



AmeriCorps Recruitment Champions Communications Toolkit

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Introduction

Dear Partner,

As a community leader, you impact the lives of those around you. AmeriCorps can be a great next step after high school, during or after college, or at any point in an individual's career, as it provides valuable professional opportunities and brings individuals of all backgrounds together to tackle our nation's most pressing challenges.

AmeriCorps members develop personal and professional skills by supporting projects that address the critical needs of communities across the United States. Our mission is to improve lives, strengthen communities, and foster civic engagement through service and volunteering. Your engagement can help us spread the word about our AmeriCorps programs and inspire others to serve.

This guide is designed to make it easy for you to learn and share knowledge about what our programs offer your children, students, mentees, or anyone you support along their professional or educational journey.

We look forward to sharing our resources and connecting with you in the future. Thanks for supporting AmeriCorps!

Yours in Service,
AmeriCorps Recruitment Team



Our Opportunities

What is AmeriCorps?

- AmeriCorps is the federal agency for volunteerism and national service. AmeriCorps provides people power and funding to local and national partners to tackle our nation's most pressing challenges.
- AmeriCorps provides thousands of opportunities for individuals to serve in their communities through its sponsor and grantee organizations. This includes direct service to people in need and indirect service that builds capacity within nonprofit organizations.
- Adults of all ages and life experiences can serve in AmeriCorps! AmeriCorps members include recent high school and college graduates exploring career options, mid-career professionals looking to make a change, and retirees searching for ways to stay engaged in their communities.
- AmeriCorps members focus on projects in six key areas:
 - Education
 - Economic Opportunity
 - Disaster Services
 - Environmental Stewardship
 - Healthy Futures
 - Veterans and Military Families
- AmeriCorps members receive benefits both during and after service. Members may earn a modest living allowance, health benefits, loan deferment, and professional development opportunities during their service. After service, members may [earn money for college](#), have access to [Employers](#) and [Schools of National service](#), and connections within the vast AmeriCorps network.

What is AmeriCorps NCCC and FEMA Corps?

- AmeriCorps NCCC is a full-time service program that covers lodging and travel expenses, allowing young adults to serve on a team and make an impact in communities across the country while gaining valuable leadership skills. This is an excellent opportunity for young adults ages 18-26 interested in traveling to help communities in the United States while developing personal and professional skills before beginning higher education or a career. There are two paths to service: Traditional Corps and FEMA Corps.
 - Traditional Corps: Members serve for ten months, working with local project sponsors and serving on direct, hands-on projects while traveling within one of four United States regions.
 - FEMA Corps: Members serve for ten months, working directly with FEMA on disaster preparedness and response. Members travel throughout the United States and typically serve in an administrative capacity and office setting.
- AmeriCorps Members in the NCCC program have the unique benefit of living and traveling with their teams within one of the four regions of the United States. Members develop problem-solving and teamwork skills as they complete projects and experience communal living with one another.

Our Opportunities



AmeriCorps members in the AmeriCorps State and National program work in community gardens and other outdoor spaces.

What is AmeriCorps State and National?

- The AmeriCorps State and National network makes up most service opportunities available with AmeriCorps. It is what we like to call the matchmaker of national service. Thousands of organizations see service as a solution to local, regional, and national challenges.
- Members can also choose the service time commitment that works best for them, anywhere from three months to a year. This is a great opportunity for adults of all ages, backgrounds, and skillsets.

What is Public Health AmeriCorps?

- AmeriCorps partnered with the Centers for Disease Control and Prevention to launch Public Health AmeriCorps, a new AmeriCorps State and National program to engage communities and individuals in public health by recruiting and building a new workforce ready to respond to the nation's public health needs. Public Health AmeriCorps is an impactful opportunity for adults of ages and backgrounds looking to advance their careers in public health.
- Public Health AmeriCorps can serve as a steppingstone for careers in public health. Members provide needed capacity at public health departments, Federally Qualified Health Centers, and community-based organizations and develop their skills through activities such as:



Health education and training



Community outreach and engagement



Research, data collection, analysis, and assessments



System navigation, referrals, and linkages to care

- Public Health AmeriCorps members receive onsite public health training from their host organizations and other professional development opportunities.

Our Opportunities

What is AmeriCorps VISTA?

- AmeriCorps members serving in the VISTA program act as agents for change, living and working alongside community leaders to meet our nation’s most pressing challenges and advance local solutions by making sustainable changes in areas that affect poverty. Through activities such as fundraising, grant writing, research, and volunteer recruitment, members gain professional experience and leadership skills. AmeriCorps VISTA prepares members for a life of service in the public, private, or nonprofit sector. AmeriCorps VISTA is a good fit for individuals looking to gain behind-the-scenes professional skills and community engagement experience.
- AmeriCorps members in the VISTA program have the unique benefit of receiving one year of Non-Competitive Eligibility for federal hiring after completing a yearlong service term. This status allows for a fast-track hiring process for federal government agencies. The living allowance for AmeriCorps members serving in the VISTA program also is adjusted to reflect living costs in the location where they serve. They may also receive a relocation allowance if moving from a different city.

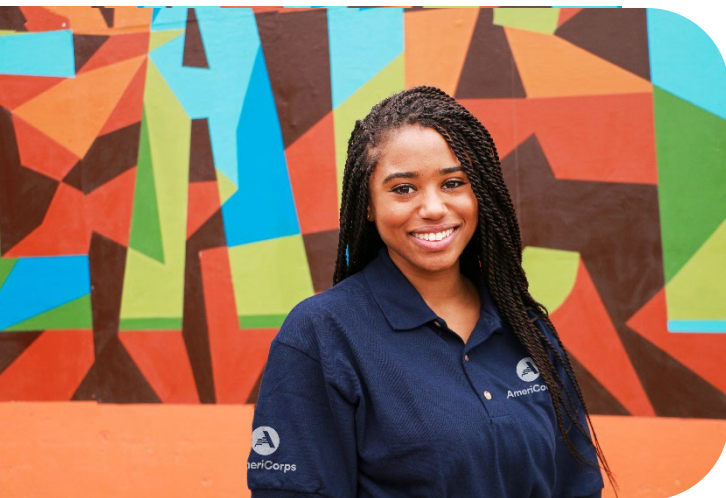
Member Experience, Training and Career Development

- AmeriCorps can serve as a steppingstone for future careers. Members serve with national and local nonprofits, community organizations, local and tribal governments, faith-based organizations, public health departments, and others to develop their skills through activities such as:
 - Disaster response and preparedness;
 - Community outreach and engagement;
 - Serving in the classroom as teachers, mentors, and tutors; and volunteer recruitment and management.

My two years with AmeriCorps had a great impact on my personal and professional goals. My service led me to career.



Gina Amico
AmeriCorps VISTA Alumna



- Members receive onsite training and professional development assistance from their host organizations. Members may also have access to other career development resources and opportunities, such as:
 - Professional certifications like Mental Health First Aid training and CPR certifications;
 - Career development training that prepares members for life after AmeriCorps;
 - AmeriCorps partner-supported mentoring, networking, and communities of practice; and
 - The [Segal AmeriCorps Education Award](#) and additional education benefits available through [Schools of National Service](#).

How to Get Involved

- **Do you know Americans who might be a good fit for service with AmeriCorps?** This toolkit provides you with resources you can use to share our opportunities with your community. We have included social media and newsletter content ready for you to share, information on how to join our recruitment webinars and subscribe to our newsletters, and details on obtaining promotional materials for your office. We encourage you to share these materials with your network and help inspire Americans to serve.

Here are five ways you can help spread the word about AmeriCorps:

1. Follow us on social media.

- Like, share, and retweet our content!
 - Facebook: [@AmeriCorps](#)
 - Twitter: [@AmeriCorps](#)
 - Instagram: [@AmeriCorps](#)
 - LinkedIn: [@AmeriCorps](#)
 - YouTube: [YouTube.com/NationalService](#)
 - Blog: [Americorps.gov/newsroom/blog](#)
 - CEO Twitter: [@AmeriCorpsCEO](#)

2. Share our messages with your network.

- Do you manage a listserv or social media channels for your organization? Use our sample language to inform your network about the opportunities AmeriCorps offers quickly.
- [Find our social media and promotional messaging here.](#)
- You can use the [AmeriCorps Official Flickr](#) account to find inspiration and compelling images to share. (Please credit “AmeriCorps” for all photo use.)

3. Keep up to date on AmeriCorps.

- Website: [AmeriCorps.gov](#)
- Subscribe to our [Recruitment Champions Newsletter](#) to receive more information about how you can inspire others to serve and connect with our team.
- Know someone who might be interested in serving? Encourage them to subscribe to our [Prospective AmeriCorps Members and Volunteers newsletter](#), and we’ll send them information about our opportunities, benefits of service, and the application process.

4. Order Promotional Materials.

Check out our [online ordering system](#), where you can order AmeriCorps promotional materials, including flyers, brochures, posters, and more. They’ll be shipped to your door free of charge so you can share them with your community so you can share with your community.

5. Reach out to our Recruitment Team.

Have other partnership ideas? Email us at Join@AmeriCorps.gov, and let’s find the best way to share the power of service with your network.

Social Media and Promotional Messaging

Sample Copy: Recruitment Newsletter

SAMPLE 1

Inspire, educate, and improve communities around the United States with [AmeriCorps](#)! AmeriCorps gives adults of all ages and skill sets opportunities to make lasting change through service. With hundreds of opportunities, you'll develop your personal and professional skills to build your resume while helping strengthen communities. Find us on social media @AmeriCorps and join our [newsletter](#) for information about upcoming opportunities.

SAMPLE 2

Be a part of something bigger with [AmeriCorps](#). Join the more than 1 million individuals giving their time and talent to strengthen communities across the country. Enhance your skills, develop new abilities, and connect with our vast AmeriCorps alumni network and Employers of National Service to help you prepare for and get in-demand careers. Find us on social media @AmeriCorps and join our [newsletter](#) to see how alumni landed their dream careers after service.



AmeriCorps members in the NCCC and FEMA Corps programs help communities recover from natural disasters while developing career skills.

Sample Copy: Recruitment Video Content

SAMPLE 1

Create change in the lives of other and your own with @AmeriCorps! Join AmeriCorps and channel your passions while kickstarting your career. Check out the video below and see how AmeriCorps can help you prepare for your future and create a lasting impact. #ChooseAmeriCorps

[Choose your future. Choose AmeriCorps - YouTube](#)

SAMPLE 2

Channel your passions and create change with @AmeriCorps! Make an impact in communities across the country while you earn money for college, develop your leadership skills, and build relationships. The choice is yours. Choose your future. #ChooseAmeriCorps

[Choose your future. Choose AmeriCorps - YouTube](#)

Social Media and Promotional Messaging



SAMPLE 3

Increase health equality and reduce barriers to care with Public Health AmeriCorps. Check out the video below and see how you can help PHC assist communities across the country in recovering from the COVID-19 pandemic.

[Make your Mark with Public Health AmeriCorps!](#)

Become a public health hero with [Public Health AmeriCorps!](#)

Sample Copy: Recruitment Webinars

SAMPLE 1

Create professional connections while helping solve problems in communities across the country with AmeriCorps! Join our AmeriCorps 101 webinar and learn how service can help you establish a professional network, build your resume, and develop personally and professionally. Hear from AmeriCorps alumni about how service helped them land their dream jobs! Follow the link and sign up to find the service opportunity to help you launch your professional career.

[Join the webinar](#)

SAMPLE 2

Embrace a new challenge. Channel your passion to create change with @AmeriCorps. Earn money for college, gain leadership experience, boost your resume, find forever friends, and make an impact. Join our AmeriCorps 101 webinar to learn about the hundreds of service opportunities across the United States looking for talented individuals ready to help solve America's toughest challenges. You have what it takes. Choose your future #ChooseAmeriCorps.

[Join the webinar](#)

Serving with AmeriCorps NCCC, I've been able to help communities and work with different people and places.



Shawnie
AmeriCorps Member/AmeriCorps NCCC

Social Media and Promotional Messaging

Facebook/LinkedIn

Our Posts

LinkedIn

- [NCCC Experience](#)
- [VISTA Experience](#)

Facebook

- [VISTA Experience](#)
- [NCCC Experience](#)



Sample Copy: Recruitment

SAMPLE 1

Kickstart your career through service with AmeriCorps. Discover thousands of opportunities to give back in communities across the country and build your resume to become a top candidate in public service careers. You have what it takes. Choose your future. #ChooseAmeriCorps.

[Start today: AmeriCorps.gov/Serve](#)

SAMPLE 2

Looking for your next move? Join the 200k members and volunteers making an impact in communities across the country through service with AmeriCorps. Learn in-demand skills and connect with hundreds of employers from the private, public, and nonprofit sectors.

Find out how service can lead you to a career you love: [AmeriCorps.gov/Serve](#)



SAMPLE NCCC

Travel throughout the United States, build new relationships, and work hands-on to make change in regions across the country. AmeriCorps NCCC is the ultimate personal and professional development experience for those looking to continue shaping their resume before jumping into college or the workforce.

Find your next adventure: [AmeriCorps.gov/NCCC](#)

Social Media and Promotional Messaging

AMERICORPS VISTA

Jumpstart your career in public service by helping nonprofit organizations and public agencies fight poverty with AmeriCorps VISTA. Go where the need is greatest and empower individuals and communities through service while developing the professional experience to make you a standout candidate for public service and government roles.

Take the first step towards your future today: AmeriCorps.gov/VISTA

Instagram

Our Posts


- [VISTA Experience](#)
- [VISTA Experience](#)

SAMPLE 1

Give back and get your career started with AmeriCorps! AmeriCorps' thousands of service opportunities give you the chance to learn in-demand job skills while helping communities across the United States.

Start your service journey today at the #LinkInBio.

SAMPLE 2

Get things done for your country and your future with AmeriCorps. Explore your passions and develop personal and professional skills while getting things done for hundreds of communities across the country! The choice is yours. #ChooseAmeriCorps. Follow @AmeriCorps and apply today using the  #LinkInBio in their profile.



AmeriCorps members in the VISTA program work together to alleviate poverty by helping local organizations expand capacity to make change.



SAMPLE 3

Get paid to give back with AmeriCorps. AmeriCorps provides you the opportunity to get things done in communities throughout the United States and earn an education award to put towards future educational opportunities or qualifying educational loans.

Learn more about the benefits of AmeriCorps at the #LinkInBio.

NCCC SAMPLE

Help build the future you want to see with AmeriCorps NCCC. Travel the United States tackling American's greatest needs hands-on and develop skills to help you achieve your career goals after service.

Kickstart your future at the #LinkInBio.

AMERICORPS STATE AND NATIONAL

Passionate about public service? AmeriCorps State and National program puts you in an environment to propel your personal development and opens diverse career paths. Choose from hundreds of service opportunities across the country and put your passion into action.

Follow your passion at the #LinkInBio.

AMERICORPS VISTA

Build up communities while building your resume with AmeriCorps VISTA. Help organizations across the United States make sustainable changes and learn skills to help you excel in your future career.

Build a better future at the #LinkInBio.

The sense of community, respect, hard work and support that we experienced as a team is something I will treasure forever.



Noah
AmeriCorps Alumnus/AmeriCorps NCCC



Twitter

Our Posts

- [Member Impact](#)
- [Public Health AmeriCorps Promotion](#)

Social Media and Promotional Messaging

SAMPLE 1

Jumpstart your future with @AmeriCorps by helping communities across the country:

- ✓ Mentor youth
- ✓ Clear trails and preserve parks
- ✓ Develop job training opportunities

Tag someone who should apply to serve and visit AmeriCorps.gov/Serve for more! #AmeriCorps

SAMPLE 2

Calling all leaders! @AmeriCorps is your opportunity to channel your passion into #Service, kickstart your career, or make an impact. The choice is yours. #ChooseAmeriCorps: AmeriCorps.gov/Serve



AmeriCorps members in the NCCC program get the ultimate personal and professional development experience while serving on a team of your peers.

AMERICORPS STATE AND NATIONAL

#AmeriCorps gives you the chance to kickstart your career! Our members:

- ✓ teach and mentor youth;
- ✓ educate on and support public health efforts; &
- ✓ maintain and improve parks.

Start making a difference at AmeriCorps.gov/Serve & follow @AmeriCorps to members in action.

AMERICORPS VISTA

Make sustainable changes while developing in demand career skills with @AmeriCorps VISTA. Join thousands of members uniting to lift people and communities out of poverty while learning skills to help prepare for careers.

Resources and Shareables

Resources

- Find presentation materials, additional shareables, and other resources in our social press kit on the communications resources [page](#) of the AmeriCorps website. Below is a list of what you'll find.

Presentation Materials

- Recruitment PowerPoint
 - NCCC
 - State and National
 - Public Health
 - VISTA
 - General Information PowerPoint
 - Videos
 - Public Health AmeriCorps Promotional Video

Additional Shareables

- AmeriCorps recruitment resources for applicants
 - Completing Your AmeriCorps Application
- Additional Program Toolkits
 - NCCC Parents and Educators Toolkit
 - Public Health AmeriCorps External Communications Toolkit
- AmeriCorps Program Handouts
- Public Health AmeriCorps One Pager

Contact Information

Stay connected, receive up-to-date information, and ask questions directly to our recruitment team at Join@AmeriCorps.gov. We'd also love to hear from you! Reach out to our team if you have:

- An impact or success story to share;
- A great blog post or photo from your student who joined AmeriCorps;
- Ideas for other ways we can support you and your students; and
- Questions or need additional information about our programs.

Additional Resources

Digital and printed resources also are available for use. The following [communications resources](#) may be helpful in your efforts and can be found on [AmeriCorps.gov](#).

- [Logos](#)
- [AmeriCorps Brand Guidelines](#)
- [National Service Reports](#)
- [Photo Galleries](#)
- [Marketing Materials](#)
- [National Service Gear](#)