



Communicating the Impact of Senior Corps: New Branding Guidelines

April 30, 2015





REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS

The branding guidelines will help you **better connect your local efforts to Senior Corps.**



REASONS

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Presenters

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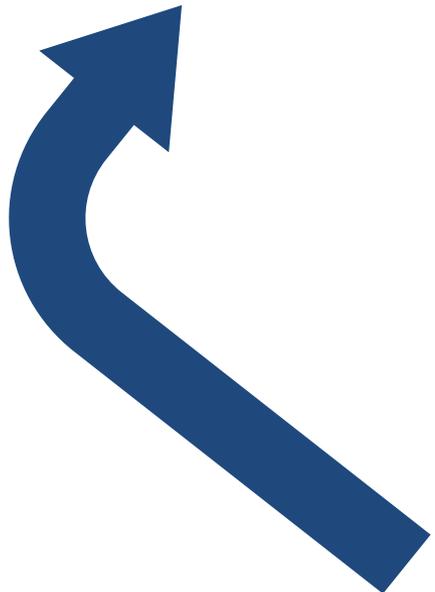
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Four 'R's of Branding



REASONS | REQUIREMENTS | RESOURCES | RECOMMENDATIONS



Reasons

Requirements

Resources

Recommendations



By taking these steps, you can:

- **Reinforce the emotional connection** of your volunteers' efforts to Senior Corps
- **Illustrate the broader impact** of Senior Corps programs
- **Remind beneficiaries, elected officials, and other stakeholders** of their positive experiences with Senior Corps

Branding Checklist

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Logo



Language



Gear



Site Signs

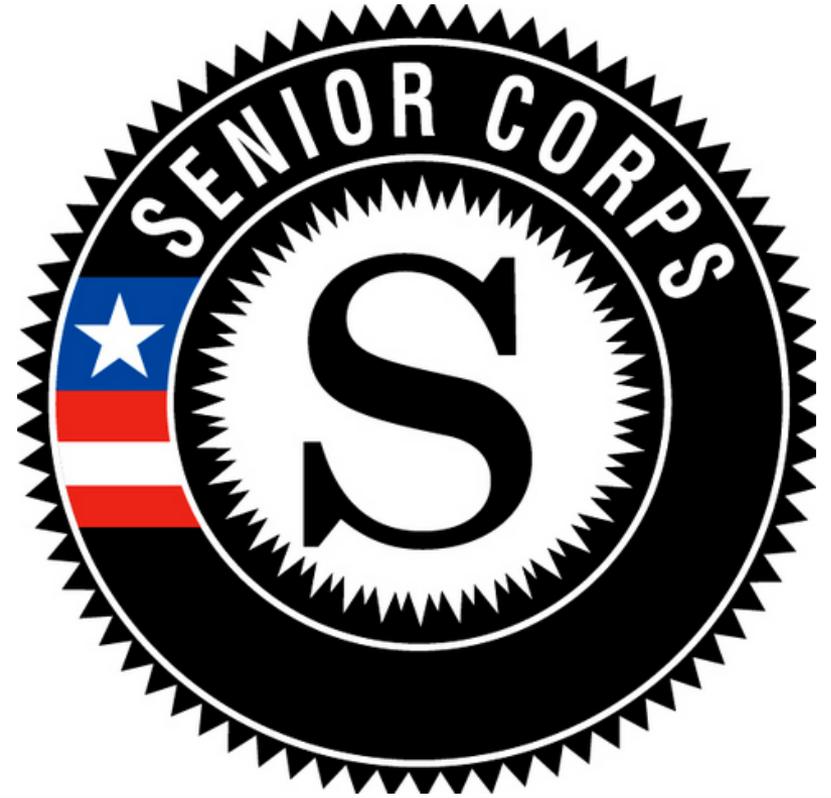


Name Tags



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UPDATED PROGRAM LOGOS



NEW PROGRAM LOGOS

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Create a consistent look across the programs



NEW PROGRAM LOGOS



REASONS | REQUIREMENTS | RESOURCES | RECOMMENDATIONS

There are **two versions** for each program



Blank Background



Background with a Solid Color

NEW PROGRAM LOGOS

TIP!

If you are working with a **background with color**, use the logo with the solid background



NEW PROGRAM LOGOS



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NEW PROGRAM LOGOS

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TIP!

If you are working with a **blank background**, use the logo with a **white background**



SENIOR COMPANIONS

Make Independence a Reality

NEW PROGRAM LOGOS



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NEW PROGRAM LOGOS

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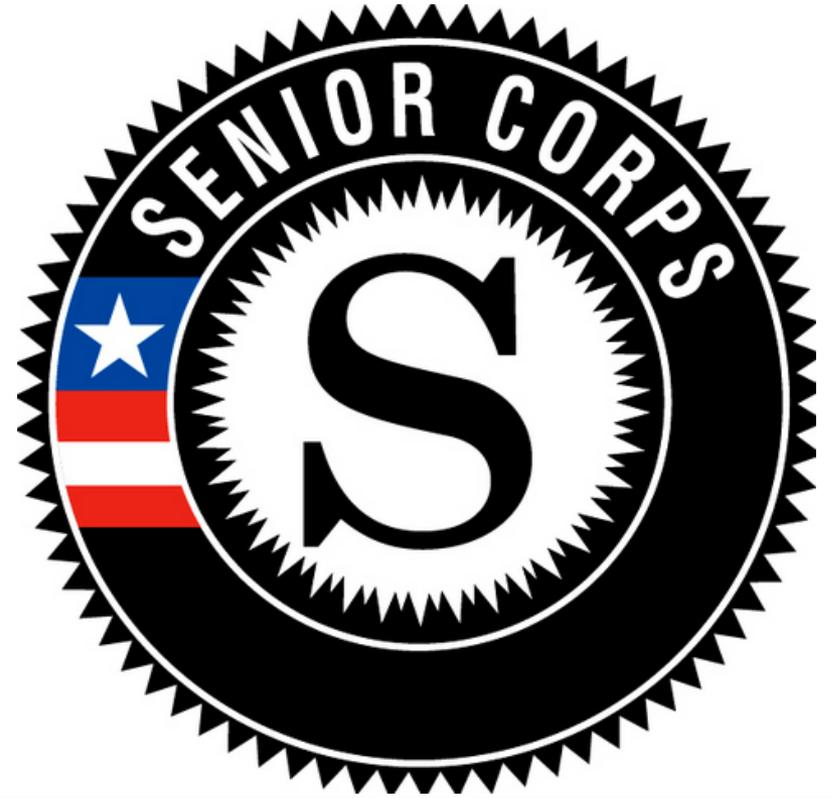
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RECOMMENDATIONS

To maximize the power of Senior Corps and make the program more recognizable, use the new logos:

- On your **web page** and **social media platforms**
- In **newsletters, signage, and other materials**

BROCHURES



UPDATED BROCHURES

REASONS | REQUIREMENTS | RESOURCES | RECOMMENDATIONS



Senior Companion, RSVP, and Foster Grandparent brochures include **revised messaging and consistent information** across programs

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Give the Gift Of Friendship

You value your independence. Now you can help other adults in your community remain independent, too. As a Senior Companion volunteer, you'll join a support network that creates new possibilities and improves the quality of life for adults with physical, emotional or mental health limitations, most of whom are elderly.

As a Senior Companion, you'll instantly join a network of more than 15,000 people with similar interests and values. You'll help other adults live fuller, more independent lives. Your time and companionship will enable other adults to remain in their own homes longer, prevent feelings of loneliness and isolation while improving self-esteem, and give time off to families or family caregivers.

Organized for Impact
Through participating organizations in communities across the nation, Senior Companions have provided crucial assistance to older adults since 1974.

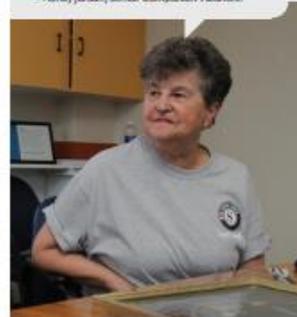
- These organizations have clear-cut goals, so you could focus on activities that truly preserve dignity and independence, including:
- Supplying transportation to medical appointments.
 - Assisting homebound veterans.
 - Delivering groceries and preparing nutritious meals.
 - Simple chores, such as light housekeeping.
 - Connecting clients to additional resources.

We Prepare You For Success

The Senior Companion Program is open to volunteers 55 and over who can serve between 15 and 40 hours a week. You don't need formal experience just time, compassion and the desire to help.

You'll receive pre-service orientation and training from the organization with which you will serve. We also offer a tax-free hourly stipend to help cover costs to income eligible volunteers. You'll even receive supplemental, accident and liability insurance while you're in service.

"I work with my clients so they can live in their own environment - comfortably, safely, and independently. We're all working together to keep clients safe and in their own homes."
- Nancy Jordan, Senior Companion Volunteer



Spotlight

Missoula, Montana



An active group of 35 Senior Companions is serving more than 200 clients of Missoula, Montana. They provide assistance to adult clients to help them live independently in their own homes.

Senior Companions accompany clients to the grocery store, pharmacy and doctors appointments. Alice McGraw benefits from her time spent with her Senior Companion. "I'm able to run my errands with her and I don't have to rely on my son who works full time to help me out," said Alice.

Of the clients served by Senior Companions in Missoula, 99 percent retain their independence, which preserves their personal assets and delays use of Medicaid funds for nursing home placement.

Each brochure outlines the **service, benefits, and faces** behind the program

TIP!

Use **consistent language** to describe your work in connection with Senior Corps

Example:

The Senior Companion (RSVP, Foster Grandparent Program) is part of Senior Corps along with (insert names of other programs). Senior Corps is administered by the Corporation for National and Community Service, the federal agency that improves lives, strengthens communities, and fosters civic engagement through service and volunteering.

TIP!

Make sure that brochures are **visible, plentiful, and readily available** at community events, so you and your volunteers can spread the word.

<https://pubs.nationalservice.gov/>

UPDATED BROCHURES

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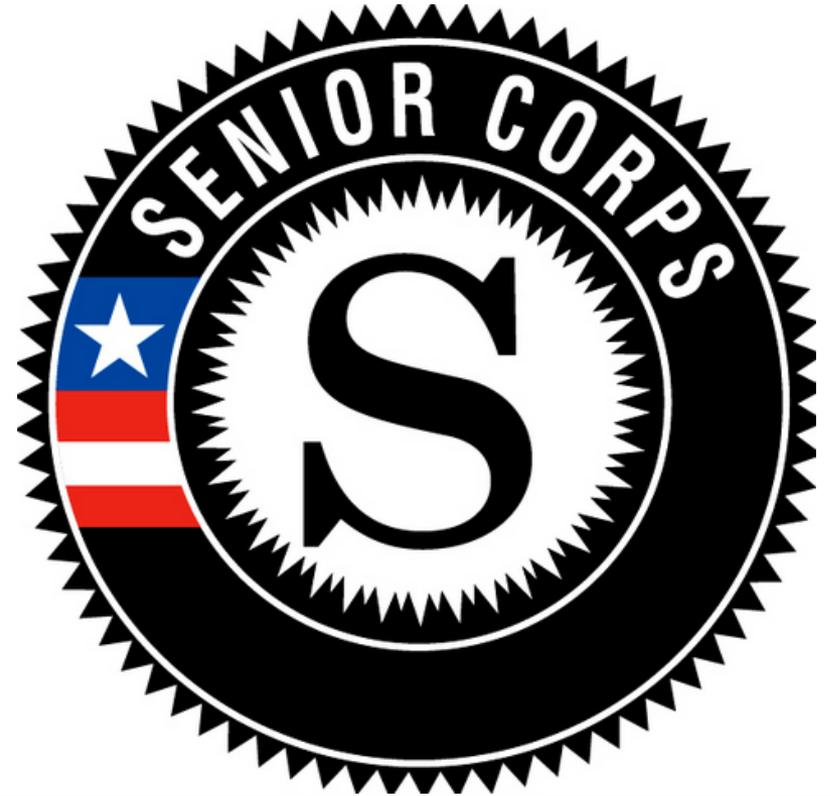
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SERVICE SITE SIGNS



SERVICE SITE SIGNS

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Site signs convey that Senior Corps volunteers are serving here and making a **direct impact** through in your community

SERVICE SITE SIGNS

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TIP!

Place site signs where they will get the
most foot traffic

SERVICE SITE SIGNS

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TIP!

It's important to display the signs during visits from **elected officials, corporate supporters, and other community leaders**

SERVICE SITE SIGNS

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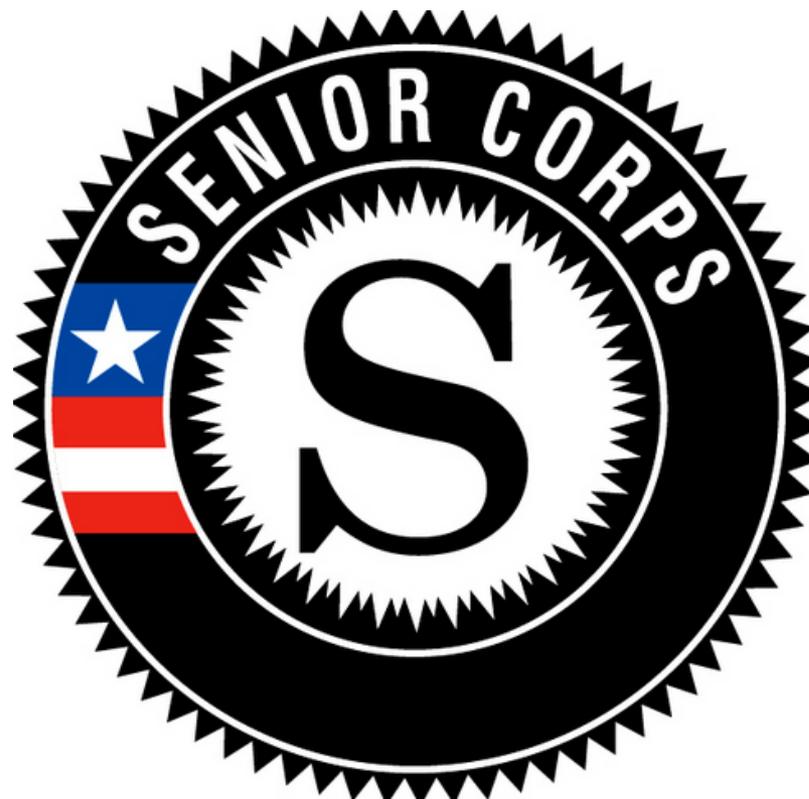
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NAME TAGS



NAME TAGS

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Branded name tags are now available to **uniformly identify** all Senior Corps volunteers

TIP!

Encourage all volunteers to wear their name tags when they **serve or attend community events** so they can be easily identified as members of the Senior Corps community. To order:

<https://pubs.nationalservice.gov/>

NAME TAGS

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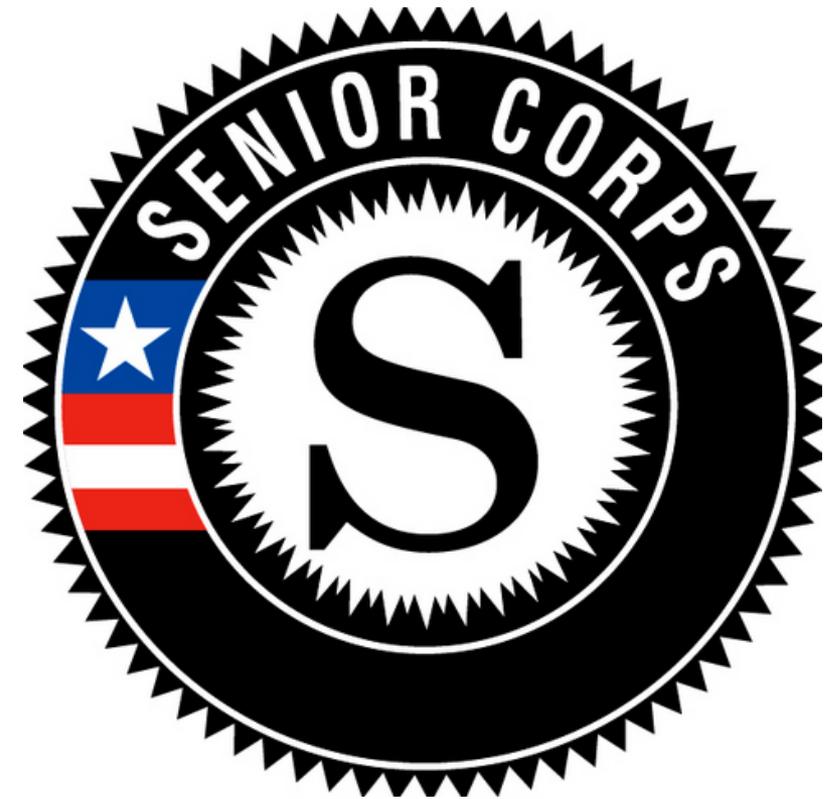
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OUTREACH POSTERS



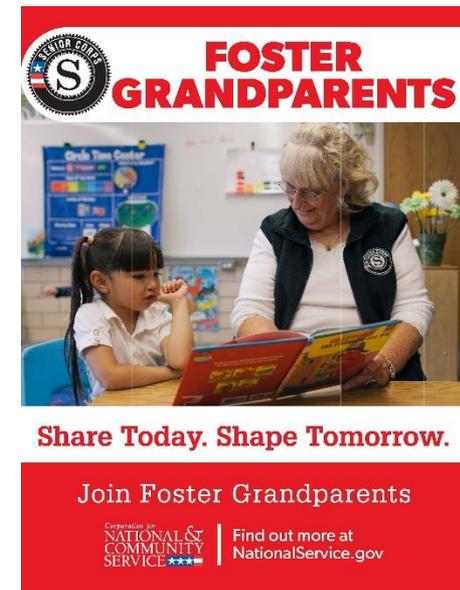
OUTREACH POSTERS

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These are great assets to **recruit new volunteers** and **show the variety of service opportunities** through Senior Corps

TIP!

Place posters and site signs at the front of your volunteer center to welcome new potential volunteers

OUTREACH POSTERS

REASONS

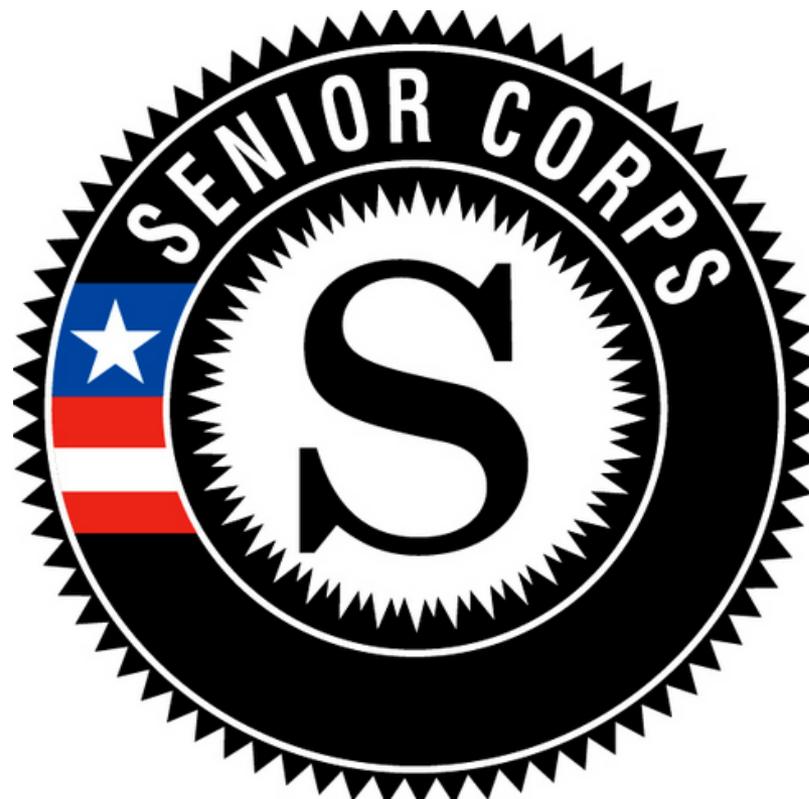
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PHOTOGRAPHY & STORIES



PHOTOGRAPHY & STORIES

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When you take action photos of your volunteers make sure they are active, performing service and include the **Senior Corps “S”** and program name on their shirt or jacket

PHOTOGRAPHY & STORIES

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Volunteers should wear **branded name tags** and **place site signs in the background** when serving so that they are clearly visible in the photos



TIP!

Showcase the impact of your Senior Corps volunteers and **share your story and photos**

TIP!

Connect with us on the following
social media sites



Senior Corps Facebook Page

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PEOPLE >

★★★★★
2,253 likes
10 visits

ABOUT >

Senior Corps connects today's 55+ with the people and organizations that need them most.

<http://www.seniorcorps.gov/>

APPS

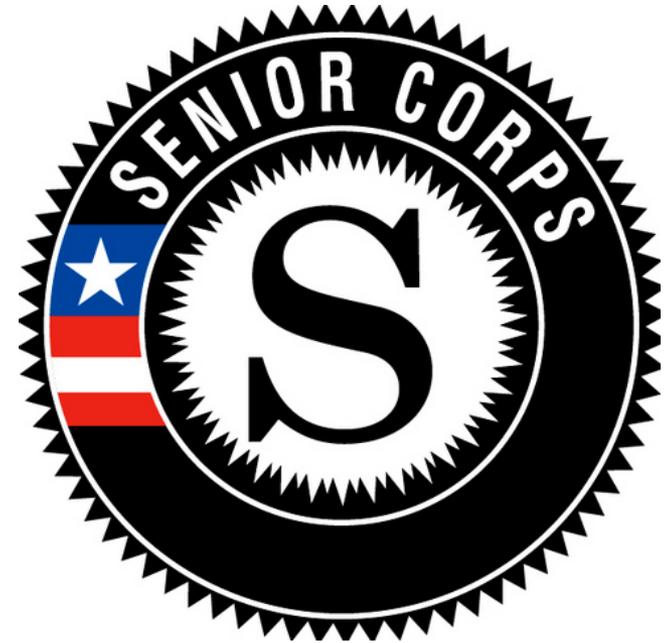
govDELIVERY Get Email Updates

Senior Corps shared Corporation for National and Community Service's photo.
2 hrs · 🌐

Check out the new Martin Luther King Jr. Day of Service grant opportunities and get ready to apply ASAP!

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Senior Corps Week Resources



Senior Corps Week Resources

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Senior Corps Week



Each year during Senior Corps Week, we recognize the extraordinary impact Senior Corps volunteers make across our nation every day. This year, **Senior Corps Week will take place May 18-22, 2015.**

Senior Corps Week 2015

Senior Corps Week is a time to salute volunteers from Foster Grandparent Program, RSVP, and Senior Companion Program, recognize community sponsors and partners, and communicate the impact of and on the lives of those who serve.

The theme for 2015 is **#SeniorCorpsWorks**. We will also implement an **#IamSeniorCorps** campaign on Facebook and Tumblr. Check out our Senior Corps Impact videos that take a look at three very different communities — West, Texas; Missoula, Montana; and NYC— and join us to show how RSVP, Senior Companion, and Foster Grandparent volunteers step up to help.

To tell the Senior Corps story at the national level, we will:

- Post blog articles featuring impact stories of impact
- Launch the **#IamSeniorCorps** campaign through the Senior Corps Facebook page and the

Get Involved!

Search by interest:

and enter your zip code:

or state:

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Powered by:



Senior Corps FAQ

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NationalService.gov/programs/senior-corps/senior-corps-week



Sharing Our Stories of Impact Across Social Media #IamSeniorCorps

We need your help. Please send stories and photos to
Engagement@cns.gov

The #IamSeniorCorps campaign is modeled after the #IamAmeriCorps Campaign which took place during AmeriCorps Week 2015.



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Foster Grandparents 50th Anniversary



Foster Grandparent 50th Anniversary

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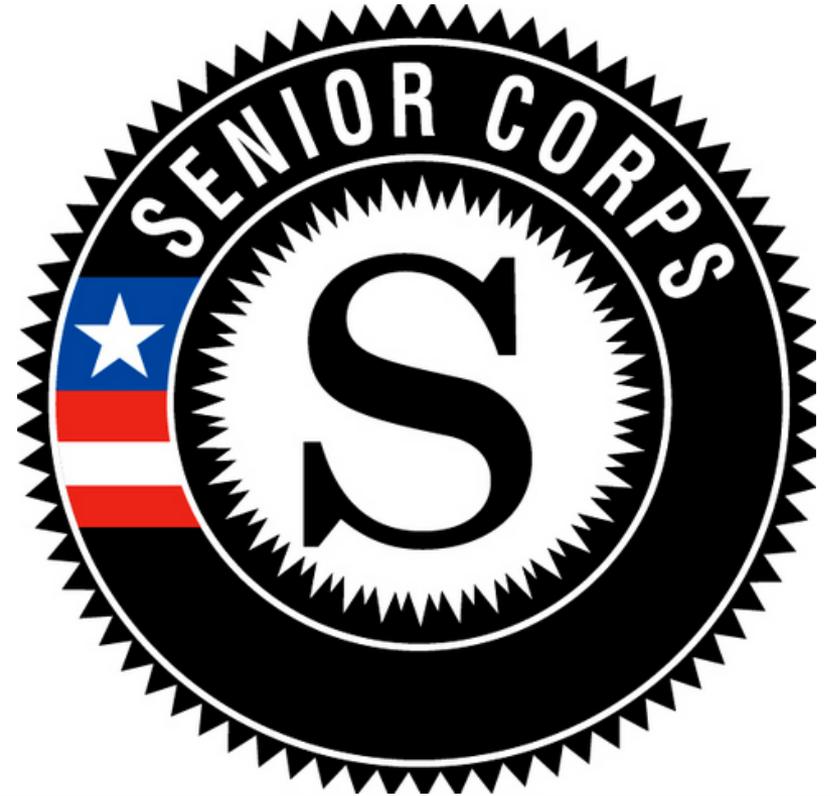
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- Foster Grandparent 50th anniversary pins (available May 18 if not sooner)
- Foster Grandparent anniversary video in production
- Foster Grandparent celebration in August 2015

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WHERE CAN I FIND THESE RESOURCES?

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Download all logos and resources in this presentation at <http://www.nationalservice.gov/newsroom/marketing>

Order marketing materials from the CNCS Ordering System at <https://pubs.nationalservice.gov/>

<http://www.nationalservice.gov/programs/senior-corps/sc-marketing-resources>

If you have any questions, email engagement.@cns.gov

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THE FEDERAL AGENCY FOR SERVICE AND VOLUNTEERING



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FEATURED PRODUCTS

[Senior Companion Poster \(2014\)](#)

Publication ID: SC1029

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