



Employers of National Service

Guidance on Badge Placement and Use

This style guide will help you use the Employers of National Service Member badge properly on your digital and print materials. Please feel free to also include the accompanying text along with the badge.

Boilerplate Text

Employers of National Service builds a talent pipeline which connects AmeriCorps and Peace Corps alumni with leading employers from the private, public, and nonprofit sectors to create recruitment, hiring, and advancement opportunities. Through this initiative, employers will have increased access to a dedicated, highly-qualified, and mission-oriented pool of potential employees. This effort is co-convened by the Corporation for National and Community Service, Peace Corps, AmeriCorps Alums, and the Franklin Project.



For Web

We suggest placing this badge on your website similar to the example below. Please provide at least 10 pixels of padding around the badge for proper white space. The badge should be at least 200 pixels wide so that users can read the text within the design. Please do not add any extra styling to the badge (extra strokes, drop shadows, etc.).

<ul style="list-style-type: none"> ► Mayors Day National Mentoring Month ► President's Higher Education Community Service Honor Roll ► Task Force on Expanding National Service President's Volunteer Service Award ► Service Impact Awards United We Serve Stars of Service ► Days of Service ► Communities CNCS National Service School Improvement Symposium 2014 California State University-Dominguez Hills (CA) Loras College University of Nebraska Omaha (Omaha, NE) Wheelock College 	<p>What is Employers of National Service?</p> <p>As part of the Sept. 12, 2014, White House ceremony commemorating the 20th anniversary of AmeriCorps, President Obama launched Employers of National Service. This initiative recognizes the valuable skills gained by the 900,000 Americans who have participated in AmeriCorps since 1994 and the 215,000 who have participated in the Peace Corps.</p> <p>Employers of National Service builds a talent pipeline which connects AmeriCorps and Peace Corps alumni with leading employers from the private, public, and nonprofit sectors to create recruitment, hiring, and advancement opportunities. Through this initiative, employers will have new access to a dedicated, highly qualified, and mission-oriented pool of potential employees and national service alumni will have additional opportunities to apply their skills in the workplace.</p> <p>The Corporation for National and Community Service, which administers AmeriCorps, is leading this effort along with its partners the Peace Corps, AmeriCorps Alums, and the Franklin Project. As announced on Sept. 12, 2014, there are two dozen charter Employers of National Service. Any employer that signs up to participate by Dec. 31, 2014, will be considered a charter Employer of National Service.</p> 	<p>Learn More</p> <p>3 reads</p> <p>Sign Up or Ask a Question</p> <p>Sign Up to be an Employer of National Service or ask a question.</p> <p>employers@cnsc.gov</p> <p>7 reads</p> <p>Watch the Announcement of Employers of National Service by President Obama</p> <p>Watch the Video Now</p>
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For Print

If you are placing the badge within a standard 8.5 x 11" print document, please provide padding at least .25" around the badge. Feel free to either wrap text or square the text to the badge. Again, please size the badge large enough to read the small text within the badge: we suggest at least 2"x 2". Do not add any extra styling to the badge (extra strokes, drop shadows, etc.).

For larger print pieces, please contact logos@cns.gov for the proper graphic file.

Employers of National Service


NUMBER OF EMPLOYERS OF NATIONAL SERVICE TO DATE: 145

SECTORS REPRESENTED:

- **Private Sector:** Amalgamated Bank, [Chemica International](#), Citic Enterprises, Comcast and NBC Universal, CNN, Disney, Omni Air International
- **Non-Profits:** AIDS United, All Hands Volunteers, American Red Cross, Campus Compact, City Year, Conservation Legacy, Dignity Health, Habitat for Humanity International, National Association of Community Health Centers, Teach For America, United Way Worldwide, Youth Service America
- **School Districts:** Miami-Dade County Public Schools, the School District of Philadelphia
- **Institutions of Higher Education:** Arizona State University
- **State or Local Government:** City of Nashville; City of Newton, MA; City of Philadelphia; City of South Sioux City, NE; Coconino County, AZ; State of Virginia
- **Federal Government:** National Park Service, National Science Foundation, U.S. Department of Agriculture, U.S. Office of Personnel Management
- **Other:** Southeastern Pennsylvania Transportation Authority (SEPTA)

AMPLIFICATION DAY IMPACT:

Our amplification day efforts on December 9, 2014, had a reach of more than 2 million users on Twitter and 25,000 users on Facebook. That day, 2,100 unique users visited our "Employers of National Service" web page to get more information about the initiative. We reached our goal of signing up 100 organizations before December 31.

CHARTER MEMBER SPOTLIGHT:



Conservation Corps Minnesota & Iowa is known for providing 300 AmeriCorps service positions for young adults each year. Most people may not know that 78% of Conservation Corps Minnesota & Iowa's full-time staff served at least one term as an AmeriCorps member or Peace Corps volunteer before being hired. Staff members served in various programs including: AmeriCorps NCCC, AmeriCorps VISTA, Peace Corps Malawi, Peace Corps Benin, [EarthCorps](#), Southeast Alaska Guidance Association, Student Conservation Association, Montana Conservation Corps, Vermont Youth Conservation Corps, American [Youthworks](#), and Conservation Corps Minnesota & Iowa. The Corps is proud to employ staff with vast service experiences and to be part of President Obama's Employers of National Service initiative.

National Association of Community Health Centers is a longtime supporter of national service as the parent organization for Community [HealthCorps](#), the nation's largest health-focused AmeriCorps program. Created in 1995 to further NACHC's mission of supporting America's Health Centers in providing access to healthcare

nationalservice.gov
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Print placement and sizing

About the Employers of National Service Partners

The Corporation for National and Community Service

The country's largest funder of service and volunteering, the Corporation for National and Community Service is the federal agency that helps more than 5 million Americans improve the lives of their fellow citizens through service. The members and volunteers in our programs— AmeriCorps, Senior Corps, the Social Innovation Fund, and the Volunteer Generation Fund— serve, build, and make an impact that changes lives and communities. For more information, please visit NationalService.gov.



The Peace Corps

As the preeminent international service organization of the United States, the Peace Corps sends Americans abroad to tackle the most pressing needs of people around the world. Peace Corps volunteers work at the grassroots level with local governments, schools, communities, small businesses and entrepreneurs to develop sustainable solutions that address challenges in education, health, economic development, agriculture, environment and youth development. When they return home, volunteers bring their knowledge and experiences—and a global outlook—back to the United States that enriches the lives of those around them. President John F. Kennedy established the Peace Corps in 1961 to foster a better understanding among Americans and people of other countries. Since then, more than 215,000 Americans of all ages have served in 139 countries worldwide. For more information, please visit PeaceCorps.gov.



AmeriCorps Alums

AmeriCorps Alums builds a community of engaged citizens and civic leaders that get things done for America. It is the only national network that connects the nearly 1 million alumni of all AmeriCorps programs who have served since 1994 (including an estimated 80,000 new alumni each year) to the people, ideas, and resources that support their commitment to a lifetime of service. To learn more about who alums are and to understand their aspirations and impact on America, read their 2014 national survey, *Untapped Potential*. For more information, please visit AmeriCorpsAlums.org.



The Franklin Project

The Franklin Project is a new venture by the Aspen Institute, which envisions a future where a year of fulltime national service—a service year—is a cultural expectation, a common opportunity, and a civic rite of passage for every young American. A young person would discharge his or her national service obligation by either serving in the military or as a civilian by completing a fulltime paid service year through programs such as AmeriCorps or the Peace Corps. For more information, please visit FranklinProject.org.

