



# AmeriCorps Program Development – December 15, 2016



# *Welcome!* AmeriCorps Program Development



*We'll get started in just  
a couple of minutes.*

*Be sure to call in:  
888-906-7802,  
passcode 4301706*

# Technology Check



## 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](http://www.nationalservice.gov/resources)

# AmeriCorps Program Development Series

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**

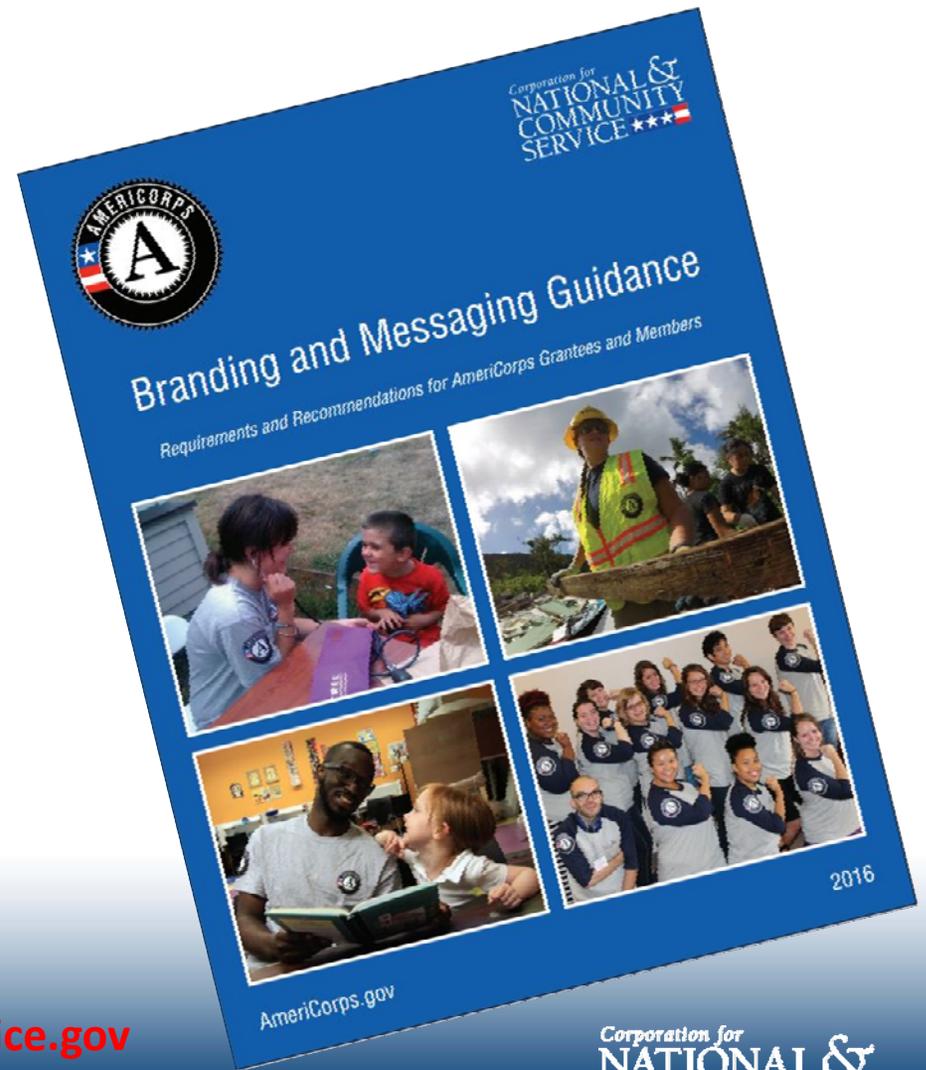
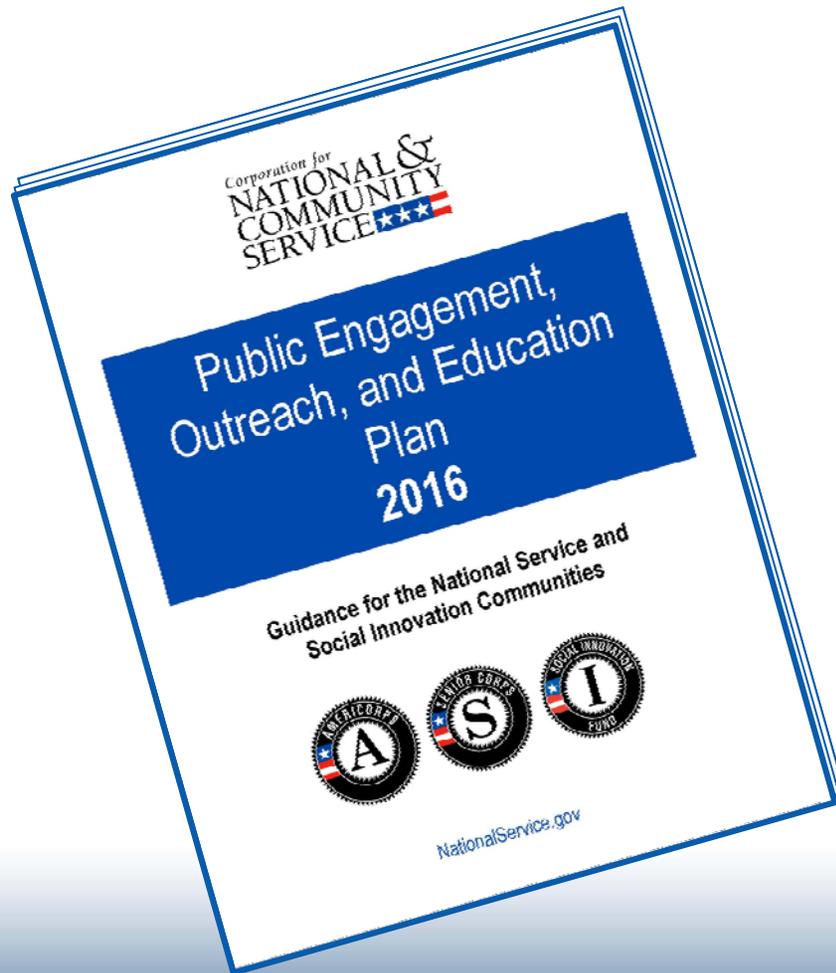


**Engagement@cns.gov**

# OEA: Services We Provide

<p>Storytelling</p>	<p>Speeches</p> 	<p>Style Guide</p> 	<p>Branding</p> 
<p>Message Delivery</p>	<p>Website/Social Media</p> 	<p>News/Press</p> 	<p>GovDelivery/508</p> 
<p>Engagement/ Outreach</p>	<p>Days of Service</p> 	<p>Partnerships</p> 	<p>Grantees/Programs</p> 

# Resources You Can Use

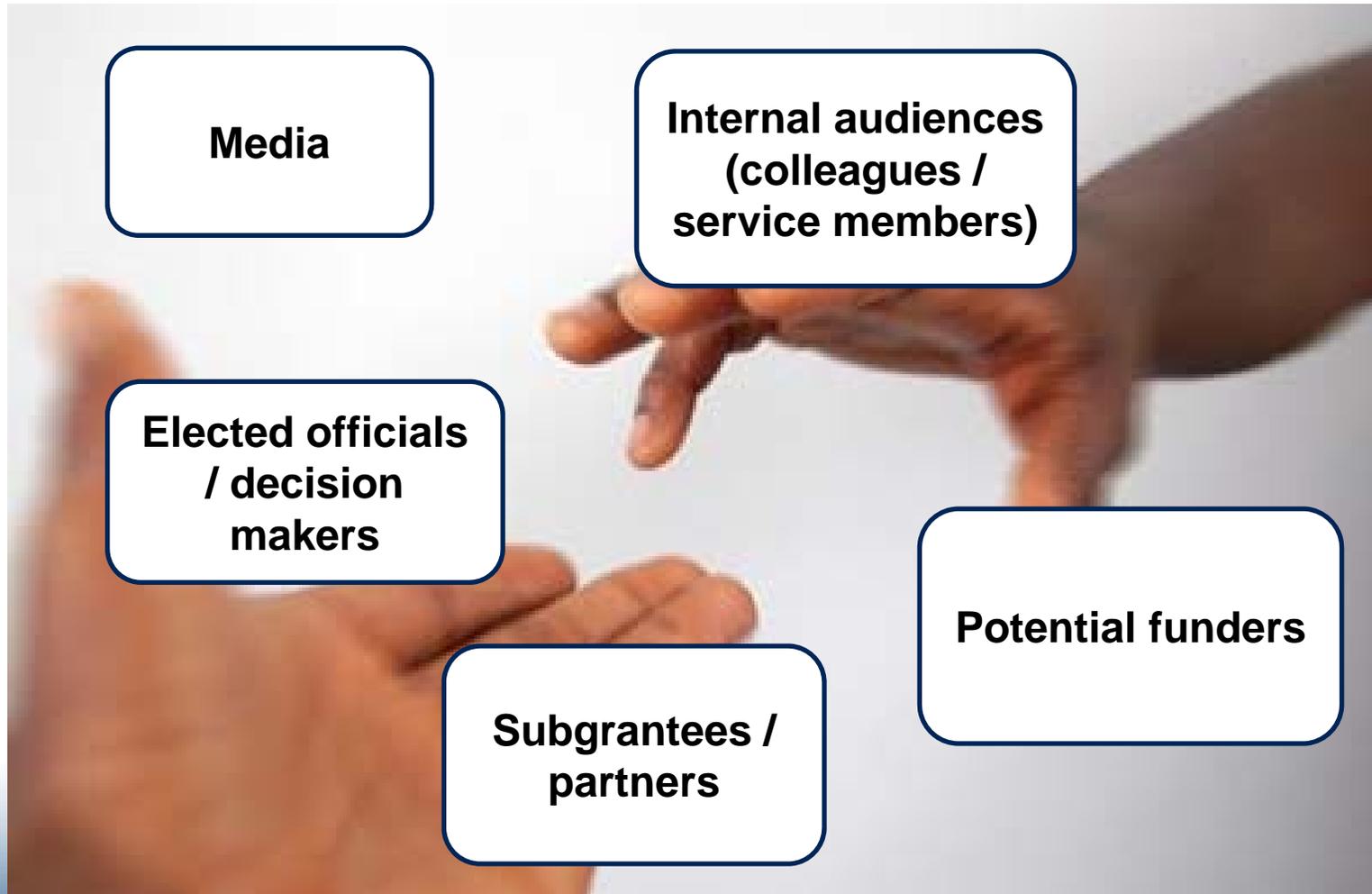


**Both documents available on [NationalService.gov](http://NationalService.gov)**

AmeriCorps | Senior Corps | Social Innovation Fund | Volunteer Generation Fund

Corporation for  
**NATIONAL & COMMUNITY SERVICE** ★★ ★

# Whom Are We Trying to Reach?



## Focus Quote

“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:  
<https://www.nationalservice.gov/documents/ameri-corps/2016/ameri-corps-branding-and-messaging-guidance>

# Brands Matter

*Coca-Cola*



**patagonia**<sup>®</sup>



HEAD



HEART



**VISA**

# Brands Matter

*Coca-Cola*



**patagonia**<sup>®</sup>



HEAD



HEART



**VISA**

# Who Wore It Best?



# Who Shot It Best?



# Send Us Your Stuff!



**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**



# Your Mission + AmeriCorps

## 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](http://www.cityyear.org).

**You should have language like this on your website or any other platform or publication.**

# Describing the AmeriCorps Experience

DO SAY	DON'T SAY
AmeriCorps member	volunteer worker corps member service member
selected to	hired to
serve as	work as
a year of service	a job

# What Does an Impact Story Do?

**I**nforms

**M**easures

**P**ersonalizes

**A**nimates

**C**ultivates

**T**eaches

# Who Said It Best?



**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].**

## Head and Heart: 121 Words

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



Communities  
In Schools

# Impact Story: Head



**1,500** AmeriCorps  
tutors



Replicated in **8** states



Helping **36,000**  
children a year  
discover reading

# Stay in Touch



**PressOffice@cns.gov**



**Facebook.com/NationalService**



**@NationalService**



**NationalService.tumblr.com**



**Instagram.com/NationalService**

# 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?

# Q & A



- 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!



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COMMUNITY  
SERVICE** ★★ ★