

## MEMORANDUM FOR AMERICORPS MEMBERS

**From:** The Office of External Affairs, Corporation for National and Community Service  
**Subject:** #1of1Million National AmeriCorps Swearing-In Event Friday, October 7, 2016

### AMERICORPS MEMBER

#### SUMMARY OF EVENT

On October 7, you will be part of an incredible milestone for the nation as we surpass 1 million men and women who have joined AmeriCorps to make our country stronger.

You will be part of the national ceremony marking this milestone.

The Washington, DC swearing-in ceremony takes place at NASA headquarters where members and alums will hear from Charles Bolden, the NASA Administrator who is also a retired Marine Corps Major General and an astronaut who flew four missions. This event will be streamed live beginning at 10:30 a.m. Eastern time. Throughout the short program, current AmeriCorps leaders, members, and alums will share stories about their service. The program will conclude with a swearing-in ceremony led by current CNCS CEO Wendy Spencer and other national service leaders.

In order to prepare for this moment, you will participate in a briefing session. We want to make it an incredibly moment for all of you. So please read this document carefully and raise your hand if you have any questions.

#### ROLE OF AMERICORPS MEMBERS

##### Arrival Process & Attire

**DATE:** Friday, October 7  
**ARRIVAL TIME:** 9:30 a.m.  
**LOCATION:** 250 E Street, SW, Washington, DC (Corner of 3rd Street, SW & E Street, SW)  
**METRO:** Federal Center Southwest (Orange, Blue, Silver Lines)  
**ATTIRE:** Black pants, skirts, or slacks and grey AmeriCorps t-shirts

Members should arrive no later than 9:30 a.m. to the address above. A CNCS staff member will have a sign with your program's name or group number on it.

This designated staff person will guide your group to the NASA auditorium where you will take assigned seats. Nearly 200 AmeriCorps members will be in the audience, so please follow your staff leader. We need to get all members in their assigned seats by 10:15 a.m.

At 10:30 a.m., the program will begin. As you experience this moment in person, please note that thousands of other people will be watching via livestream or on Facebook.

### **The Rules of the Road**

- **Digital Break:** Please do not check your phone or take pictures during the ceremony. Just imagine if people did that at the Oscars or Emmy Awards. We promise that you will get a lot of great photos, but we need you to take a digital break for about an hour to make this program as successful as possible. Plus, we are recording this event, and you might show up on camera.
- **Enthusiasm Encouraged:** The program's speakers will include current and former AmeriCorps members. They will give brief remarks, and we encourage you to support them with cheers (especially if you identify with their stories or they serve in a program like yours).
- **Pledge Practice:** The last thing you will do is recite the AmeriCorps pledge, raising your right hand and repeating after the special guest who will lead this historic pledge. We will have the words up on a screen, so please look toward the stage. (Remember, we want to get great pictures to share with you.)

### **The Post-Program Photo**

At the conclusion of the program, your designated CNCS staffer will take you to The Official AmeriCorps Red Carpet for a photo-op with your fellow members.

## Wellness

- If you have accessibility needs, please let us know ahead of time so that they can make accommodations for you (email: [engagement@cns.gov](mailto:engagement@cns.gov))
- Wear black bottoms (pants, skirts, slacks) – so that you will be consistent for photo opportunities
- Restrooms are available in the NASA building, but please take the bathroom break before 10:15, so we can start the program on time.

## On-site Contact Info

LaToya Kirkpatrick will be your on-site contact. Upon arrival she will ask for your name, confirm your attendance, and ensure you are dressed in black pants, skirt, or slacks and have on the AmeriCorps t-shirt before you are escorted to the NASA auditorium. If you have any questions, you may contact her on the day of the event between 9:00 a.m. – 10:30 a.m. at (202) 355-2208. She will lead the team of CNCS staff/AmeriCorps Alums who will provide you guidance and directions throughout the entire event including post ceremony photo-ops and departures.

## Post Ceremony

- Spread the word on social media
- Identify and share your #1of1million @AmeriCorps story

## COMMUNICATIONS OVERVIEW

### Messages for AmeriCorps

- I am 1 of 1 million AmeriCorps members and I will be serving with [ORGANIZATION] here in D.C. this year, doing [EXPLANATION OF SERVICE].
- I am honored to be here today to celebrate one million AmeriCorps members getting things done for America.
- This event is just one of a number of nationwide AmeriCorps pledge ceremonies. Events are happening across the country today and throughout the fall.
- I am proud to be 1 of 1 million AmeriCorps members who have served and look forward to making a difference.

### Tips and Reminders for Speaking about AmeriCorps Event

- Focus on *\*your\** AmeriCorps experience. Tell the story of why you were inspired to join AmeriCorps and what you are doing or did during your term of service.
- If asked about political support, focus on your personal experience and talk about how you'd want others to have the same opportunity to serve that you did.
- Contact Sam Warfield (CNCS press secretary) immediately to let her know if you are approached by any reporter or media persons via text or email: 202-491-8250 or [pressoffice@cns.gov](mailto:pressoffice@cns.gov).
- We encourage you to engage your family and friends via social media.

### Representing AmeriCorps

- Please arrive in appropriate dress. This includes AmeriCorps t-shirt (which you will be issued at the briefing), black bottoms, and flat shoes. No sneakers, no shorts, or hats.
- Please refrain from chewing gum or candy during the event.
- Remember you may be on camera at all times.