



ARPA Anniversary Toolkit

Talking Points

A lot has happened over the past two years as communities recovered and rebuilt from the pandemic. Here are a few topline messages we recommend for use when talking about the benefits of federal funding coming directly to your community. You are encouraged to personalize with stories and anecdotes specific to your community.

- March 11, 2023 marks two years since the American Rescue Plan Act became law.
- This historic legislation provided \$65 billion of direct aid to cities, towns and villages of all sizes across the country.
- The American Rescue Plan Act's State and Local Fiscal Recovery Funds program has been a lifeline for cities, towns and villages who saw their revenues and budgets decimated by the COVID-19 pandemic and all the challenges that came with it. ARPA dollars ensured that critical municipal services like trash collection and keeping the public safe continued throughout the pandemic and beyond.
- Local leaders are on the ground in their communities and know the unique needs and priorities of their residents better than anyone. Thanks to the flexibility of ARPA funding, communities were able to address these needs quickly and efficiently.
- Local leaders used community input to tailor investments to the most pressing needs and ensure funds are used in a fiscally responsible and impactful way.
- Federal relief to local governments has proven to be the right policy at the right time and has made an enormous difference for municipalities and the nation.

Sample Social Posts

Here are example posts and graphics you can use to share on your social media channels in the lead up to the 2-year anniversary and on March 11. Use the copy below and share a link to a website, blog or news article sharing your community's ARPA story! Feel free to edit these posts to fit your needs and be sure to tag @leagueofcities so we can amplify your posts!

[Download social graphics here](#) – there are several options to choose from based on how your community used ARPA funding.

- Two years ago, the #AmericanRescuePlan Act became law. Since then, communities like [City Name] have used ARPA funds to rebuild and recover! Learn more: <https://bit.ly/ARPATracker> #ARPA2Year
- America's municipalities are the backbone of the economy. Through ARPA local recovery funds, we've been able to rebuild and recover stronger than before. #ARPA2Year
- [City Name] is using our ARPA funds to [share city story.] #ARPA2Year
Learn about more local ARPA success stories: <https://www.nlc.org/how-cities-are-maximizing-direct-federal-investments/>
- [City Name] is using our ARPA funds to [share city story.] Listen to more ARPA success stories like ours here: [ARPA Stories: What Does ARPA Funding Mean for Your Community?](#)

Press Event Ideas

Press conference at location of a project receiving ARPA funds. For example, if you dedicated ARPA funds to a nonprofit, you could invite local reporters to a tour of the project site, arrange interviews for them with leadership of the organization and residents who are benefitting from it, and highlight key stats that speak to the project's impact.

Joint press call/interview with your member of Congress. Did your Senator or Representative vote for the American Rescue Plan Act? Invite them to join you for a press call or joint interview with local press to discuss the two-year anniversary. They can give an overview of the bill and you can speak to how SLFRF directly benefitted your residents.

Sample Press Release

FOR IMMEDIATE RELEASE

March 10, 2023

Contact: [email]

[TITLE, NAME] Highlights Rescue Fund Successes in [CITY NAME] on ARPA Two Year Anniversary

[CITY NAME, STATE] – March 11, 2023, marks two years since the American Rescue Plan Act (ARPA) was signed into law. This historic legislation provided \$65 billion of direct aid to every city, town or village across the country – including **[CITY NAME, STATE]**.

[CITY NAME] used funding from the American State and Local Fiscal Recovery Funds (SLFRF) program to [share city story about ARPA fund. Be descriptive – who did it help? What was the problem it served?].

[TITLE, NAME] released the following statement:

["Include your quote here. See topline messaging above for recommendations".]

["Placeholder for additional quote from local organization leader, nonprofit leader, etc. Someone who manages an organization that received SLFRF funds or who can discuss how SLFRF funds impacted community members."]

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Op-ed Outline

- Introduction
 - *Explain a problem your community faced during the COVID pandemic, or a problem exacerbated by the pandemic.*
 - *Give detailed examples – why did the pandemic cause this problem? Who in the community was impacted because of it? What were the long-term repercussions?*
- ARPA 2 Year Anniversary
 - After a long campaign that included local leaders from across the country, the American Rescue Plan Act was signed into law on March 11, 2023.

- This historic legislation included a lifeline to every city, town or village across the country.
- Explain your ARPA SLFRF spending.
 - *How did you determine what to spend the funds on? Lay out the need and the input you received from community partners.*
 - *Explain how much money was distributed and where.*
 - *What would have happened without these ARPA funds?*
- Explain the big picture impact of the funds.
 - Local leaders know best how to work with their communities to ensure that federal funds are being spent responsibly and transparently.
 - On a national level and right here in *[CITY NAME]*, federal relief to local governments has proven to be the right policy at the right time and has made an enormous difference for municipalities and the nation.

