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## Overview

During April, the Corporation for National and Community Service (CNCS) and its grantees and partners highlight National Service's impact on the environment.

On April 22, we will celebrate Earth Day by sharing stories of how our grantees are helping the environment. We encourage our network of grantees, partners, and state commissions to help spread the word and to share with us their environmental stewardship stories. Please make sure to use **#ServetheEarth** in your social media posts and send your stories of innovation and impact to [Engagement@cns.gov](mailto:Engagement@cns.gov). **Please submit your stories of environmental impact by April 15 and join us in sharing your #ServetheEarth stories on social media on Earth Day, April 22.**

In addition to Earth Day, April marks some important days for National Service. Highlights include:

- Mayors Day of Recognition for National Service (April 7)
- National Volunteer Week (April 12 - 18)
- Global Youth Service Day (April 17 - 19)
- Earth Day (April 22)
- AmeriCorps VISTA 50th Anniversary Community Spotlight in Philadelphia (April 24)

## Throughout April, CNCS Will:

- Amplify Mayors Day (April 7) on Social Media (Twitter, Facebook, Tumblr, Instagram) using the **#mayors4service** hashtag. You can find a toolkit for [Mayor's Day Communications Toolkit](#) here and a [Mayor Day's Social Media Guide](#) here.
- Highlight Global Youth Service Day and National Volunteer Week on Social Media
- Highlight 6 Ways to Help the Environment and encourage people to get involved
- Promote Earth Day service opportunities and encourage people to volunteer
- Highlight on April 22 National Service Grantees that make an impact on the environment
- Promote the **#IamVISTA** campaign, particularly with an environmental focus, to help mark the AmeriCorps VISTA 50<sup>th</sup> Anniversary Community Spotlight in Philadelphia (April 24)

## What You Can Do

### Help Us Spread the Word.

**NOTE: Make sure to tag your social media #ServetheEarth so we can amplify your programs.**

- Amplify Your Grantees, Programs, or Initiatives that focus on improving the environment.
  - Produce Infographics that Contain Statistics, Interesting Facts, etc. about your programs and their results
  - Create Social Media Content (Link to Toolkits, Fact Sheets, Tip Sheets, Program Pictures, etc.)



- Send tailored emails to your constituencies highlighting your work
- Write Blog Posts (i.e. Program Impact, Profiles of Individuals Impacted, etc.)
- Post pictures and videos showing your environmental work on your social media channels
- Use your social media channels to create a conversation about how your program is helping the environment and making an impact in the community and ask others to join you
- Share with us at **#ServetheEarth** and at [Engagement@cns.gov](mailto:Engagement@cns.gov)

## Social Media Ideas

When possible, always include photos in your social media posts.

**Twitter:** [AMERICORPS/SENIOR CORPS/SIF PROGRAM NAME] is helping the environment program by [INSERT] **#ServetheEarth**

**Facebook:** National service helps the Environment. Here in [YOUR CITY/STATE], [YOUR PROGRAM/INITIATIVE NAME] is [PROGRAM/INITIATIVE GOAL PURPOSE]. Get involved with us at [LINK TO YOUR PROGRAM/INITIATIVE WEBSITE]

**Instagram:** [POST PICTURES THAT SHOW YOUR ENVIRONMENTAL WORK IN ACTION]