



Corporation for  
**NATIONAL &  
COMMUNITY  
SERVICE** ★★☆☆

# AmeriCorps and AmeriCorps Seniors Brand Preview

August 24, 2020

# Agenda



- What makes a great brand
- Components of a strong logo
- Introduce our new brand
- Communicating with the new AmeriCorps
- Visualizing the new AmeriCorps
- Cobranding guidance for uniforms
- Next steps

# Communicating the new AmeriCorps

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AmeriCorps



## Organization

National service and volunteerism, Federal agency

Think **Unity**

AmeriCorps

AmeriCorps  
Seniors



## Brands

Service opportunities for all ages, Funding opportunities

Think **Public Awareness**

Grantee Organization



## Partners

Co-branding with partner organizations

Think **Partnership**

RSVP, SCP, FGP  
S&N, VISTA, NCCC

VGF, 9/11, MLK



## Programs

Specific selling points, Benefits  
Program models

Think **Find Your Fit**

## Key Initiatives

Legacy and strategic initiatives

Think **Impact & Flexibility**

# Old Brand Architecture

## Organization



## Highlighted Brands



## National Service Programs



## Initiatives & Programs

### Other



### Days of Service



## State Commissions - Part of the National Service Structure



# New Brand Architecture

## Organization



## Highlighted Brand



## National Service Programs (name only)

AmeriCorps **State & National**  
AmeriCorps **VISTA**  
AmeriCorps **NCCC**  
AmeriCorps **NCCC-FEMA Corps**

AmeriCorps Seniors **RSVP**  
AmeriCorps Seniors **Foster Grandparents**  
AmeriCorps Seniors **Senior Companions**

## Initiatives & Programs

### Other

**Volunteer Generation Fund**  
**Social Innovation Fund** (sunsetting)  
**Disaster Response Team**  
**Employers of National Service**

### Days of Service



## State Commissions - Part of the National Service Structure



# How to communicate with new brand architecture



Lead with AmeriCorps and AmeriCorps Seniors.

- I am an AmeriCorps grantee.
- I am an AmeriCorps member.
- I am an AmeriCorps Seniors grantee.
- I am an AmeriCorps Seniors volunteer.
  
- I am an AmeriCorps member serving with Rebuilding Together New Orleans.
- I am an AmeriCorps Seniors volunteer serving with Foster Grandparents of Henry County.
- I am an AmeriCorps volunteer serving in the NCCC program.

# How to communicate with new brand architecture

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Program names still exist, they are de-emphasized when communicating publicly.

- I am an AmeriCorps grantee and receive funds as part of their State and National program.
- I am an AmeriCorps alumni and I served through their VISTA program at United Way.
- I am an AmeriCorps Seniors grantee and receive funds through their RSVP program.
- I am an AmeriCorps Seniors volunteer and serve as a part of their Senior Companions Program.

**Visualizing the new brand architecture**

Across the country, recruiting volunteers for AmeriCorps Seniors programs remains a priority. By utilizing the AmeriCorps Seniors brand in your organization's communications, together we can help grow awareness of Americans' opportunities to serve.

Following are examples to illustrate how your organization can talk about and portray its partnership with AmeriCorps and its use of AmeriCorps members and AmeriCorps Seniors volunteers.

# BEFORE:

## AmeriCorps Seniors grantee with the Foster Grandparents program

### BECOME A FOSTER GRANDPARENT

Foster Grandparents Program of United Way of Example County

United Way of Example  
County



Use the skills and talents you've gained over the years, or develop new ones, to make a difference in our community today. As a **Example County Foster Grandparent** in United Way of Example County's Foster Grandparents Program, you'll join one of the largest volunteer networks in the nation for people 55 and over.

The Foster Grandparent Program puts role models like you in classrooms and other learning environments to care for students with exceptional or special needs. Stay active and vibrant as you mentor and guide students to higher academic achievement. Help students develop life skills critical to their development and future success, tutor students at risk of falling behind, and help educators create and execute exciting curriculum.

There are over 15 locations in need of volunteers like you. The time commitment is flexible, ranging from 5-20 hours per week.

- **You have so much to give.** There's never been a more meaningful way to put your years of experience to use. Strengthen your community by addressing their immediate needs and make a lasting impact by uniting people through service.
- **Giving back is good for you.** Enrich the lives of others while improving your own health and well-being. AmeriCorps Seniors volunteers live happier, healthier lives while making a difference in their communities.
- **Leave a legacy.** Inspire students and pass down a culture of service to future generations. You will build relationships that unite you with those you serve and see the immediate and lasting impact of your service.

The Foster Grandparents Program is a program of the United Way of Example County. It is partially funded through a grant from AmeriCorps Seniors; local funding through other grants and donations are used for programing and projects.

To learn more about how you can be an **Foster Grandparent volunteer**, contact us at 123-456-7890 or by email at [fostergrandparentsprogram@example.org](mailto:fostergrandparentsprogram@example.org).

# AFTER:

## AmeriCorps Seniors grantee with the Foster Grandparents program

### HELP KIDS LEARN

Foster Grandparents Program of United Way of Example County

United Way of Example  
County



Use the skills and talents you've gained over the years, or develop new ones, to make a difference in our community today. As an **AmeriCorps Seniors volunteer** in United Way of Example County's Foster Grandparents Program, you'll join one of the largest volunteer networks in the nation for people 55 and over.

The Foster Grandparent Program puts role models like you in classrooms and other learning environments to care for students with exceptional or special needs. Stay active and vibrant as you mentor and guide students to higher academic achievement. Help students develop life skills critical to their development and future success, tutor students at risk of falling behind, and help educators create and execute exciting curriculum.

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- **Giving back is good for you.** Enrich the lives of others while improving your own health and well-being. AmeriCorps Seniors volunteers live happier, healthier lives while making a difference in their communities.
- **Leave a legacy.** Inspire students and pass down a culture of service to future generations. You will build relationships that unite you with those you serve and see the immediate and lasting impact of your service.

The Foster Grandparents Program is a program of the United Way of Example County. It is partially funded through a grant from AmeriCorps Seniors; local funding through other grants and donations are used for programming and projects.

To learn more about how you can be an **AmeriCorps Seniors volunteer**, contact us at 123-456-7890 or by email at [fostergrandparentsprogram@example.org](mailto:fostergrandparentsprogram@example.org).

# BEFORE:

## AmeriCorps Seniors grantee with the RSVP program

### RSVP OF EXAMPLE COUNTY

#### One Hour A Week Can Change A Life

Use the skills and talents you've gained over the years, or develop new ones, to make a difference in our community today. As an **RSVP volunteer**, you'll join one of the largest volunteer networks in the nation for people 55 and over.

There is no shortage of ways volunteers can help make a difference. The greatest thing about volunteering may be the benefits it offers to individual recipients, their communities, and volunteers themselves. There are a number of service opportunities. Many service areas are just one hour a week.

- Helping a third-grade student read at grade level.
- Delivering meals to shut-ins. One out of every ten of our elderly in Example County are at risk for hunger.
- Providing activities at local senior centers and assisted living facilities.
- Building ramps to ensure safety and provide better access to community resources.
- Assist victims with securing local resources after they have experienced natural disasters such as fires, tornadoes and flooding.
- Helping transport someone to local and out of the area doctor appointments.



Senior Volunteer Program of Example County is sponsored locally by the Example County Volunteer Center. It is partially funded through a grant from Senior Corps; local funding through other grants and donations are used for programming and projects.

To learn more about how you can volunteer, contact us at 123-456-7890 or by email at [rsvpofexamplecounty@example.gov](mailto:rsvpofexamplecounty@example.gov).

# AFTER:

## AmeriCorps Seniors grantee with the RSVP program

### RSVP OF EXAMPLE COUNTY

#### One Hour A Week Can Change A Life

Use the skills and talents you've gained over the years, or develop new ones, to make a difference in our community today. As an **AmeriCorps Seniors volunteer** in the Retired Senior Volunteer Program (RSVP) of Example County, you'll join one of the largest volunteer networks in the nation for people 55 and over.

There is no shortage of ways volunteers can help make a difference. The greatest thing about volunteering may be the benefits it offers to individual recipients, their communities, and volunteers themselves. There are a number of service opportunities. Many service areas are just one hour a week.

- Helping a third-grade student read at grade level.
- Delivering meals to shut-ins. One out of every ten of our elderly in Example County are at risk for hunger.
- Providing activities at local senior centers and assisted living facilities.
- Building ramps to ensure safety and provide better access to community resources.
- Assist victims with securing local resources after they have experienced natural disasters such as fires, tornadoes and flooding.
- Helping transport someone to local and out of the area doctor appointments.



Senior Volunteer Program of Example County is sponsored locally by the Example County Volunteer Center. It is partially funded through a grant from AmeriCorps; local funding through other grants and donations are used for programming and projects.

To learn more about how you can volunteer, contact us at 123-456-7890 or by email at [rsvpofexamplecounty@example.gov](mailto:rsvpofexamplecounty@example.gov).

# BEFORE:

## AmeriCorps Seniors grantee with the Senior Companions program

### Help a Senior Live Independently

#### Example Aging Services' Senior Companions Program

Use the skills and talents you already have, or develop new ones, to make a difference in our community today. As a **Seniors Corps volunteer** in Example Aging Services' Senior Companions Program, you'll join one of the largest volunteer networks in the nation for people 55 and over.

The Senior Companions Program pairs volunteers with older adults who need assistance with daily tasks. Help with shopping and paying bills, strike up a good conversation, or join in learning a new hobby. Keep older adults independent longer and provide respite to ease the burden of a caregiver. Unite service and friendship as you build bonds with an older adult and help that individual live a fuller life from the comfort of their own home.

There are hundreds of seniors in our community who need a volunteer like you. Volunteers are typically paired with an older adult whom they visit for two hours once a week. A modest stipend is available to qualified, low-income volunteers.

To learn more about how you can volunteer, contact us at (123) 456-7890 or by email at [seniorcompanionprogram@exampleagingservices.gov](mailto:seniorcompanionprogram@exampleagingservices.gov).

Senior Companion volunteers are funded by the Corporation for National and Community Service.

Example Aging  
Services  
Agency



**AFTER:**

# AmeriCorps Seniors grantee with the Senior Companions program

## Help a Senior Live Independently

### Example Aging Services' Senior Companions Program

Use the skills and talents you've gained over the years, or learn new ones, to make a difference in our community today. As an **AmeriCorps Seniors volunteer** in Example Aging Services' Senior Companions Program, you'll join one of the largest volunteer networks in the nation for people 55 and over.

The Senior Companions Program pairs volunteers with older adults who need assistance with daily tasks. Help with shopping and paying bills, strike up a good conversation, or join in learning a new hobby. Keep older adults independent longer and provide respite to ease the burden of a caregiver. Unite service and friendship as you build bonds with an older adult and help that individual live a fuller life from the comfort of their own home.

There are hundreds of seniors in our community who need a volunteer like you. Volunteers are typically paired with an older adult whom they visit for two hours once a week. A modest stipend is available to qualified, low-income volunteers.

To learn more about how you can volunteer, contact us at (123) 456-7890 or by email at [seniorcompanionprogram@exampleagingservices.gov](mailto:seniorcompanionprogram@exampleagingservices.gov).

**AmeriCorps Seniors volunteers** participating in Example Aging Services' Senior Companion Program are funded through a grant from AmeriCorps.

Example Aging  
Services  
Agency



# BEFORE:

AmeriCorps grantee with a national direct, state, tribes, or territories grant

The image shows a screenshot of the DABO website. The header is teal with a dark blue navigation bar below it. The main content area is dark blue. A yellow box highlights the AmeriCorps logo and the text "DABO is a National Direct AmeriCorps grantee." The navigation menu on the left includes: ABOUT YOUTHBUILD, WHAT WE DO, GET INVOLVED, STORIES, UPDATES, PROGRAM DIRECTORY, ALUMNI SUPPORT, and COVID-19 RESPONSE. The top right navigation links are: CAREER OPPORTUNITIES, CONTACT, MEDIA INQUIRIES, PRIVACY POLICY, TERMS OF USE, and LOG IN. The "DONATE" and "TAKE ACTION" buttons are located in the top right of the teal header.

**DABO ORGANIZATION**

**DONATE** | **TAKE ACTION**

CAREER OPPORTUNITIES CONTACT MEDIA INQUIRIES PRIVACY POLICY TERMS OF USE LOG IN

ABOUT YOUTHBUILD  
WHAT WE DO  
GET INVOLVED  
STORIES  
UPDATES  
PROGRAM DIRECTORY  
ALUMNI SUPPORT  
COVID-19 RESPONSE

 DABO is a National Direct AmeriCorps grantee.

# AFTER:

AmeriCorps grantee with a national direct, state, tribes, or territories grant

The image shows a screenshot of the DABO Organization website. The header is teal with a dark blue navigation bar below it. On the left, the text "DABO ORGANIZATION" is displayed in white. To the right of the header are two buttons: "DONATE" (orange) and "TAKE ACTION" (teal). Below the header is a dark blue navigation bar with links for "ABOUT YOUTHBUILD", "WHAT WE DO", "GET INVOLVED", "STORIES", "UPDATES", "PROGRAM DIRECTORY", "ALUMNI SUPPORT", and "COVID-19 RESPONSE". On the right side of the navigation bar are links for "CAREER OPPORTUNITIES", "CONTACT", "MEDIA INQUIRIES", "PRIVACY POLICY", "TERMS OF USE", and "LOG IN". A yellow box highlights the AmeriCorps logo and the text "DABO is an AmeriCorps grantee." in the center of the page.

**DABO ORGANIZATION**

**DONATE** | **TAKE ACTION**

ABOUT YOUTHBUILD  
WHAT WE DO  
GET INVOLVED  
STORIES  
UPDATES  
PROGRAM DIRECTORY  
ALUMNI SUPPORT  
COVID-19 RESPONSE

CAREER OPPORTUNITIES | CONTACT | MEDIA INQUIRIES | PRIVACY POLICY | TERMS OF USE | LOG IN

 **AmeriCorps** DABO is an AmeriCorps grantee.

**BEFORE:**

# AmeriCorps grantee with a Volunteer Generation Fund grant



## FY 2020 Volunteer Generation Fund Grant



### Request for Applications

RFA Release Date: Thursday, April 30, 2020

Grant Application Due Date: Friday, May 29, 2020 by 5:00pm

**AFTER:**

# AmeriCorps grantee with a Volunteer Generation Fund grant



## **FY2020 Volunteer Generation Fund Grant**

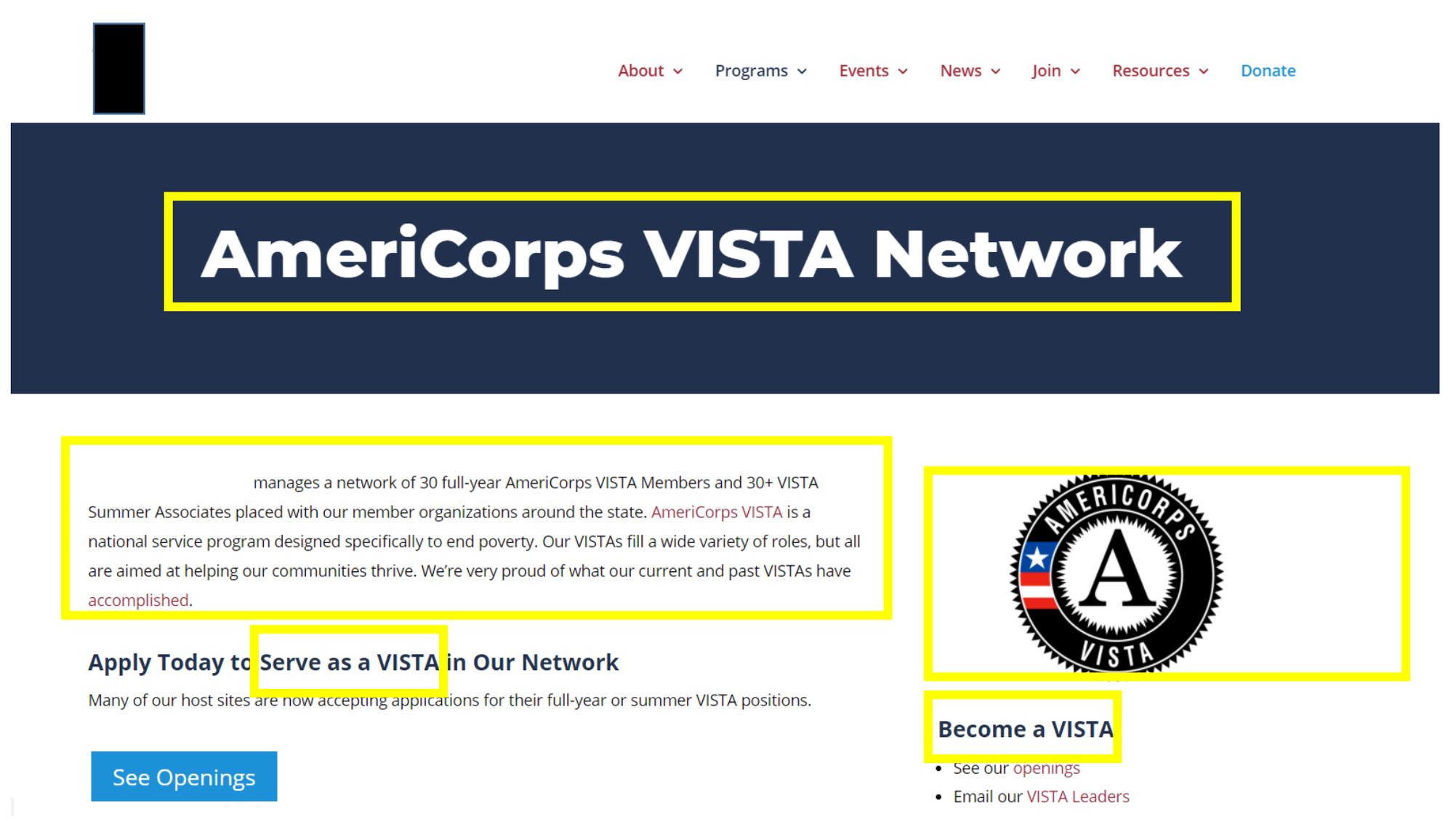
### Request for Applications

RFA Release Date: Thursday, April 30, 2020

Grant Application Due Date: Friday, May 29, 2020 by 5:00pm

# BEFORE:

## AmeriCorps grantee with a VISTA project or grant



The image shows a screenshot of the AmeriCorps VISTA Network website. At the top, there is a dark blue navigation bar with a black square on the left and a menu of links: About, Programs, Events, News, Join, Resources, and Donate. Below the navigation bar is a large dark blue banner with the text "AmeriCorps VISTA Network" in white, enclosed in a yellow rectangular border. Underneath the banner, there is a white text box with a yellow border containing a paragraph of text. To the right of this text box is a yellow-bordered box containing the AmeriCorps VISTA logo, which is a circular seal with a large letter 'A' in the center, a star, and the words "AMERICORPS" and "VISTA" around the perimeter. Below the logo is another yellow-bordered box with the text "Become a VISTA" and a list of two bullet points: "See our openings" and "Email our VISTA Leaders". At the bottom left, there is a blue button with the text "See Openings".

[About](#) [Programs](#) [Events](#) [News](#) [Join](#) [Resources](#) [Donate](#)

# AmeriCorps VISTA Network

manages a network of 30 full-year AmeriCorps VISTA Members and 30+ VISTA Summer Associates placed with our member organizations around the state. AmeriCorps VISTA is a national service program designed specifically to end poverty. Our VISTAs fill a wide variety of roles, but all are aimed at helping our communities thrive. We're very proud of what our current and past VISTAs have accomplished.

### Apply Today to Serve as a VISTA in Our Network

Many of our host sites are now accepting applications for their full-year or summer VISTA positions.

[See Openings](#)



### Become a VISTA

- [See our openings](#)
- [Email our VISTA Leaders](#)

# AFTER:

## AmeriCorps grantee with a VISTA project or grant



**Housing Coalition Organization**

We help put people into homes

[About](#) ▾ [Programs](#) ▾ [Events](#) ▾ [News](#) ▾ [Join](#) ▾ [Resources](#) ▾ [Donate](#)

### JOIN OUR AMERICORPS NETWORK

Housing Action Organization manages a network of 30 full-year AmeriCorps Members and 30+ AmeriCorps Summer Associates who are placed with our member organizations around the state. These individuals are part of AmeriCorps's VISTA program which is focused on ending poverty. Our AmeriCorps Members fill a wide variety of roles, but all are aimed at helping our communities thrive. We're very proud of what our current and past AmeriCorps members have **accomplished**.

#### Apply Today to **Serve as an AmeriCorps Member in Our Network**

Many of our host sites are now accepting applications for their full-year or summer positions.

[See Openings](#)



#### **Become an AmeriCorps Member**

- See our **openings**
- Email our **project leaders**

# Standard Uniforms



Front

Back



Front

Back



# Cobranding Guidance for Uniforms

Logo must be on uniforms at least once. Flexibility will be provided based on grantees current designs.

Front

Back



Front

Back



# Next Steps

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- How to access new logo and interim cobranding guidance
- How to access and pre order gear at National Service Gear website
- Terms and conditions update