Welcome!
AmeriCorps Program Development

We’ll get started in just a couple of minutes.

Be sure to call in:
888-906-7802,
passcode 4301706
ON THE PHONE:
The phone lines will be opened for Q&A after the presenter remarks.

ON SKYPE:
Use the dialogue box on the left side of your screen to provide input or ask a question at any time during the presentation.

REPLAY:
Today’s presentation will be posted on the National Service Knowledge Network: www.nationalservice.gov/resources
The AmeriCorps Program Development Series is designed to build knowledge in core AmeriCorps program areas. The 2016 series includes:

- CNCS Orientation, Financial Management, Criminal History Checks
- AmeriCorps Member and Site Management, Financial Management Systems
- Program Start-up and Development Grantee Panel: What I Wish I Knew in Year 1
  - Reasonable Accommodations Technical Assistance
  - AmeriCorps Branding: Working Together to Tell Our Story
Who is on the webinar today?

• Please use the dialogue box to answer these questions:

  • What is your name?
  • What is the name of your AmeriCorps program or state commission?
  • Where are you?
  • What is your favorite part of the holiday season?
Example

• Barbara
• CNCS
• Martinsville, VA
• Mr. 101
Working Together, Telling Our Story

Ted Miller, Chief, Office of External Affairs

December 2016
Stay in Touch

PressOffice@cns.gov
DigitalMedia@cns.gov
Engagement@cns.gov
<table>
<thead>
<tr>
<th>OEA: Services We Provide</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Storytelling</strong></td>
</tr>
<tr>
<td>Speeches</td>
</tr>
<tr>
<td><strong>Message Delivery</strong></td>
</tr>
<tr>
<td>Website/Social Media</td>
</tr>
<tr>
<td>News/Press</td>
</tr>
<tr>
<td>GovDelivery/508</td>
</tr>
<tr>
<td><strong>Engagement/Outreach</strong></td>
</tr>
<tr>
<td>Days of Service</td>
</tr>
<tr>
<td>Partnerships</td>
</tr>
<tr>
<td>Grantees/Programs</td>
</tr>
</tbody>
</table>
Resources You Can Use

Both documents available on NationalService.gov
Whom Are We Trying to Reach?

- Media
- Internal audiences (colleagues / service members)
- Elected officials / decision makers
- Subgrantees / partners
- Potential funders
“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

- Interview for Beautifully Said Magazine (2012)
Branding Practices

- Logo
- Language
- Gear
- Signage

Branding Guidance – search for “AmeriCorps branding 2016” on National Service:
Brands Matter

Coca-Cola
Nike
Patagonia
NBA
HEAD
HEART
Visa

AmeriCorps | Senior Corps | Social Innovation Fund | Volunteer Generation Fund
Who Wore It Best?
Who Shot It Best?
Send Us Your Stuff!

#AmeriCorpsWorks

AmeriCorps Week
March 7-11

Photo Credit: Oklahoma AmeriCorps (used in nationwide graphics as part of AmeriCorps Week)
Plan Your Picture

MLK Day Service Project with President and Mrs. Obama, January 2016
About us

City Year was founded in 1988 on the belief that young people can change the world. City Year is an education focused, nonprofit organization that unites young people of all backgrounds for a year of full-time service aimed at keeping students in school and on track to graduation. At City Year’s 28 urban locations across the United States and two international affiliates, teams of trained young people called AmeriCorps members serve full-time in schools during the academic year as tutors, mentors and role models. By focusing on attendance, behavior and course performance, which identify students who are at risk of not graduating on time, AmeriCorps members are uniquely positioned to help students and schools succeed.

A proud member of the AmeriCorps national service network, City Year is made possible by support from the Corporation for National and Community Service, school district partnerships, and private philanthropy from corporations, foundations and individuals. Learn more at www.cityyear.org.
## Describing the AmeriCorps Experience

<table>
<thead>
<tr>
<th><strong>DO SAY</strong></th>
<th><strong>DON'T SAY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>AmeriCorps member</td>
<td>volunteer</td>
</tr>
<tr>
<td></td>
<td>worker</td>
</tr>
<tr>
<td></td>
<td>corps member</td>
</tr>
<tr>
<td></td>
<td>service member</td>
</tr>
<tr>
<td>selected to</td>
<td>hired to</td>
</tr>
<tr>
<td>serve as</td>
<td>work as</td>
</tr>
<tr>
<td>a year of service</td>
<td>a job</td>
</tr>
</tbody>
</table>
What Does an Impact Story Do?

I - Informs
M - Measures
P - Personalizes
A - Animates
C - Cultivates
T - Teaches
My name is [NAME] and I’m an [AmeriCorps Member] serving with [ORGANIZATION].

For the next year, I will be doing

[TYPE OF SERVICE] while working to

[TANGIBLE OUTCOME] in [LOCATION].
Elizabeth Oliver joined AmeriCorps after learning about the plight of homeless veterans as a college student. At age 20, she moved to Salt Lake City to begin a year of service with The Road Home, Utah’s largest homeless shelter. Elizabeth worked with Mayor Becker’s office to identify and recruit new landlords that were willing to house veterans. As a result of her efforts, 97 homeless veterans gained housing. Her work was central to Salt Lake City becoming the first city to end chronic veteran’s homelessness – an achievement that has inspired 355 other mayors to commit to ending veteran homelessness this year. Elizabeth now works full-time at The Road Home, continuing her calling to serve those who have served our nation.
Impact Story: Head

- 500 students annually
- 75% improve skills
- More than $900k public-private investment
Impact Story: Head

1,500 AmeriCorps tutors
Replicated in 8 states
Helping 36,000 children a year discover reading
Taking It Home / Action Plan

• What steps do you need to take to improve your branding practices?

• How will you help your colleagues develop better branding practices/impact stories?

• How can we better support your continuous learning and skill-building on this important topic?
• What questions do you have?
Wrap-up for Today

- Resources on the CNCS website
  - Public Engagement Plan, Branding and Messaging Guidance, Logos, Press Releases, Photos
  - [www.nationalservice.gov](http://www.nationalservice.gov)

- Resources on the National Service Knowledge Network
  - Grantee TTA Calendar, Program Start-up Guide, Program Development Recordings and Slides
  - [www.nationalservice.gov/resources/americorps](http://www.nationalservice.gov/resources/americorps)

- Next Program Development Webinar: Prohibited Activities
  - January 26, 2017, 3:00 – 4:30 pm Eastern
  - Look for the participation details in the TTA Update in early January
Thank You!