



EVENT AND MEDIA SUGGESTIONS

The County Day of Recognition for National Service is a nationwide bipartisan effort to recognize the positive impact of national service in our counties, to thank those who serve, and to encourage citizens to give back to their communities.

There are many ways you can participate. Below are suggested activities in three categories: Public Events, Recognition, and Media. After you have figured out your plans, please take a few minutes to share them with us by filling out the [online event form here](#). This information will not be displayed publicly on our site or any other media.

Public Events

- **Become an Employer of National Service:** AmeriCorps and Peace Corps alumni are strong leaders who are motivated, flexible, innovative, and outcome-oriented. By becoming an [Employer of National Service](#), county governments have new access to this dedicated, highly qualified, and mission-oriented pool of potential employees. More than 150 companies, nonprofits, and state and local governments have already signed on to this initiative since last fall. CNCS is encouraging County Executives and Mayors to sign up and announce their participation on April 7.
- **Host an Event:** Invite AmeriCorps members and Senior Corps volunteers and their organization's staff and board to a recognition ceremony during your county council meeting. Ask a member to tell their impact story, or to bring along a beneficiary of their service. At the end, read your county proclamation and take a photo.
- **Visit a Program:** See a national service project in action by visiting a school, homeless shelter, community center, or other service location. Hear from the members and beneficiaries about how national service is working. Become an AmeriCorps or Senior Corps member for the day and serve alongside to highlight their important work.
- **Host a Thank-You Event:** Show your appreciation for the commitment of national service members by inviting them to a thank-you event. Team up with another organization to offer some kind of an award, such as a bus pass or gift card. Present awards for outstanding service members.

Recognition

- **Take A Photo:** Take a group photo with national service members in your county. We encourage you to hold a sign that reads "National Service Works in [Your County]." A downloadable sign is available at nationalservice.gov/countiesforservice. Tweet the photo



using the #counties4service hashtag, post it on your website and Facebook page, and email it to us at pressoffice@cns.gov.

- **Issue a Proclamation:** Issue a proclamation naming April 7, 2015, as National Service Recognition Day. Sample proclamations are available in this toolkit. Customize the proclamation using data from your County Profile available from your [CNCS State Office](#).
- **Put Out A Report:** Highlight the scope and impact of national service in your county by working with local programs to put together a short report. Use data from your County Profile.

Media

- **Use Social Media:** Use Twitter, Facebook, and other social media platforms to thank national service members serving in your community. Check out our Social Media Guide for suggestions, sample messages, and hashtags. Use the web banners and badges found on our County Day of Recognition for National Service resources webpage.
- **Pitch the Media:** Talk about national service in your weekly press conference or other media venue. Issue a press release on the scope and impact of national service in your county. Write an op-ed about the unique contributions of national service your county. Our toolkit has sample a media advisory, press release, and op-ed to get you started. Send your press release to pressoffice@cns.gov so we can highlight activities across the country in our national press outreach.
- **Shoot a Video:** Many county executives have access to video services or county cable channels. Put together a short video that shows what national service is doing in your county, including interviews and B-roll with national service participants, soundbites from county executives, and shots from your County Day Service activities. Post it on your YouTube channel, play it through local cable stations, and send us a link at pressoffice@cns.gov.