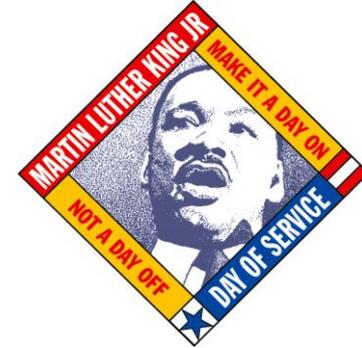




# PROMOTING YOUR SERVICE EVENT

MLK Day of Service: Monday, January 16, 2017



*December, 2016*

# SESSION OVERVIEW



## WHAT

## WHO

**Welcome**

Rhonda Taylor, External Affairs

**Register Your Project &  
Website Resources**

**Engaging Elected Officials**

Megan Blanco, Office of Government Relations

**Digital Media**

Rhonda Taylor

**Press**

Mary Love and Samantha Warfield, Press Office

**Q&A**

Rhonda Taylor, External Affairs



# WELCOME

Rhonda Taylor



# REGISTER YOUR EVENT & WEBSITE RESOURCES

Rhonda Taylor,  
External Affairs

# Resources.....



- MLKDay.gov
  - Register your project – tag MLKDay
  - Scholastic
  - Press templates and messages
  - New this year:
    - Adding conversation starters
    - Connecting to Arts resources



# ENGAGING ELECTED OFFICIALS

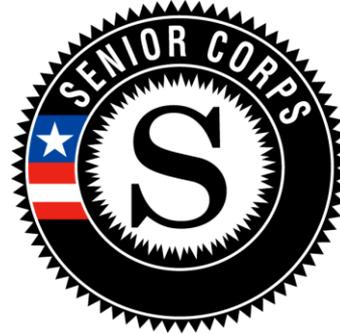
Megan Blanco  
CNCS Office of Government Relations  
(202) 606-6622

*CNCS – the federal agency for national service – improves lives, strengthens communities, and fosters civic engagement through service and volunteering.*

FEBRUARY 2015



**75,000** members  
**25,000** sites



**270,000** volunteers  
**35,000** sites



**\$93m** annual match  
224 organizations in 37 states

**Volunteer Generation Fund**  
17 states

**United We Serve and  
National Days of Service**

# Importance of engaging policy makers

- CNCS' activities must adhere to the governing laws put in place by Congress
- CNCS' budget is dependent on the annual appropriations legislation that's debated and voted on by Congress
- Policy makers have a large platform to amplify the great work that national service is doing on the ground
- Policy makers have the ability to introduce and pass measures (legislation, EO, proclamations, etc) that can expand or help national service

# Why MLK Day Matters – Elected Overlay



Many benefits:

- Leads to programming opportunities
- Political support: In current budget climate, more important than ever
- Energizes members and volunteers
- Showcases impact to elected officials, community leaders, and the media
- Educates the public about your work
- Shines a positive spotlight on your organization which can lead to an increase in volunteering, partnering, etc.

# Ways to engage elected officials on MLK Day

Elected officials are often willing and eager to support local service initiatives in one or more ways. For example:

- Attend an event/service project
- Staff representation
- Proclamation
- Keynote remarks
- Video greeting
- Congratulatory letter
- Social media
- Think creatively! – Do you have other ideas for elected engagement?

Note: Elected officials and their staff, like most professionals, appreciate advance notice, thoughtful planning, and follow-through.

# For Example



 **Sen. Tammy Baldwin**   
@SenatorBaldwin

 Follow

Kicking off #AmeriDay in Wisconsin with @americorps, @PublicAllies, @CityYear & even @UWBuckyBadger!



RETWEETS 7 LIKES 13 

12:40 PM - 16 Oct 2015



**John McCain**   
@SenJohnMcCain

 Follow

Thanks for all you do for the next generation of American leaders!



**Wendy Spencer** @WendyCNCS

Great to meet w/@SenJohnMcCain! Thx for your leadership to expand @AmeriCorps & @NationalService.

RETWEETS 45 LIKES 59



6:36 PM - 3 Nov 2015



# Elected & Appointed Officials to Consider

Community service receives strong bipartisan support from elected and appointed officials at every level of government:

- U.S. Senators
- U.S. Representatives
- Governors
- Lt. Governors
- State Legislators
- County/Parish Officials
- City Council Members
- Mayors
- State Cabinet Officials (e.g. State Superintendent of Education)

# Find your Elected Officials

- U.S. House of Representatives: [www.house.gov](http://www.house.gov)



- U.S. Senate:

<http://www.senate.gov/senators/contact/>

- Mayors:

<http://www.usmayors.org/meetmayors/mayorsatglance.asp>

# Questions about elected engagement?

**Please feel free to call or email with any questions.  
Looking forward to working with you!**

Megan Blanco  
Senior Legislative Assistant  
Office of Government Relations  
202-606-6622  
[mblanco@cns.gov](mailto:mblanco@cns.gov)



# DIGITAL MEDIA

Allison LePage  
Digital Media

# DIGITAL MEDIA



## What You Can Do!

- Have You “Liked” the MLK Day Official Accounts?  
Twitter @MLKDay | Facebook.com/MLKDay | Hashtag – #MLKDay
- Register Your Project: **Register your project online by Dec. 9** so we can amplify your project through email blasts and social media.
- Generate Shortened Links: Use bit.ly to create short links for your service project and send to [MLKDay@cns.gov](mailto:MLKDay@cns.gov) not later than **Jan 6**.
- Talk About Your Projects: Use any social media platform (Facebook, Twitter, Periscope, Instagram, Snapchat) to tell your network about the importance of volunteering on **#MLKDay**.

# DIGITAL MEDIA



## What We Will Do!

- Send Email Blasts: CNCS will send an email to highlight service projects on January 9.
- Use Bitlys: We will use the short link generator Bitly to share links to service projects.
- Snapchat: Follow @NationalService on snapchat and see all of the action happening across the country.
- Periscope: We will be Periscoping all day to show our followers live video on our twitter account during #MLKDay service projects, you can do the same!

# DIGITAL MEDIA



## What We Will Do!

- Look for our #MLKDay digital outreach plan on the MLKDay.gov website on **Jan 9**.
- Remember to always use **#MLKDay**
- Send any questions, links to content to share or news clips about your projects to [MLKDay@cns.gov](mailto:MLKDay@cns.gov).



# MESSAGING & PRESS

Mary Love and Samantha Warfield,  
Press Team

# MESSAGING & PRESS



## A Few Tips for Engaging Press:

- Begin NOW submitting events to community calendars
- Identify relationships you may already have with reporters and local press
- Send media advisory **multiple** times prior to your event and even the morning of the event
- Send press release after event – be sure to follow-up!

# MESSAGING & PRESS



## Press Resources:

- Key Messages
- Template Media Advisory
- Template Press Release

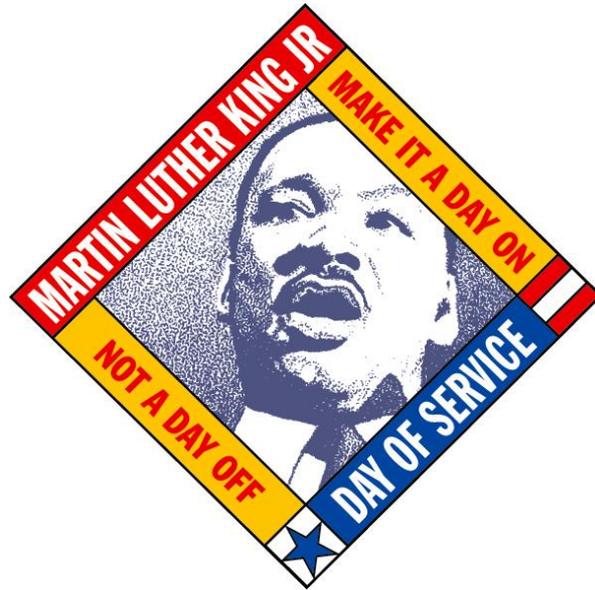
**[nationalservice.gov/mlkday-resources](https://nationalservice.gov/mlkday-resources)**

# Key things to Remember

- [MLKDay.gov](http://MLKDay.gov)
  - Resources and Register your projects
- [#MLKDay](https://twitter.com/MLKDay)
- [MLKDay@cns.gov](mailto:MLKDay@cns.gov)
- [PressOffice@cns.gov](mailto:PressOffice@cns.gov)
- If you have national service members participating, please make sure they are wearing their branded uniform gear



**QUESTIONS?**  
**MLKDay@cns.gov**



**THANK YOU!**