Building Economic Resilience in Communities Program Communications Toolkit

Congratulations on being selected to participate in NLC's Building Economic Resilience in Communities (BERC) program! We look forward to working with you to support and expand your city's community resilience center-related work.

In this toolkit, you will find a press release template for your city and sample social media posts to help you announce your participation in this program. For your awareness, we will also contact your State Municipal League to help promote your participation in the program.

NLC will post a press release noting your municipality's participation in the BERC program **Monday**, **June 22, 2026.**

Accordingly, we request that you **hold sharing the news until Monday, June 22, 2026,** to maximize the impact of this project announcement. We also ask that you share links to any press releases, local media stories or social media posts related to this announcement so that we may amplify the great news on NLC's channels.

Thank you for your support, and congratulations again on your selection into NLC's BERC program. For questions or more information, email Economic Opportunity and Financial Empowerment Program Manager Justin Chu at eofe@nlc.org. Our entire team at NLC is looking forward to working with you!

All the best,

Heidi Goldberg

Heidi Goldberg
National League of Cities Economic Opportunity and Workforce Senior Director
Economic Opportunity and Financial Empowerment Director

Press Release Template

To assist you in announcing your city's participation in NLC's Building Economic Resilience in Communities program, use the press release template.

FOR IMMEDIATE RELEASE
June 22, 2026
Contact:
media@nlc.org

CITY OF [CITY] AWARDED GRANT BY THE NATIONAL LEAGUE OF CITIES TO PROMOTE LOCAL ECONOMIC MOBILITY EFFORTS

[LOCATION BYLINE] — Mayor **[Insert Name]** is proud to announce that National League of Cities has selected the City of **[CITY]** to participate in their national Building Economic Resilience in Communities program. Through this program, NLC is awarding the city a **$25,000** grant, and local leaders will take part in a nine-month program designed to strengthen local economic resilience efforts.

[INSERT YOUR QUOTE FROM YOUR MAYOR/CITY OFFICAL]

As part of the Building Economic Resilience in Communities program, **[CITY]** plans to **[DETAILS ON {CITY}'S RELATED PLANS, GOALS/EXPECTED OUTCOMES and PARTNERS]. [CITY]** is one of four cities from across the country selected as part of this new program. Other participating cities include **CITY 2**, **CITY 3** and **CITY 4**, which brings NLC's investment into local community resilience efforts to $100,000.

"Thriving communities are not created by accident," said **Clarence E. Anthony, CEO and Executive Director of the National League of Cities**. "NLC created the Building Economic Resilience in Communities program to invest in cities, towns and villages committed to making local government and nonprofit partner support services easier for people to access. Through this NLC initiative, we're investing real dollars into the economic resilience work happening in **[CITY, STATE]**, where local leaders understand the value of helping more families and business owners achieve economic stability."

In addition to grant funding and direct technical support, local leaders will join representatives from the other three cities to share insights from the cohort at NLC's City Summit 2026, which is the largest gathering of local elected officials in the nation, this November in Nashville, Tenn.

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National League of Cities is the voice of America's cities, towns and villages, representing more than 200 million people. NLC works to strengthen local leadership, influence federal policy and drive innovative solutions. Stay connected with NLC on Facebook, X, LinkedIn and Instagram.

Sample Social Media Posts

Use the following content to announce your participation in this NLC program!

X/TWITTER

- We are proud to announce that **[CITY]** is working with @leagueofcities to improve and expand economic resilience for **our** residents. Learn more here: **[LINK TO NLC PROGRAM PAGE OR CITY PRESS RELEASE]**
- I am thrilled to partner with @leagueofcities to boost economic resilience in **[CITY]**! As part of the Building Economic Resilience in Communities program, we are empowering economic mobility for all residents. **[LINK TO NLC PROGRAM PAGE OR CITY PRESS RELEASE]**
- **[CITY]** is thrilled to announce our acceptance into the Building Economic Resilience in Communities program with @leagueofcities. This new program will support us in promoting economic resilience in our community. Learn more about this program: **[LINK TO NLC PROGRAM PAGE OR CITY PRESS RELEASE]**
- We're looking forward to learning with @leagueofcities and three other municipalities as we work together to strengthen economic resilience in our own respective communities. **[LINK TO NLC PROGRAM PAGE OR CITY PRESS RELEASE]**
- We are so excited to be part of the new Building Economic Resilience in Communities program with @leagueoficities! **[LINK TO NLC PROGRAM PAGE OR CITY PRESS RELEASE]**

FACEBOOK / LINKEDIN

- We're excited to partner with National League of Cities **[TAG FACEBOOK OR LINKEDIN]** to strengthen our local economic resilience efforts. . Learn more about our work together: **[LINK TO NLC PROGRAM PAGE OR CITY PRESS RELEASE]**
- We're in! **[CITY]** is partnering with National League of Cities **[TAG FACEBOOK OR LINKEDIN]** to support and strengthen economic resilience at the local level. Learn more: **[LINK TO NLC PROGRAM PAGE OR CITY PRESS RELEASE]**
- Looking forward to working with National League of Cities **[TAG FACEBOOK OR LINKEDIN]** and participating in their Building Economic Resilience in Communities program. Our goal is to strengthen the economic resilience of our community. Find out more: **[LINK TO NLC PROGRAM PAGE OR CITY PRESS RELEASE]**
- More resilient residents make communities stronger. **[CITY]** is supporting our community's economic resilience thanks to National League of Cities' **[TAG FACEBOOK OR LINKEDIN]** Building Economic Resilience in Communities program. Learn more: **[LINK TO NLC PROGRAM PAGE OR CITY PRESS RELEASE]**

Sample Social Media Posts Cont'd.

- **[CITY]** is a proud participant in the new Building Economic Resilience in Communities program! For the next nine months, we will work with National League of Cities **[TAG FACEBOOK OR LINKEDIN]** and three other cities to boost economic resilience locally. Learn more: **[LINK TO NLC PROGRAM PAGE OR CITY PRESS RELEASE]**
- As proud participants of the Building Economic Resilience in Communities program cohort, we are dedicated to fostering and expanding economic resilience for the residents of **[CITY]**. Our collaboration with National League of Cities **[TAG FACEBOOK OR LINKEDIN]** aims to build a thriving local economy for everyone! Find out more: **[LINK TO NLC PROGRAM PAGE OR CITY PRESS RELEASE]**
- Strong communities thrive on collaboration, support and partnerships. We are committed to strengthening **[CITY]** for all residents. Through our new work with the National League of Cities' **[TAG FACEBOOK OR LINKEDIN]** Building Economic Resilience for Communities program, we are doing just that. As part of this program, we will cultivate new strategies and programs that strengthen economic resilience here in **[CITY]**. Learn more: **[LINK TO NLC PROGRAM PAGE OR CITY PRESS RELEASE]**

If you're not doing so already, be sure to follow NLC on Twitter, Facebook, Instagram and LinkedIn, we'd love to engage with you!