distancing guidelines.

Op-Eds and Letters to the Editor

- Simple thank you to county workers.
- Ensure counties of *all* sizes receive direct, flexible fiscal relief under a new round of federal COVID-19 aid, and include “lost revenue” along with “expenditures” as eligible activities for existing the CARES Act Coronavirus Relief Fund and any new federal fiscal aid.

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Social Media

Honoring our 3.6 million #county employees through #WeAreCounties – putting a face on the front lines of #COVID19 pandemic response #WeAreCounties www.wearecounties.org

Thank you to America's 3.6 million #county employees on the front lines of the nation's response to the #COVID19 pandemic #WeAreCounties www.wearecounties.org <https://youtu.be/W8ghDyxTt7Y>

Now is the time for the administration and Congress to unite & help #counties support our frontline public servants who are ensuring public health, public safety, economic recovery and more. #WeAreCounties www.naco.org/coronavirus [UPLOAD YOUR WE ARE COUNTIES PHOTO OR VIDEO]

.@[MEMBER OF CONGRESS] #Counties urge Congress to allocate direct, flexible funding to counties, as most states mandate implementation of public health & emergency response responsibilities to #county govts. #WeAreCounties www.naco.org/coronavirus [UPLOAD YOUR WE ARE COUNTIES PHOTO OR VIDEO]

Thank you @[MEMBER OF CONGRESS] for supporting the heroic #county public servants who deliver vital services to our communities #WeAreCounties [UPLOAD YOUR WE ARE COUNTIES PHOTO OR VIDEO]