

Southern Cities Economic Initiative: Expanding Capacity, Building Resilience

Communications Toolkit

Congratulations! Your city has been selected to participate in the Southern Cities Economic Initiative (SCEI). National League of Cities is excited to work with you to expand your city's capacity to develop and implement city-led strategies that promote economic growth and economic resilience. Your city will be joining 19 other cities in the six-month planning phase of the initiative.

SCEI is implemented in partnership with Federal Reserve Bank of Atlanta and is supported by the W.K. Kellogg Foundation, The Annie E. Casey Foundation, The Cumming Foundation, and The Robert Wood Johnson Foundation.*

To assist in announcing your participation in SCEI, this communications toolkit includes:

- ✓ A sample local press release template
- ✓ Sample social media posts

**** IMPORTANT NOTICE ****

Do not share any materials about your selection into the project until Friday, April 25, 2025, when NLC issues a national press release. This ensures a strong, coordinated announcement across all cities. After this date, feel free to distribute the materials locally and share any coverage with NLC so we can help amplify your news to our broader audience.

Thank you for your cooperation and if you have any questions, contact me at mulcahy@nlc.org, or NLC Marketing & Communications Manager Derrick Thompson at thompson@nlc.org.

All the best,

Rosanna Mulcahy
Program Manager, Economic Opportunity & Financial Empowerment
National League of Cities

**The Federal Reserve Bank of Atlanta does not provide funding, nor does it participate in participant selection or decisions of grant funding of SCEI participants.*

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Local Contact: [INSERT LOCAL CONTACT NAME, EMAIL AND PHONE NUMBER]

NLC Contact: media@nlc.org

[City Name] Selected for National League of Cities' Grant Program to Boost Economic Growth and Resilience

[City Name, Date] – Mayor [Insert Name] is proud to announce that [City Name] has been selected to participate in the **Southern Cities Economic Initiative (SCEI)**, a program led by **National League of Cities** in partnership with **Federal Reserve Bank of Atlanta**. [City] receive a grant of \$15,000 from NLC through funding by SCEI's philanthropic partners and will join 19 other cities from across the Southern United States to develop strategies that boost economic mobility for residents and drive long-term economic growth.

SCEI programming includes tailored technical assistance, peer learning opportunities, access to data and experts from the Federal Reserve Bank as well as connections to national funders and assistance to leverage longer-term funding, including an opportunity to apply for additional NLC grants of up to \$60,000 and deeper assistance with strategy implementation.

Other cities selected to participate in the initiative include Atlanta, Ga.; Canton, Ga.; Center Point, Ala.; Charlottesville, Va.; Fayetteville, Ark.; Greenville, Miss.; Harrisonburg, Va.; Jacksonville, Fla.; Jackson, Miss.; Jonesboro, Ga.; Lauderhill, Fla.; Little Rock, Ark.; Monroe, La.; Morrisville, N.C.; Nashville, Tenn.; Natchitoches, La.; New Orleans, La.; Pensacola, Fla.; Sunflower County, Miss.; and Thomasville, N.C. **[remove your city name from the list]**

[Quote from the Mayor or City Official – Example:]

"Our city is committed to fostering economic opportunity for all residents, and we are excited to be part of this initiative with NLC and our fellow Southern cities. This program will help us" Through participation in this project [City] plans to [describe city goals and/or strategy]

"Local governments play a critical role in driving economic growth and expanding opportunities for all residents," NLC CEO and Executive Director Clarence E. Anthony. "The South has significant potential to lead on economic resilience and serve as a model for the nation. We are thrilled to collaborate with the Federal Reserve Bank of Atlanta on the Southern Cities Economic Initiative to provide the tools to build stronger, more resilient economies."

SCEI's initial planning phase will run through October 31, 2025. Upon completion of the initial planning phase, participating cities will have an opportunity to advance to a more intensive implementation phase, which extends through December 2027.

This initiative is made possible through the generous support of The Annie E. Casey Foundation, The Robert Wood Johnson Foundation, The Nathan Cummings Foundation, and the W.K. Kellogg Foundation. Learn more at nlc.org/initiative/southern-cities-economic-inclusion-scei-expanding-capacity-building-resilience.

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SOCIAL MEDIA KIT

To help you share your participation in SCEI, feel free to use the sample social media posts below or use them as inspiration for your own.

X (FORMERLY TWITTER) NLC: @leagueofcities, SCEI Main Hashtag: #NLCSEI

General Announcement

Exciting news! Our city has been selected to participate in the **Southern Cities Economic Initiative (SCEI)**, led by @leagueofcities & partners. We're committed to strengthening economic resilience & creating opportunities for all! #NLCSEI #EconomicResilience

Focus on the Planning Phase & Future Opportunities

We're proud to join @leagueofcities' **Southern Cities Economic Initiative!** Through this program, we'll develop a comprehensive plan to drive economic growth in [City name] & have an opportunity for grants up to \$60,000. Exciting work ahead! #NLCSEI

Call to Action & Community Engagement

Our city is joining @leagueofcities' **Southern Cities Economic Initiative!** This effort will help shape economic strategies that benefit everyone in our community. Follow our journey & share your ideas! #NLCSEI #OpportunityForAll

FACEBOOK/LINKEDIN

General Announcement

We are thrilled to announce that our city has been selected to participate in the **Southern Cities Economic Initiative (SCEI) – Expanding Capacity, Building Resilience**, led by the **National League of Cities** in collaboration with the **Federal Reserve Bank of Atlanta** and other key partners. Through this initiative, we will receive funding and support work to develop strategies that strengthen **economic resilience, expand opportunities**, and support long-term growth. As one of 20 selected cities, we look forward to creating a **road map** for [add information about local goals/strategy]. Stay tuned for updates as we embark on this important journey! Learn more at nlc.org/initiative/southern-cities-economic-inclusion-scei-expanding-capacity-building-resilience

Planning Phase & Future Growth

We're excited to take a major step toward building a stronger, more resilient local economy! [City name] has been selected to participate in the **Southern Cities Economic Initiative (SCEI)**, an effort led by **National League of Cities, Federal Reserve Bank of Atlanta** and its partners to support **economic growth and capacity building** across the South. In the next 6 months, we will develop a **comprehensive business plan** focused on innovative strategies to support our community's economic future. This work will help us move toward implementation and long-term impact. #NLCSEI #SouthernCities

Community Engagement & Call to Action

[City name] is proud to join the **Southern Cities Economic Initiative (SCEI)**, a powerful collaboration between @leagueofcities, **Federal Reserve Bank of Atlanta** and partners. This initiative will help us create and implement **strategic economic plans** to drive growth, **expand opportunities**, and strengthen **local businesses and communities**. As we move forward, we invite **community members, stakeholders, and local leaders** to share their insights and help shape our vision for the future. Together, we're building a stronger, more resilient economy for all! #NLCSEI