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## Overview

At the Corporation for National and Community Service, the programs we fund are engaging individuals in addressing our nation's most critical issues in disaster resilience and recovery, economic opportunity, education, the environment, healthy futures, and supporting veterans and military families. Through our programs and initiatives, AmeriCorps, Senior Corps, the Volunteer Generation Fund, the Social Innovation Fund, the September 11th National Day of Service and Remembrance, and the Martin Luther King, Jr. Day of Service, we are mobilizing members and volunteers in service to help build new job skills, support communities recovering from disasters, empower kids learning to read, and engage veterans transitioning back to civilian life.

For Volunteer Mobilization month this October, we will amplify national service and social innovation stories that highlight the important service volunteers provide in our communities via social media (Twitter, Facebook, Tumblr, Instagram). **We need your stories of success! Make sure to include any statistics or numbers that demonstrate your impact and action photos that show your volunteers in service. Please send stories, reports on impact, and photos to [Engagement@cns.gov](mailto:Engagement@cns.gov) by October 12, 2015.**

We encourage our network of grantees, partners, and state commissions to help spread the word and to share their volunteer stories. Please make sure to use **#ReadyToHelp** **#BuildingCapacity** in your social media posts, as well as the program you are affiliated with (for example: #SeniorCorps) Don't forget to follow the national service social media accounts on [Facebook](#) and [Twitter](#) so you can share our posts with your networks too.

As we move into fall and the traditional season of giving, sharing your powerful stories are critical to underscoring the vital role volunteers play in making communities and organizations stronger. These stories can also be great anecdotes used to recruit new volunteers.

October is an exciting month for service and volunteering. AmeriCorps programs will have swearing-in ceremonies; AmeriCorps VISTA will have a 50th Anniversary spotlight in Minnesota; the National Conference on Volunteering and Service is coming up in Houston; and many of your programs will participate in the annual Make A Difference Day. This month is also a great time to highlight Volunteer Generation Fund accomplishments.

## Throughout October, CNCS Will:

- Write Blog Posts and use our social media channels to create a conversation about how volunteers are meeting critical needs in communities
- Post pictures and videos showing your work on our social media channels

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## What You Can Do:

### Help Us Spread the Word.

**NOTE: Make sure to tag your social media #ReadyToHelp #BuildingCapacity and your program affiliation so we can amplify your programs and volunteers.**

- Amplify your grantees, programs, or initiatives that include volunteers to increase capacity and deliver services
  - Produce infographics that contain statistics, interesting facts, etc. about your programs, volunteers, and their results
  - Create social media content (link to toolkits, fact sheets, tip sheets, program pictures, etc.)
  - Send tailored emails to your constituencies highlighting your work
- Write blog posts (i.e. program impact, profiles of individuals impacted, etc.)
- Post pictures and videos showing your work on your social media channels
- Use your social media channels to start a conversation around how your program is utilizing volunteers to make an impact in the community
- Share your content with us at **#ReadyToHelp #BuildingCapacity** and at [Engagement@cns.gov](mailto:Engagement@cns.gov)

## Social Media Ideas and Tips:

**NOTE: When possible, always include action photos that show your volunteers in service in your social media posts.**

**Twitter:** [AMERICORPS/SENIOR CORPS/SIF PROGRAM NAME/VOLUNTEER GENERATION FUND] mobilized 200 volunteers to help kids succeed in school by [INSERT TYPE OF SUPPORT] #ReadyToHelp #BuildingCapacity

**Facebook:** Our volunteers are helping build homes for veterans. Here in [YOUR CITY/STATE], [YOUR PROGRAM/INITIATIVE NAME] is [PROGRAM/INITIATIVE GOAL PURPOSE]. Get involved with us at [LINK TO YOUR PROGRAM/INITIATIVE WEBSITE] #ReadyToHelp #BuildingCapacity

We [INSERT PROGRAM NAME] mobilized 150 volunteers that distributed more than 5000 disaster preparedness kits during September. #ReadyToHelp #BuildingCapacity

**Instagram:** [POST PICTURES THAT SHOW HOW YOUR PROGRAM IS UTILIZING VOLUNTEERS TO ADDRESS CRITICAL ISSUES] #ReadyToHelp #BuildingCapacity