

# Tip Sheet: Environmental Stewardship Month April 2016

## Overview

During April, the Corporation for National and Community Service (CNCS) and our grantees and partners highlight National Service's impact on the environment.

On April 22 and 23, we will celebrate Earth Day by sharing stories of how our grantees are helping the environment. We encourage our network of grantees, partners, and state commissions to help spread the word and to share with us their environmental stewardship stories. Please make sure to use **#ServetheEarth** in your social media posts and send your stories of innovation and impact to [Engagement@cns.gov](mailto:Engagement@cns.gov). Please submit your stories of environmental impact by April 15, and join us in sharing your #ServetheEarth stories on social media on Earth Day, April 22 and on Saturday, April 23.

In addition to Earth Day, April marks some important days for national service. Highlights include:

**April 5:** Mayor and County Recognition Day for National Service

**April 10-16:** National Volunteer Week

**April 15-17:** Global Youth Service Day

**April 22:** Earth Day

**April 26:** College Signing Day

## What We'll Do Throughout April

- Amplify Mayor and County Recognition Day for National Service (April 5) on Social Media (Twitter, Facebook, Tumblr, Instagram) using the **#mayors4service** hashtag. Check out the [Recognition Day Communications Toolkit](#) and the [Recognition Day Social Media Guide](#).
- Highlight Global Youth Service Day and National Volunteer Week on social media
- Highlight 6 Ways to Help the Environment and encourage people to get involved
- Promote Earth Day service opportunities and encourage people to volunteer
- On April 22 and 23, highlight national service grantees that make an impact on the environment
- On April 26, CNCS will highlight the service of grantees that promote College Access

## What You Can Do To Help Us Spread the Word

- NOTE: Make sure to tag your social media **#ServetheEarth** so we can amplify your programs.
- Amplify your grantees, programs, or initiatives that focus on improving the environment.

- Produce infographics that contain statistics, interesting facts, etc. about your programs 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 environmental work on your social media channels
- Use your social media channels to create a conversation about how your program is helping the environment and making an impact in the community and ask others to join you
- Share with us using [#ServetheEarth](#) and at [Engagement@cns.gov](mailto:Engagement@cns.gov)

## Social Media Ideas

When possible, always include photos in your social media posts.

### Twitter:

[AMERICORPS/SENIOR CORPS/SIF PROGRAM NAME] is helping the environment by [INSERT]  
[#ServetheEarth](#)

### Facebook:

National service helps the environment. 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]

### Instagram:

[POST PICTURES THAT SHOW YOUR ENVIRONMENTAL WORK IN ACTION]

### College Signing Day:

Contact [Engagement@cns.gov](mailto:Engagement@cns.gov) if you are part of a program promoting college access and would like to be featured in our social media on that day. Please let us know by April 15 of your interest.