LOW AWARENESS

Brand Awareness by Program
Members of the public that indicated familiarity with the following programs:

- AmeriCorps: 50%
- Foster Grandparents: 37%
- Senior Companions: 30%
- AmeriCorps VISTA: 29%
- AmeriCorps NCCC: 27%
- Senior Corps: 24%
- RSVP: 23%
- CNCS: 20%

80% of the general public is not familiar with CNCS.

“...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:

- AmeriCorps: 34%
- Senior Corps: 15%
- Foster Grandparents: 22%
- Senior Companions: 19%
- AmeriCorps VISTA: 17%
- CNCS: 16%
- RSVP: 11%
- AmeriCorps NCCC: 10%

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.

“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.

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

OPPORTUNITIES & STRENGTHS

- 81% of our network* believes that stronger brand awareness would make a positive impact on recruitment.

- 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.