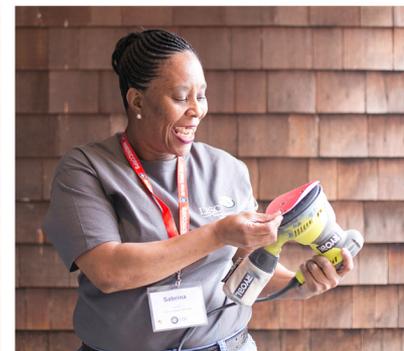




Recruitment 101
Matt Payne & Anne Bentzel



AmeriCorps State and National Symposium

SEPTEMBER 18-20, 2019 | ARLINGTON, VA



Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



The Basics

- Setting Your Objectives
- Setting Smart Goals
- Answer the WHO, WHAT, WHEN, WHERE, and WHY of your project
- Share the impact that your work makes
- Opportunity Listings or Member Assignment Listings are the “real estate listings” for your project



The Basics & Unique Selling Points

- Accurate Start and End Dates
- Project Contact Information
- Living Allowance Info
- Terms and Conditions of Service
- Benefits of AmeriCorps Service
- Extra benefits, such as:
 - Housing stipends
 - Transit subsidies
 - Extras: i.e. Gym passes, etc.

AmeriCorps State and National Symposium

SEPTEMBER 18–20, 2019 | ARLINGTON, VA



Who is your target?

- Make sure to tailor your messaging based on the population you are targeting.
- Types of segmentation:
 - Age-based (college students vs. retirees)
 - Skill/profession-based (volunteers, stay-at-home parents, teachers, professionals)
 - Location-based (local hires vs. national hires)
 - Finding the best platforms for your target audience (handout)



Website Marketing

- Make benefits of service prominent
- Share short testimonials of current and former members (accompany with photos)
- Emphasize the type of work (grant writing, social media, fundraising, etc.)
- Best practice: Have a 2 minute (or less) video highlighting the impact your project makes



Visuals & Brand Identity



Home / About Us / Careers / VISTA program

VISTA program

NeighborWorks AmeriCorps VISTA Program

AmeriCorps VISTA (Volunteers in Service to America) is a federally funded national service program focused on fighting poverty. NeighborWorks America, in partnership with the Corporation for National and Community Service (CNCS), sponsors one of the largest national VISTA programs in the United States.



Vista profiles

SHOWCASE



Anna Jen

Anna Jen is a former NeighborWorks AmeriCorps VISTA alumna who served in Roseburg, Oregon at NeighborWorks Umpqua from 2012-2013. She graduated from Whitworth University with a Bachelor of Arts in International Business and will be pursuing her Master of Arts degree in Sustainable International Development. [Read more about Anna Jen.](#)

- Use co-branded photos and videos
- Produce flyers/fact sheets
- Provide members with co-branded tee shirts, water bottles, etc.
- NationalServiceGear.org
- SWAG
- National Service Pubs

AmeriCorps State and National Symposium

SEPTEMBER 18–20, 2019 | ARLINGTON, VA

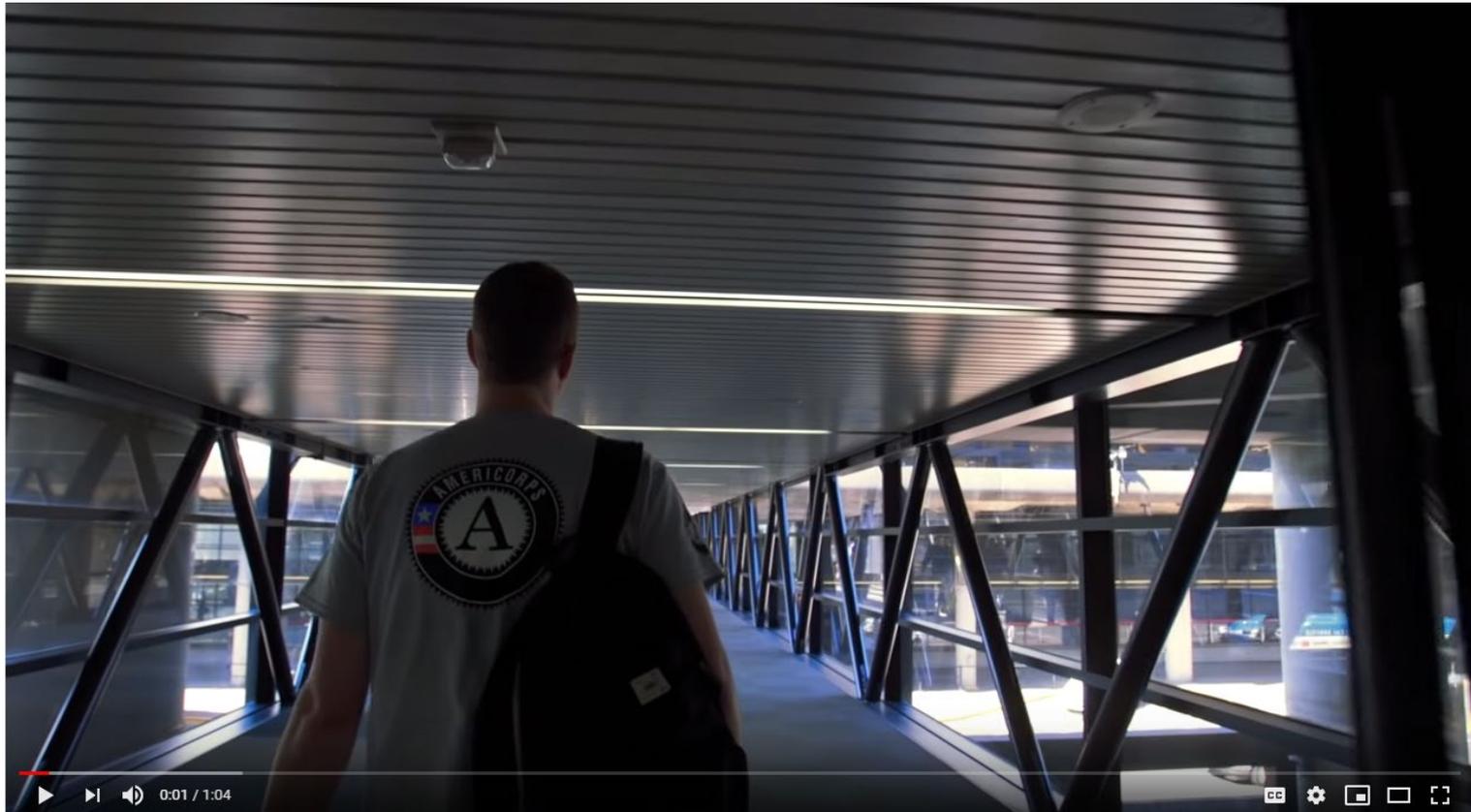


Tie into the National Story

- Share with your potential members that they will by joining AmeriCorps they become part of a the 75,000 citizens who are working to Get Things Done for our country.
- Use AmeriCorps National Marketing Material and customize to your local program. Assets include:
 - AmeriCorps PSA
 - Digital ads
 - Sample social media
 - AmeriCorps Pamphlet (coming soon)
 - Join AmeriCorps website
 - Recruitment Hub (coming soon)



Utilize Video | AmeriCorps PSA



AmeriCorps State and National Symposium

SEPTEMBER 18–20, 2019 | ARLINGTON, VA



National Campaign



A screenshot of a Facebook post from AmeriCorps. The post features a blue banner with the text "BE THE GREATER GOOD." and the AmeriCorps logo. Below the banner is a photo of a woman and a young girl working together at a table. The post includes engagement statistics: 5,890 People Reached, 217 Engagements, 1 Comment, and 28 Shares. A "Boost Post" button is visible.

AmeriCorps
Published by Corporation for National and Community Service [?] · April 17 at 11:15 AM · 🌐

Take the path less traveled. Join AmeriCorps. Visit joinamericorps.gov to learn more and start your journey.

BE THE GREATER GOOD.

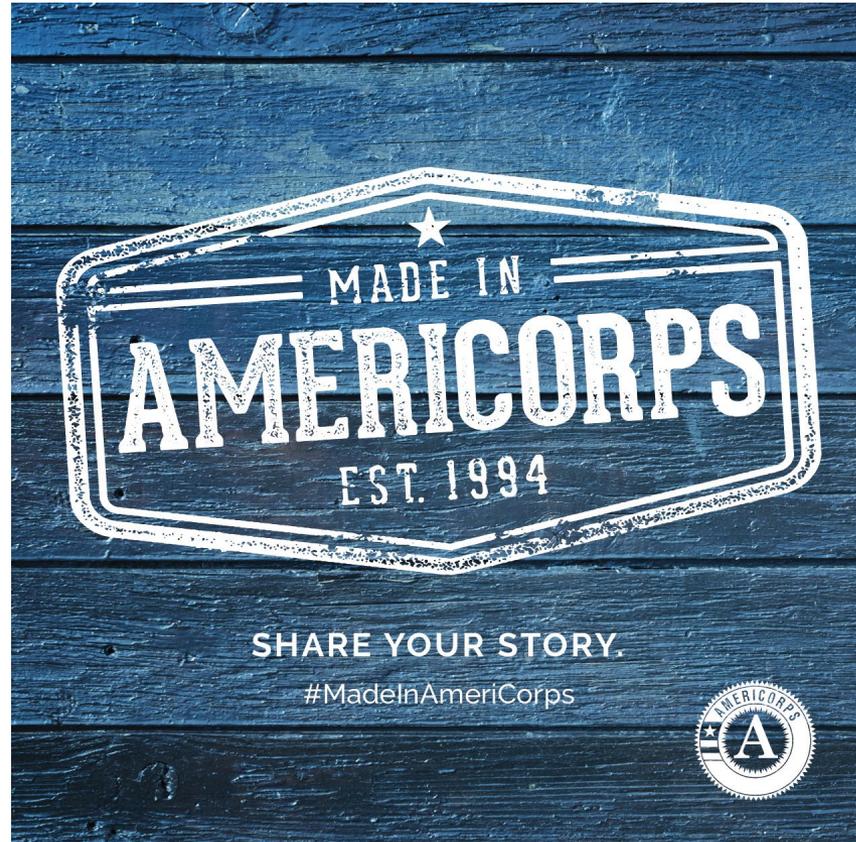
AMERICORPS

JOINAMERICORPS.GOV

👍 **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 16,000 people.

5,890 People Reached 217 Engagements [Boost Post](#)

👤 Blanca Pineda, Karen Richards and 73 others 1 Comment 28 Shares



A graphic with a dark blue, wood-grain background. It features a white, distressed-style stamp that says "MADE IN AMERICORPS EST. 1994". Below the stamp, the text "SHARE YOUR STORY." and "#MadeInAmeriCorps" is displayed. The AmeriCorps logo is in the bottom right corner.

MADE IN AMERICORPS
EST. 1994

SHARE YOUR STORY.
#MadeInAmeriCorps

AMERICORPS

AmeriCorps State and National Symposium

SEPTEMBER 18–20, 2019 | ARLINGTON, VA



AmeriCorps Pamphlet: Coming Soon

**BE THE
GREATER
GOOD**



JOINAMERICORPS.GOV



WHAT IS AMERICORPS?

AmeriCorps is an opportunity for Americans of all ages and backgrounds to volunteer their time and skills to get things done. No matter what you're passionate about, where you're from, or why you choose to serve, AmeriCorps is your chance to **be the greater good.**

1 MILLION STRONG

Each year, 75,000 individuals volunteer with AmeriCorps, joining a network of more than 1 million civic-minded leaders.

YOUR AMERICORPS EXPERIENCE

There are thousands of opportunities to serve in AmeriCorps, each with different time commitments and requirements. Find an AmeriCorps position that is right for you. It will change your life and, more importantly, you will make a lasting impact in the community you serve.

MAKE A DIFFERENCE

You can play a vital role in tackling some of our nation's most-pressing challenges. Serve in your hometown, or choose from a variety of locations across the country where you can make a difference.

ADVANCE LOCAL SOLUTIONS

Immerse yourself in projects that respond to community needs. You will serve hand-in-hand with organizations improving the lives of people and creating change that lasts.

TRANSFORM YOUR LIFE

Serve and bring out the leader in you. Realize your potential and explore options to serve in leadership roles. Develop real-world skills employers want, and do more than you ever thought possible.

3

AmeriCorps State and National Symposium

SEPTEMBER 18–20, 2019 | ARLINGTON, VA



JoinAmeriCorps.gov



AMERICORPS

AmeriCorps is your moment to take the path less traveled, to break the status quo, to stop talking about the problem and be the solution. Join AmeriCorps and you can mentor and tutor kids, rebuild a community after disaster, help veterans and work with local communities to alleviate poverty. There are thousands of opportunities to choose from.

SERVE. LIVE. EXPERIENCE.



AmeriCorps State and National Symposium

SEPTEMBER 18-20, 2019 | ARLINGTON, VA



Recruitment Hub: Coming Soon

RECRUITMENT RESOURCES HUB

With thousands of opportunities to serve, there's never been a better time to get the word out about AmeriCorps & Senior Corps. Whether you're an alum, grantee or sponsor, educator, or supporter, utilize our resources to inspire more Americans to answer the call to service.



Digital & Print Materials



Social Media Graphics



Gear & Swag



Tips & Best Practices



Templated Resources



Videos, Photos, & Logos

AmeriCorps State and National Symposium

SEPTEMBER 18–20, 2019 | ARLINGTON, VA



Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



Resources

- Here are some website links to the recruitment resources:
- Customizable ads, sample social media, customizable digital ads for the Be the Greater Good campaign:
<https://www.nationalservice.gov/newsroom/communication-resources/videos-and-psas/americorps-be-greater-good>
- Recruitment page: JoinAmeriCorps.gov
- Official provider of AmeriCorps, VISTA, Senior Corps & volunteer gear: <https://www.NationalServiceGear.org>



Social Media Marketing



- Stay connected with our members, alums, & stakeholders.
- Recruitment tool through referral marketing & paid social media marketing (reaching them where they are).
- Sharing stories, impact, & promoting our brand.

AmeriCorps State and National Symposium

SEPTEMBER 18–20, 2019 | ARLINGTON, VA



Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



Social Media Marketing



- Depending on your follower base and marketing goals, consider:
 - Promotions or “boosts” on Facebook (organic vs. paid)
 - Social media [cheat sheet](#) for brands
- Targeting
 - Location
 - Interests
 - Education, etc.
 - Target your existing base of followers
 - Target an external audience



Power of Visuals

Posts that include images produce
650% higher
engagement than text-only posts.

We process visual information
60,000x faster
than text.

Visual content is now
40x more likely
to be shared on social media.

Source: Fast Company

AmeriCorps State and National Symposium

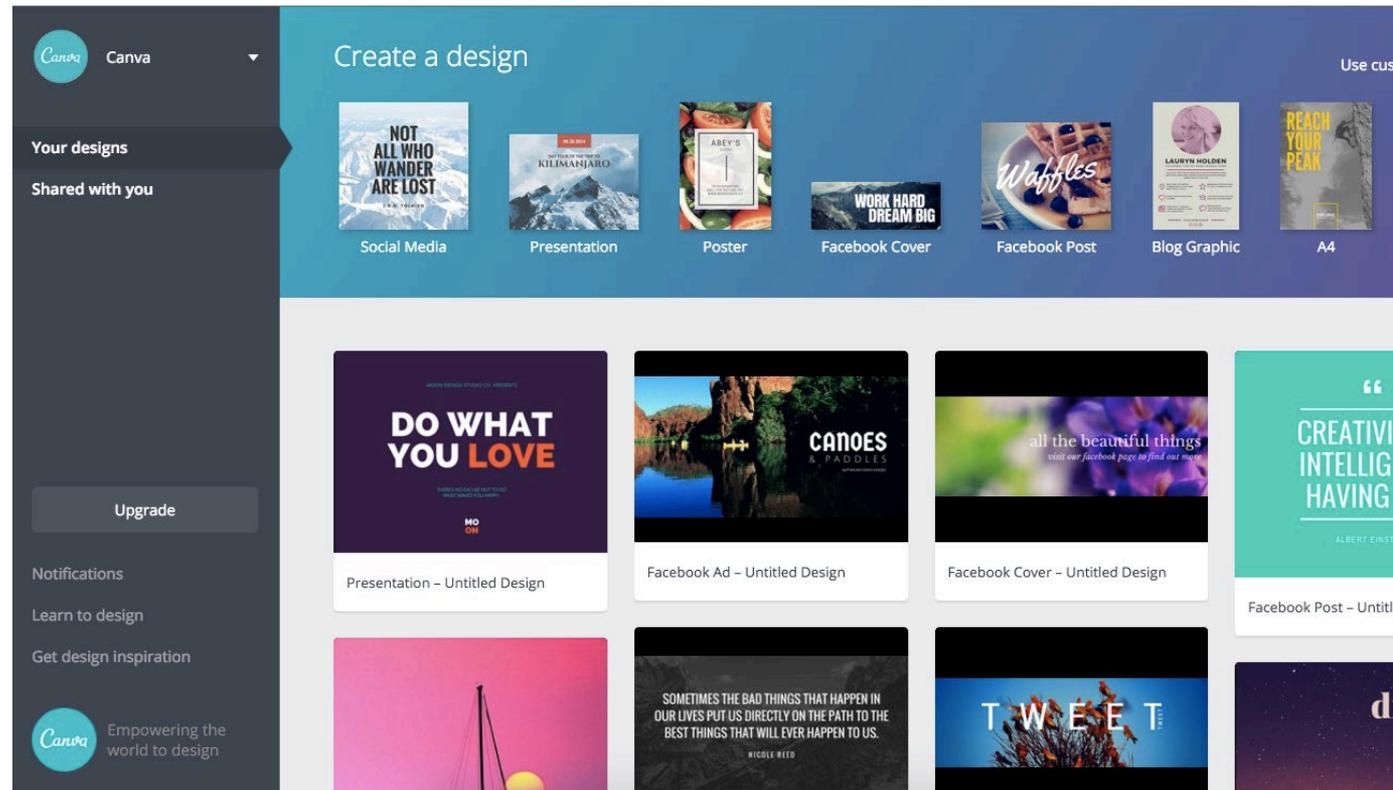
SEPTEMBER 18–20, 2019 | ARLINGTON, VA



Design Resource



Amazingly
Simple Graphic
Design Software



AmeriCorps State and National Symposium

SEPTEMBER 18-20, 2019 | ARLINGTON, VA



Design Resource

● ✕ ■
Noun Project

Icons for
everything

Thenounproject.com



AmeriCorps State and National Symposium

SEPTEMBER 18-20, 2019 | ARLINGTON, VA



Sample Recruitment Graphics

AmeriCorps VISTA
Published by Matthew Payne (?) · March 28 · 🌐

The most pressing challenges we face as a Nation require the most courageous and creative people to address them.
Apply to Serve at AmeriCorps.gov/VISTA.

Benefits of AmeriCorps VISTA Service

- 
Living Allowance
 Receive a modest bi-weekly living allowance to cover basic expenses.
- 
End of Service Award
 Choose between a Segal Education Award (\$5,815) to pay for a range of education expenses or a cash stipend (\$1,500).
- 
Non-Competitive Eligibility (NCE)
 NCE is a unique hiring path which makes it easier for federal agencies to hire you.
- 
Professional Development Training
 Attend in-person and virtual professional development opportunities throughout the year.

Visit AmeriCorps.gov/VISTA to learn more.

4,684 People Reached

167 Reactions, Comments

106 Likes

11 Loves

1 Haha

8 Comments

41 Shares

244 Post Clicks

87 Photo Views

NEGATIVE FEEDBACK

1 Hide Post

0 Report as Spam

AmeriCorps VISTA
Published by Matthew Payne (?) · May 9 · 🌐

Serve your community this summer as an AmeriCorps VISTA Summer Associate!
Thousands of positions open now: www.AmeriCorps.gov/VISTA
+ Serve 8, 9 or 10 weeks... See More



Add service to your summer.

GIVE BACK | EARN \$ FOR SCHOOL | STRENGTHEN COMMUNITIES

[Join AmeriCorps VISTA](#)

6,068 People Reached

135 Reactions, Comments

72 Likes

5 Loves

10 Comments

48 Shares

347 Post Clicks

73 Photo Views

NEGATIVE FEEDBACK

1 Hide Post

0 Report as Spam

AmeriCorps State and National Symposium

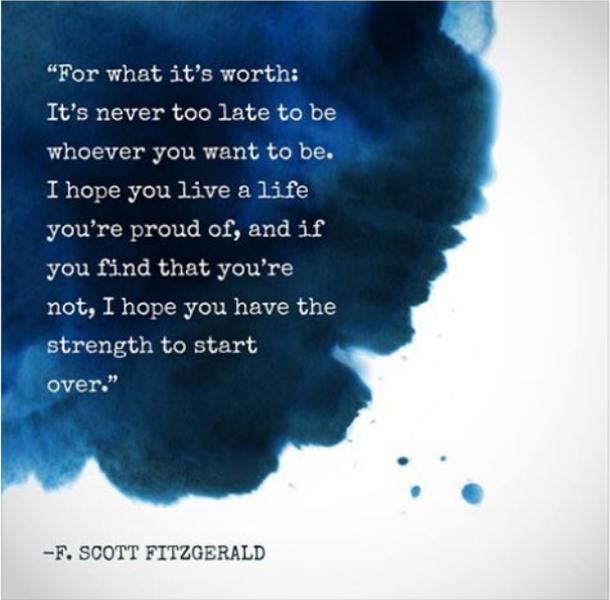
SEPTEMBER 18–20, 2019 | ARLINGTON, VA



Quotes & Member Features

AmeriCorps VISTA
Published by Matthew Payne [?] · March 6 ·

Create a new beginning. Join AmeriCorps VISTA.
<http://bit.ly/2muluH0> #MotivationMonday #AmeriCorpsWorks



“For what it’s worth:
It’s never too late to be
whoever you want to be.
I hope you live a life
you’re proud of, and if
you find that you’re
not, I hope you have the
strength to start
over.”

—F. SCOTT FITZGERALD

8,561 People Reactions

367 Reactions, Comments

230 Like

52 Love

1 Wow

6 Comments

78 Shares

303 Post Clicks

128 Photo Views

NEGATIVE FEEDBACK

1 Hide Post

0 Report as Spam

AmeriCorps VISTA
Published by Matthew Payne [?] · February 8 ·

Meet Sethya, an AmeriCorps VISTA serving with the Texas Department of Agriculture.
#IAMVista #AmeriCorpsWorks



Meet Sethya.

Sethya Chas serves the community of Kerr County, Texas as a Community Engagement VISTA with the Texas Department of Agriculture. She recently met with Kerrville Mayor Bonnie White and the Mayor's Youth Advisory Council which works to minimize community challenges relating to youth, while encouraging positive growth and development. Sethya presented to Mayor White and the Youth Council about TDAN's Community Engagement Initiative and the Summer Food Service Program and is working to obtain future assistance and collaboration including volunteering and outreach related work specific to assisting summer meal sites.

5,679 People Reactions

102 Reactions, Comments

79 Like

5 Love

1 Haha

8 Comments

9 Shares

297 Post Clicks

169 Photo Views

NEGATIVE FEEDBACK

2 Hide Post

0 Report as Spam

AmeriCorps State and National Symposium

SEPTEMBER 18–20, 2019 | ARLINGTON, VA



Good, Better, Best

Mention

Habitat for Humanity of Puerto Rico
May 8 at 2:02pm ·

Aprovecha esta oportunidad para colaborar con Habitat for Humanity of Puerto Rico a través de AmeriCorps VISTA. Se aceptarán solicitudes hasta el 18 de mayo de 2017. Ver información a continuación para más detalles.
See Translation

Serve with Habitat for Humanity of Puerto Rico
Habitat for Humanity of Puerto Rico is seeking 3 service-oriented individuals for AmeriCorps VISTA positions!

Terms: July 15 2017- July 14 2018
Accepting Applications from: 05/05/2017 to 05/18/2017




What is an AmeriCorps VISTA? A VISTA is an individual who devotes one year of service towards helping to build the capacity of a non-profit organization whose focus is on alleviating poverty in America.

ELIGIBILITY:

- 18+, USA citizen or legal resident
- Willing to make 1 year commitment
- Passionate about making a difference in the community
- Availability for 4 full days of training on July 11- 14 2017

BENEFITS:

- Stipend (Monthly Living Allowance of \$990.00)
- Training
- Choice of Education Award or End of Service Stipend, upon successful completion of service
- Healthcare benefits

SKILLS:

- Leadership, Research, Writing/Editing, Project Management, Computer, Team Work, English language fluency

Habitat for Humanity of Puerto Rico is a non-profit organization that helps families and individuals achieve stability, self-sufficiency and a better future through homeownership.

SERVICE OPPORTUNITIES:

01. Construction Systems and Program Development:
Assist in developing a comprehensive process for our construction system, for both homeownership and homeowner-occupied repair programs. Will address key components needed to increase our construction capacity efficiently. Explore the construction processes, systems and programs that are already in place to identify the additional needs that they require. Develop, document and implement an enhanced construction operations plan.

02. Resource Development:
Develop, coordinate and implement a strategy around how to increase financial and non-financial resources toward the development of affordable housing.

03. Compliance and Policy Development:
Review, gather and draft policies for an effective administrative and program management. Ensure that written policies and procedures meet the required standards.

VISTA members gain insight into the inner workings of a non-profit organization and gain hands-on work experience while creating affordable housing solutions with hard-working families.

Send resume with 2 recommendation letters to:
habitatpuertorico@yahoo.com
786-586-7632

Miranda Rodrgz Muñiz and Emeliz Torres Cabrera
1 Comment 3 Shares

Like Comment Share

826CHI
April 24 at 12:00pm ·

Want to support Chicago's youth through creative writing? 826CHI has three AmeriCorps VISTA positions open in data, communications, and volunteer relations. >> <https://tinyurl.com/CHIVISTA>



www.826CHI.org

Jacob Lewis-Hall, Gaby FeBland and 10 others
3 Comments

Rhode Island Campus Compact shared Campus Compact for Southern New England's photo.
May 1 at 4:43pm ·

Want to pay it forward while also learning more about careers in the public sector, nonprofit field or higher education? Connecticut Campus Compact member Andrea McDermott, who is currently serving at UConn to support BRAVE Girls Leadership Inc., urges you to join our Campus Compact for Southern New England 2017-2018 cohort by sharing what AmeriCorps VISTA means to her. #makebetterhappen



Andrea McDermott
University of Connecticut

"Whether you're considering a career in the public sector, nonprofit field or higher education, VISTA can expose you to them all while also allowing you to build a transferable skill set. Or, if you're not sure what you're looking for, but want to give back, VISTA is an awesome program for you to do just that. It helps you make a difference in a community."

Want to pay it forward like Andrea?
Apply to be a 2017-18 CCSNE VISTA member at ccsne.compact.org/ameri-corps-vista/become-a-vista-member/




AmeriCorps State and National Symposium

SEPTEMBER 18-20, 2019 | ARLINGTON, VA



Scheduling Content



facebook®

- On Facebook, schedule content **up to 6 months** in the future



- Schedule tweets **at any point** in the future
- No **tagging** functionality

AmeriCorps State and National Symposium

SEPTEMBER 18–20, 2019 | ARLINGTON, VA



Advice for Social Media Recruitment

- If your posts don't generate traction at first, don't fret. Social media is more of an **art than a science, keep experimenting!**
- Social media never sleeps. Be careful to not let it consume you. It's easy to get caught in the digital black hole. Use tools at your disposal and **give it your best.**



E-Mail Marketing for Recruitment



- It's essential to stay in touch
- Turn non-profit volunteers into AmeriCorps members
- Outreach via Service Year of MyAmeriCorps portal



- Tips:
- Keep your asks/ content brief, simple, and actionable
 - Always include a visual

AmeriCorps State and National Symposium

SEPTEMBER 18–20, 2019 | ARLINGTON, VA



Community Based Outreach

- Display banner at sports events (brand recognition, recruitment pitch) or other community gatherings
- Conduct “Coffee Chats” with current members and prospective candidates/accepted applicants/general public
- Have current members present at local library or community meeting space
- Leverage your alums and current members for events
- Present to local Girl Scout and Boy Scout Troops, 4-H Clubs, and Future Farmers of America (FFA) Chapters
- Reach out to recent or soon-to-be retirees



College Campus Recruitment

- Place an ad in a college newspaper: digital and print options, range of pricing.
- Ask a member to do a campus radio station interview about their experience. Bonus points if they are an alum of the college.
- Tabling: Contact the local service-learning or career services office. They may charge a small fee to set up a table in the student union during lunch.
- Hang posters in student union, flyers in common spaces.
- Connect with faculty/student government/campus clubs.
- Highlight the benefits: professional development, AmeriCorps Education Award, etc.

AmeriCorps State and National Symposium

SEPTEMBER 18–20, 2019 | ARLINGTON, VA



Keeping it simple?



AmeriCorps State and National Symposium

SEPTEMBER 18-20, 2019 | ARLINGTON, VA



Trends

AmeriCorps
Search term

Peace Corps
Search term

City Year
Search term

+ Add comparison

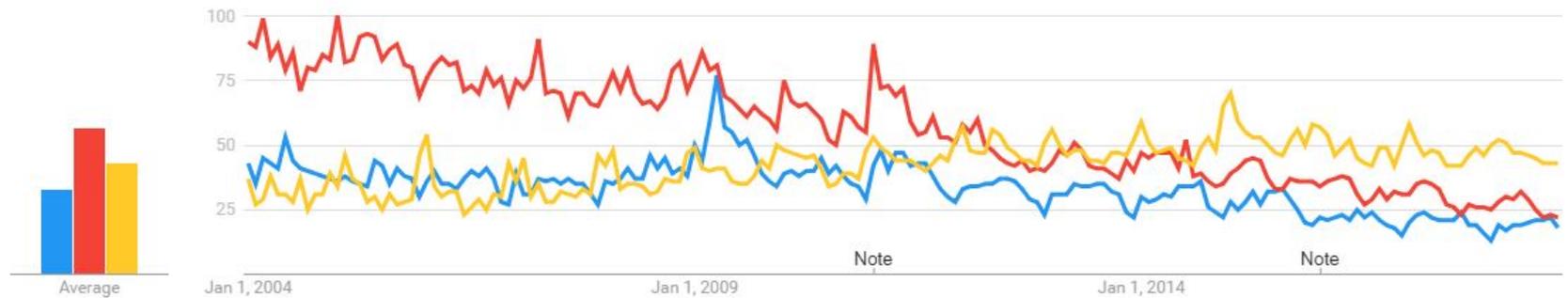
United States ▾

2004 - present ▾

All categories ▾

Web Search ▾

Interest over time ?



AmeriCorps State and National Symposium

SEPTEMBER 18–20, 2019 | ARLINGTON, VA



Activity | Successes & Challenges

- Break up into pairs and take 10 minutes to discuss the following:
- What are your challenges with Recruitment?
- What are successes have you had?

