



# AmeriCorps Impact and Branding Presented on December 10, 2015

***Access the audio recording to support this presentation:***  
[www.nationalservice.gov/resources/ameri-corps](http://www.nationalservice.gov/resources/ameri-corps)



# Today's Agenda



- Demonstrating the Impact of National Service: Barbara Ellen Reynolds
- CNCS and AmeriCorps Branding: Ted Miller
- Resources Available for AmeriCorps State and National Grantees
- Closing Remarks

# Technology Check



## RECORDING:

- This webinar was presented on December 10, 2015; you can access the audio recording on the National Service Knowledge Network: [www.nationalservice.gov/resources/americorps](http://www.nationalservice.gov/resources/americorps).

## ON WEBEX:

- Use the Chat feature on your screen to ask a question at any time and respond to presenter questions; please test it now with a 'hi' to everyone.

# Who's on today?



Please use the Chat feature on your screen to share your agency's name and location.

- ✓ Who's on the webinar today from a State Service Commission?
  - ✓ Who's on from a tribal program?
- ✓ Who's on from a national or multi-state program?
  - ✓ Who's on from CNCS or another agency?

# Who's on today?



## *Barbara Ellen Reynolds*

- ✓ AmeriCorps State and National Training Specialist
- ✓ Former Commission Director
- ✓ Former AmeriCorps State Program Director
- ✓ Not a great snowboarder



# Demonstrating the Impact of Service

## Discussion Points:

- Definition
- Dimensions of impact
  - Challenges
  - Data collection
  - Storytelling
- Continuous improvement

# Getting Things Done



AmeriCorps

program

citizens

improvement

things

results

performance

stories

continuous

trust

investment

value

data Getting

measurement

worth

impact

done

public

Society

# Dimensions of Impact



# Impact of AmeriCorps



Selected items from the National and Community Service Act:

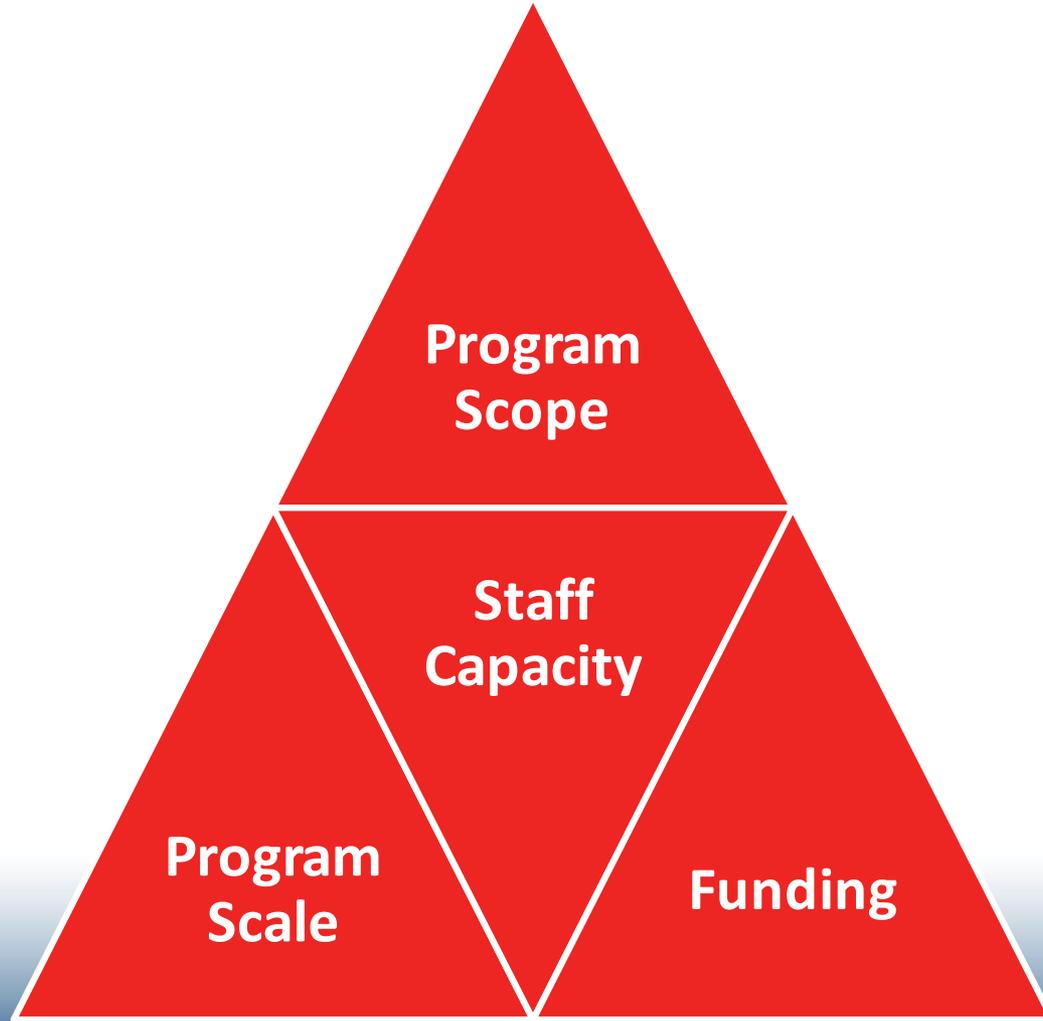
- Meet the unmet human, educational, environmental, and public safety needs of the United States, without displacing existing workers
- Encourage citizens of the United States, regardless of race, religion, gender, age, disability, region, income, or education, to engage in full-time or part-time national service
- Provide tangible benefits to the communities in which national service is performed

# How Do We Know?



- Performance measurement and member data
- Stories of impact:
  - Written stories
  - Visual stories

# Challenges



# Data Collection

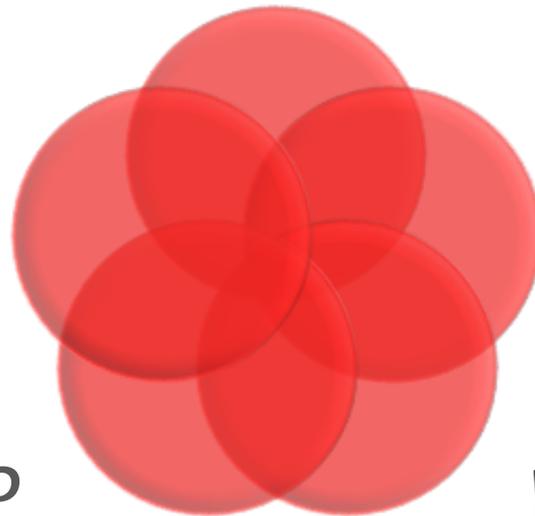


***Why?***

*Who?*

*How?*

*What?*



*When?*

*Where?*

# Program Data



Who?	What?	How?	Why?
Members	Enrollment Rate	Portal	GPR*
Members	Retention Rate	Portal	GPR*
Members	Demographics	Application	Program management
Alumni	Ed Award Usage	Program defined	Program management
Alumni	Life After AC	Program defined	Program management
Clients	Outputs	Program defined	GPR*
Clients	Demographics	Program defined	Program management
Volunteer	Recruitment	Program defined	GPR*
Volunteer	Management	Program defined	GPR*
Sites	Demographics	Program defined	Program management

# Types of AmeriStories



- Where we came from
- What challenges our community/clients
- How we achieve success
- How we learn from our mistakes
- Where we are going

# Written Stories



## AmeriCorps stories demonstrate:

- Collective impact on nation
- Program impact on citizens and communities
- Motivation to serve and impact of service on AmeriCorps members

## Written story elements include:

- Personal focus
- Beginning, middle, end
- Vivid, memorable details
- Change or transformation
- Relevant meaning or significance





# Written Stories

Recommendations for success:

- Create an annual calendar of opportunities and assign staff to collect stories
- Create a Story Bank and improve it regularly
- Provide extensive staff training and practice
- Provide extensive member training and practice in PST and IST
- Integrate stories into all aspects of programming

# Visual Storytelling



# Visual Storytelling



Recommendations for success (photo version):

- Create an annual calendar of photo opportunities and assign staff to collect them
- Create a Photo Gallery and improve it constantly
- Provide staff training and practice
- Provide member training and practice in PST and IST
- Archive photos regularly

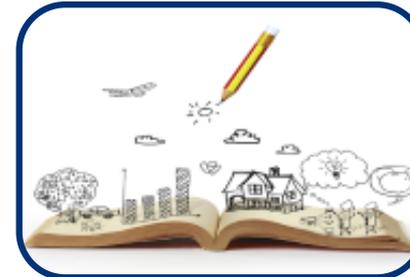
# Grantee Tools



Program Performance  
Data



Photo Gallery



Story Bank



Website

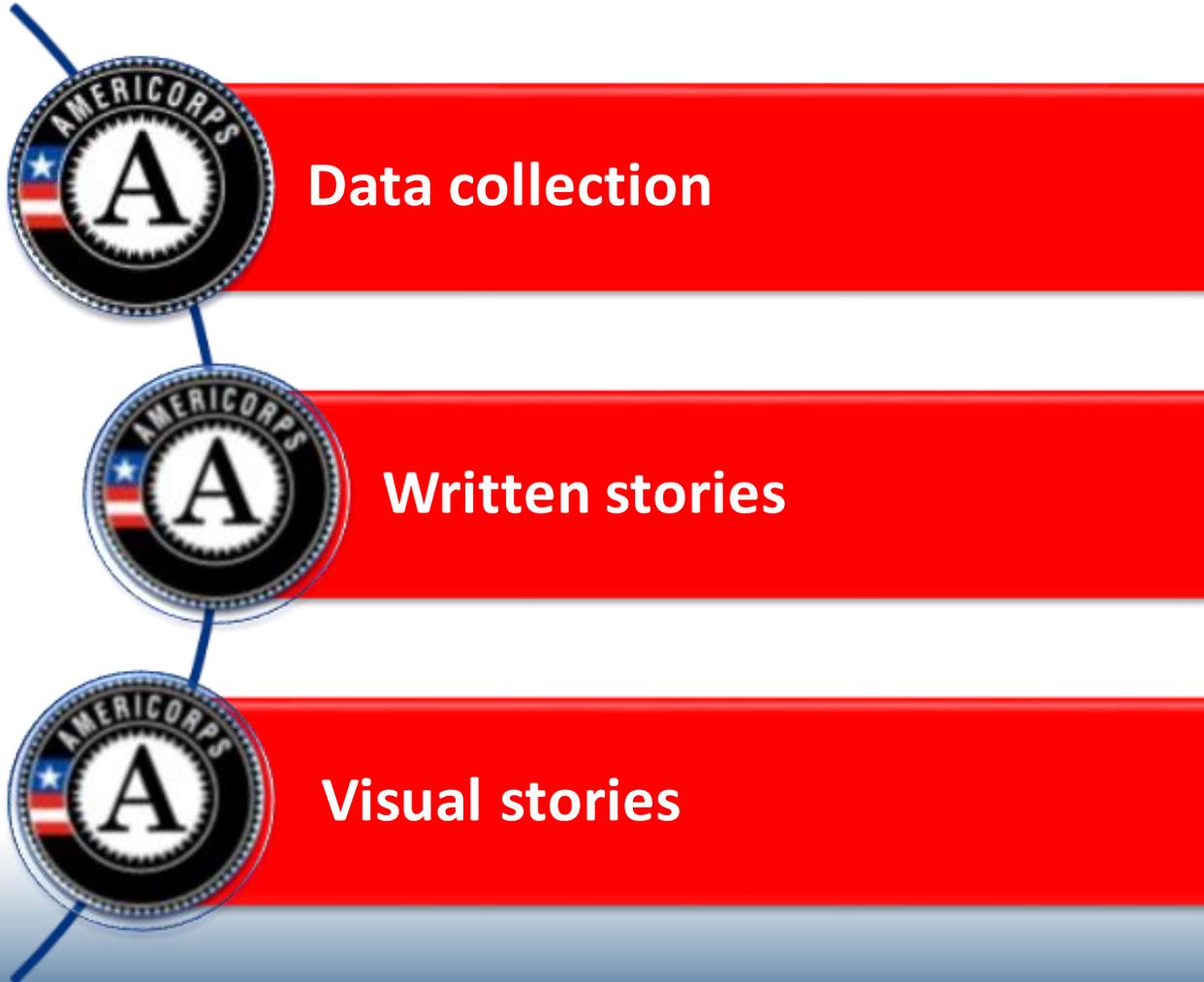
Social and  
Traditional  
Media

Annual  
Report,  
Newsletter,  
Professional  
Publications

Display  
Materials

Presentations  
and Speeches

# Continuous Improvement



# CNCS Staff Resources



- CNCS Program Officer
- AmeriCorps State and National Training Specialist
- Knowledge Network Manager
- CNCS Office of Evaluation
- CNCS Office of External Affairs

# CNCS Website



[www.nationalservice.gov](http://www.nationalservice.gov)

- ✓ Knowledge
- ✓ Network
- ✓ National service in your state
- ✓ Research and reports
- ✓ Newsroom
- ✓ Logos, photos



# Branding National Service

Ways to Make Your Mark

Ted Miller, Chief of External Affairs



# CNCS Office of External Affairs



## TED MILLER, CHIEF

Ted Miller serves as the chief of external affairs at the Corporation for National and Community Service. Ted and his team are charged with telling the story of how AmeriCorps members make a difference in communities across the country. They run the AmeriCorps social media channels, help prepare AmeriCorps members for TV interviews, and work with the White House to get AmeriCorps programs highlighted in presidential initiatives. Among many exciting opportunities, Ted's team is helping lead the celebration of the AmeriCorps 20<sup>th</sup> anniversary.

Before joining CNCS as a presidential appointee in August 2012, Ted worked for nonprofit organizations and as press secretary to former Sen. Tom Daschle of South Dakota and then-Rep. Sherrod Brown of Ohio. He also traveled to 11 states as the regional communications director for the Democratic Congressional Campaign Committee in 2002 and worked as a presidential appointee in the Clinton administration at the U.S. Department of Agriculture.

Ted has appeared on ABC News and MSNBC and has been widely quoted in leading publications and online news sources, from the *New York Times* to Salon.com.

Ted is a proud Jayhawk who holds a degree in journalism from the University of Kansas.

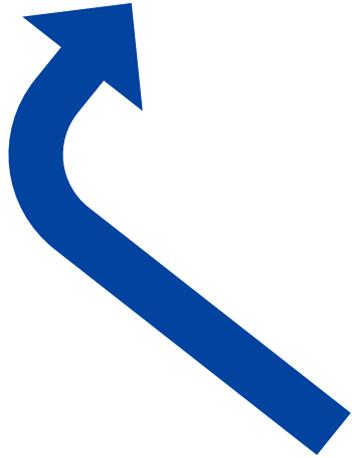
# The Four 'R's of Branding

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS



## Reasons

## Requirements

## Resources

## Recommendations

# Brands Matter



REASONS

REQUIREMENTS

RESOURCES

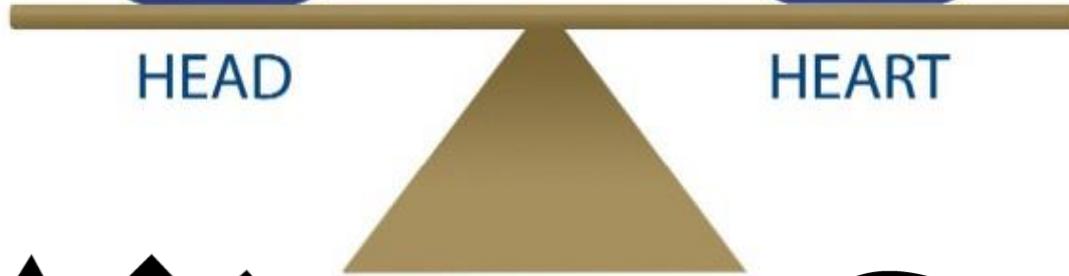
RECOMMENDATIONS



HEAD



HEART



Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE 

AmeriCorps

Senior Corps

Social Innovation Fund

Volunteer Generation Fund

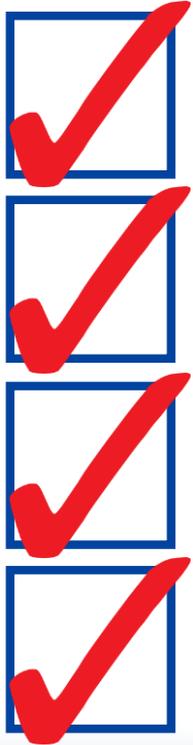
# Branding Checklist

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS



Logo

Language

Gear

Site Signs



# The AmeriCorps Community

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS

- **75,000 members  
@ 35,000 sites**
- **Nearly 1 million  
AmeriCorps alumni**
- **Education Awards:  
\$2.4 billion**



# Visibility



REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS



# Resources

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS

Logos | Corporation for N... x

www.nationalservice.gov/newsroom/marketing/logos

National Service Knowledge Network | FAQs | Contact Us

# NationalService.gov/Logos

SERVE your community | BUILD your capacity | IMPACT on our nation

About CNCS | Newsroom | Programs | Focus Areas | Special Initiatives | National Service Blog

Home » Newsroom » Marketing and Media Resources

**Newsroom**

- Press Releases
- Media Advisories
- Proclamations
- Official Statements
- In The News
- Other CNCS News
- Social Media

**Marketing and Media Resources**

- Banners
- Fact Sheets
- Logos
  - Guidelines For Use
- Videos and PSAs
- Widgets
- Funding Lapse

## Logos

The logos on this page have been provided only for use by official AmeriCorps, Senior Corps, Social Innovation Fund, and other CNCS-sponsored programs and projects. Use of the new logos by CNCS and its programs is required. In addition, all grantees and sub-grantees are strongly encouraged to use the new logos on service gear and on their printed and electronic documents. Such usage, however, must be in accordance with CNCS grant provisions.

### Corporation for National and Community Service Logo



Corporation for National and Community Service  
Dimensions: 600 x 266 pixels  
JPG Version, PNG Version, EPS Version, PSD Version, TIF Version

### AmeriCorps Logos

#### AmeriCorps 20th Anniversary



AmeriCorps 20th Anniversary  
Dimensions: 700 x 650 pixels  
JPG Version, PNG Version, EPS Version, PSD Version, JPEG - Black and White Version, PNG - Black and White Version

#### AmeriCorps



AmeriCorps  
Dimensions: 600 x 600 pixels  
JPG Version, PNG Version, PSD Version, TIF Version



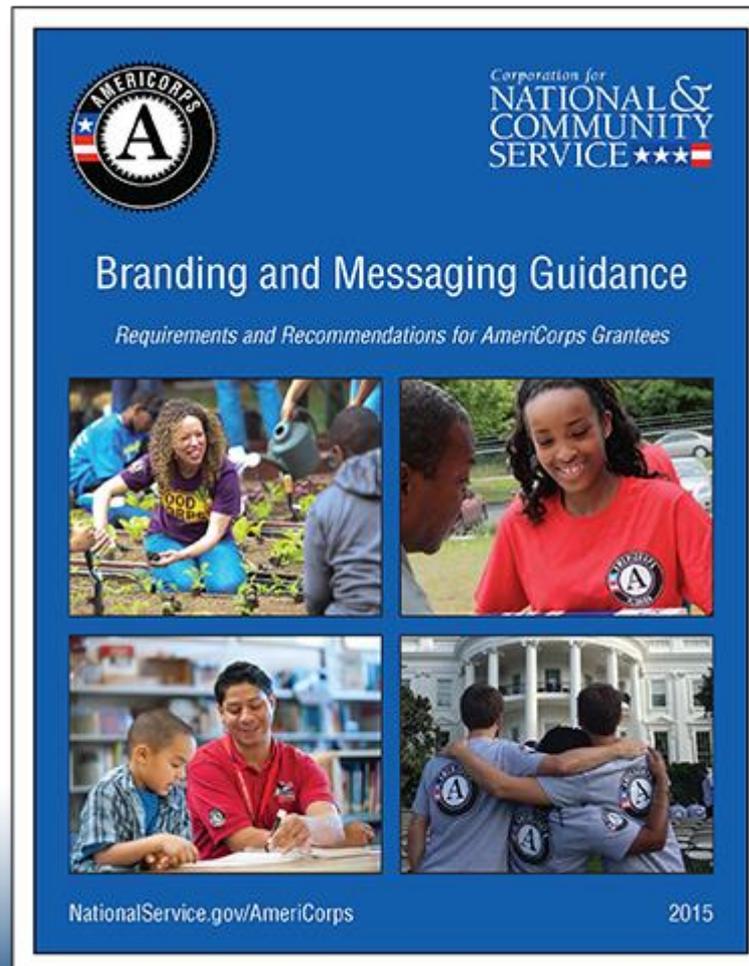
# Resources

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS



# Results of Branding Assessment

REASONS

REQUIREMENTS

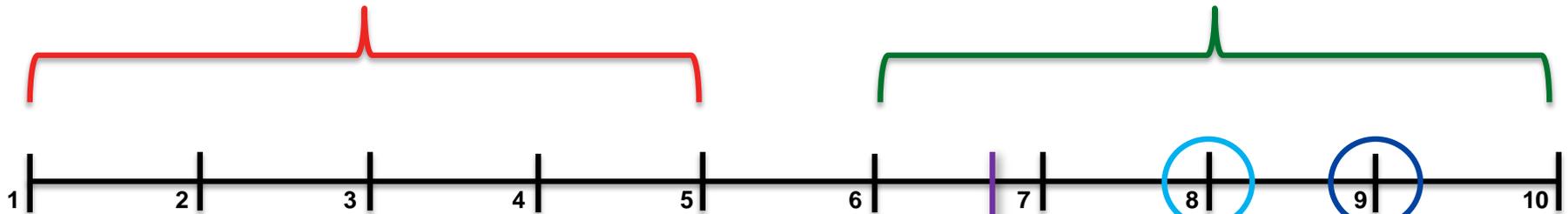
RESOURCES

RECOMMENDATIONS

Total submissions: 154

Grantees  
rated 1-5: **42**

Grantees  
rated 6-10: **112**



Mean: 6.7  
Median: 8  
Mode: 9

**6.7** Average rating of  
all submissions



# Public Engagement Calendar

REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS



## AmeriCorps Week March 5-12, 2016



# Who Wore It Best?



REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS



# Who Shot It Best?



REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS



# Who Said It Best?



REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS

**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].**

# Unique Ideas



REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS



# Unique Ideas



REASONS

REQUIREMENTS

RESOURCES

RECOMMENDATIONS



Serve Colorado - Governor's Commission on Community Service

November 8, 2013 · Edited

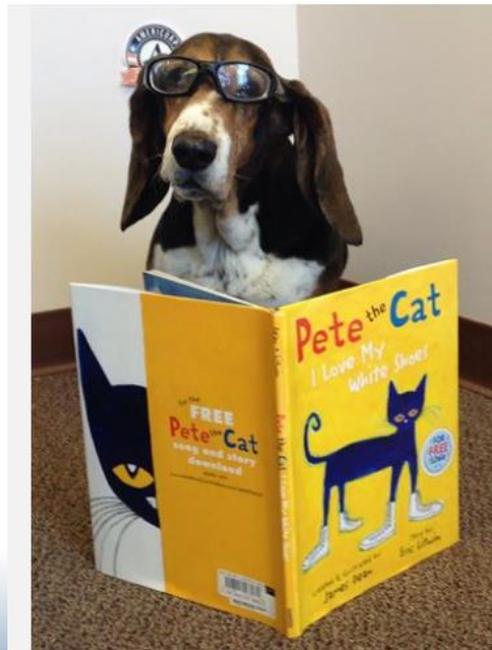
Happy Friday from Mr. Sam Foster and the rest of Serve Colorado! #americorps20 — with Kellyanna Foster.



Serve Colorado - Governor's Commission on Community Service

February 21

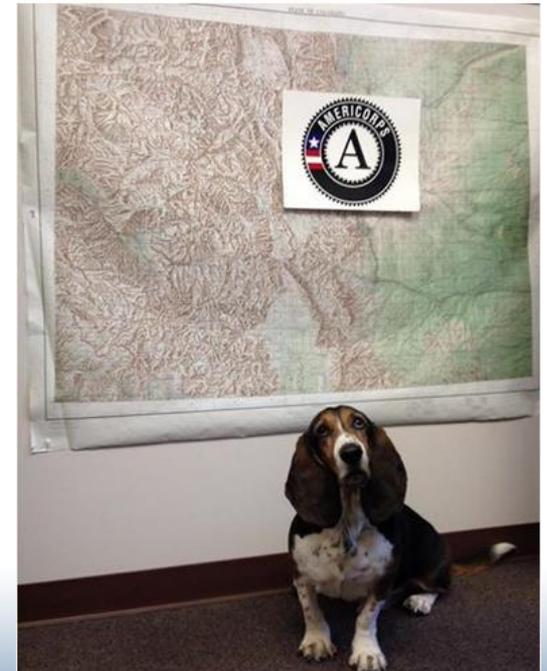
Sam is working hard on improving his reading and writing skills, in hopes that one day he can take part in the Denver Public Schools AmeriCorps Pen Pal Literacy Enrichment Program. #AmeriDog #AmeriCorpsED



Serve Colorado - Governor's Commission on Community Service

February 25

Sam is pondering all the wonderful service our AmeriCorps Members in Colorado are accomplishing this year! #DayofTheA #AmeriDog



# Stay in Touch



**PressOffice@cns.gov**



**Facebook.com/AmeriCorps**



**@AmeriCorps**



**NationalService.tumblr.com**



**Instagram.com/NationalService**

# Branding Q&A



What questions do you have?

- Where can I find the branding guidance document?  
[http://www.nationalservice.gov/sites/default/files/documents/2015-AmeriCorps-Branding-Messaging-Guidance\\_0.pdf](http://www.nationalservice.gov/sites/default/files/documents/2015-AmeriCorps-Branding-Messaging-Guidance_0.pdf)
- Does CNCS have any examples of effective tri-branding (i.e., AmeriCorps, program, and service site)? We do not, but Ted and the External Affairs staff are always happy to review materials if grantees are looking for feedback on branding.
- Will CNCS provide printed materials for outreach and marketing? No funds are available to distribute printed materials to all grantees. But fact sheets, stock photos, logos, and other materials are available at [www.nationalservice.gov](http://www.nationalservice.gov).

# Grantee Resources



- Resources on the CNCS website
  - [www.nationalservice.gov](http://www.nationalservice.gov)
- Resources on the National Service Knowledge Network
  - [www.nationalservice.gov/resources/americorps](http://www.nationalservice.gov/resources/americorps)

# Wrap Up for Today



- Next AmeriCorps Program Development Webinar:
  - January 28, 3:00 – 4:30 pm Eastern
  - Topic: Laying the Groundwork Before Your First Evaluation

# Thank You!

