



Dear County Executive,

Thank you for participating in the 2015 County Day of Recognition for National Service!

On April 7, 2015, county executives and mayors across the country will highlight the impact of AmeriCorps and Senior Corps and thank those who serve.

Your participation will spotlight the importance of citizen engagement, recognize the dedication of national service members, and inspire more residents to get involved in their communities.

Communication and media outreach are key to the success of this effort. We have put together this Communications Toolkit to make it easy to plan an event and reach out to the media. In this toolkit, you will find:

- Event and Media Suggestions
- Key Messages and Talking Points
- Frequently Asked Questions
- Social Media Guide
- Sample Media Advisory
- Sample Press Release
- Sample Proclamation with County Data
- Sample Proclamation
- Sample Op-Ed
- Sample Thank You Letter

Additional resources including logos, web banners, and customizable event materials are available on our County Day of Recognition for National Service resources webpage at [www.nationalservice.gov/countiesforservice](http://www.nationalservice.gov/countiesforservice). Also, we can provide a County Profile showing data on national service programs, participants, and funding in your county. To receive your County Profile, please contact the CNCS State Director in your state. A list can be found [here](#).

We hope these materials are helpful. If you have questions or would like help with communications, please email [pressoffice@cns.gov](mailto:pressoffice@cns.gov).

Thank you for joining with us. We look forward to working with you to make this day a big success!

Office of External Affairs  
Corporation for National and Community Service