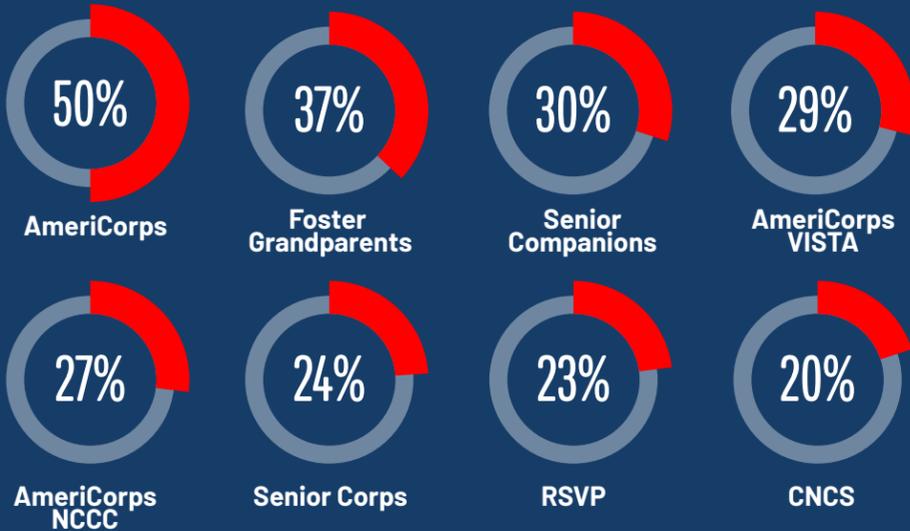


BRAND RESEARCH FINDINGS

LOW AWARENESS

Brand Awareness by Program

Members of the public that indicated familiarity with the following programs:



“The general public is totally unaware of who they are.”

Brand Identification by Program

Members of the public familiar with and able to correctly identify the main purpose of the following programs:

Only **12%** of the general public is able to **correctly identify** the main purpose of CNCS.



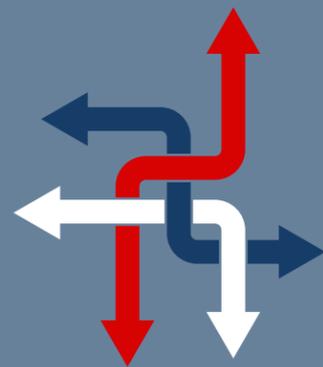
DIFFICULT TO EXPLAIN

50%

of grantees and sponsors say it can be **difficult to explain** the AmeriCorps and Senior Corps programs.

“They can’t expand with the current brand; the brand needs to move to this century.”

“In the name CNCS, the name corporation is very confusing.”



51%

of applicants **did not have a clear understanding** of all the opportunities to serve with AmeriCorps and Senior Corps.

OPPORTUNITIES & STRENGTHS

APPLY NOW

81%

of our network* believes that stronger brand awareness would make a **positive impact on recruitment**.

“You need to take the hits up front to make it better in the long run.”



94%

of our network* would **recommend AmeriCorps or Senior Corps** to a friend or family member.

*The survey to our network included current grantees, sponsors, members, volunteers, and alumni