

Corporation for
NATIONAL &
COMMUNITY
SERVICE 

AMERICORPS 20th ANNIVERSARY

TOOLKIT:

Get Involved!



NationalService.gov/AmeriCorps20



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OVERVIEW

Every day in communities across America, AmeriCorps members are making a powerful impact on the most critical issues facing our nation.

Whether improving schools, fighting poverty, rebuilding after disasters, providing health services, preserving the environment, or supporting veterans and military families, AmeriCorps members are getting things done.

Since its inception, more than 820,000 men and women have taken the AmeriCorps pledge, serving more than 1 billion hours and improving the lives of countless Americans.

On Sept. 20, 2013, the Corporation for National and Community Service (CNCS) kicked off our celebration of the extraordinary impact of AmeriCorps and its 20 years of serving America. Through events, stories, and service projects, we will recognize the contributions and commitment of AmeriCorps members and alums in strengthening our communities and country through national service.

The 20th anniversary of AmeriCorps will recognize the important moments in AmeriCorps' history. It will also look forward to the exciting future that lies ahead. It will demonstrate how AmeriCorps is a smart and cost-effective investment. It will tell the story of AmeriCorps' impact on communities and those who serve. And it will lay the groundwork for expanding opportunities for Americans to serve their communities.

With a strong network of programs, a clear focus on impact, momentum from a new [Presidential Task Force](#), and the energy and ingenuity of Americans eager to serve, AmeriCorps is poised for even greater impact in its next 20 years.

AmeriCorps20 Toolkit: Get Involved!

The following *AmeriCorps 20th Anniversary Toolkit: Get involved!* is a resource for AmeriCorps state commissions, grantees, and project sponsors that can be used to equip AmeriCorps members, alumni, community organizations, and leaders to highlight the past and future impact of AmeriCorps during this yearlong celebration.

To help with these goals the toolkit provides:

- Engagement and communication tools to highlight the great work AmeriCorps has accomplished in your community, state, and nation.
- Monthly opportunities for State Commissions, grantees, and project sponsors to amplify their AmeriCorps association via engagements, digital media, and other channels.



These engagement and communication strategies are great ways to solidify AmeriCorps’ role in your community and to expand who you work with in your area.

National Swearing In Ceremony

Though AmeriCorps programs will have a menu of options from which to choose how to engage in the anniversary-related events throughout the year, the vision for the culminating event on September 12, 2014 is a simultaneous swearing-in of AmeriCorps members in every state and territory, on the same day, at the same time. This replicates the first swearing-in ceremony done on September 12, 1994. This event will feature a “sworn-in again” component for AmeriCorps alums who can recommit their pledge.

This nationwide ceremony also will include service champions, a bipartisan group of elected leaders, and partners from the private and public sectors.

Month-by-Month: Get Involved!

Throughout the year-long celebration, CNCS will highlight a specific monthly focus that programs can choose to amplify if it connects to their issue area. One source for the monthly menu will be the CNCS focus areas (see chart below).

Month	Impact/Opportunity
September	Anniversary launch
October	National service and inclusion
November	Volunteer mobilization
December	Public-Private partnerships
January	Economic opportunity
February	Education
March	Healthy futures
April	Mayor’s Day of Recognition Environmental Stewardship
May	Senior service
June	Recruitment
July	Veterans and military families
August	Disaster services
September	Lifetime of service

Throughout this yearlong anniversary we hope you will:

- Brand your AmeriCorps Program and its impact using the requirements below,
- Engage your community around the focus areas above using the techniques suggested,
- Communicate the focus areas to wider groups of people through traditional and digital media, and
- Share your AmeriCorps alum’s stories and your current members’ impact at pressoffice@cns.gov.



BRANDING REQUIREMENTS

The year-long celebration is an ideal opportunity to ensure that every audience with which we connect knows that their community is benefiting from AmeriCorps. This also is the moment to ensure all grantees are following the branding requirements.

By January 2014, all grantees must verify that all digital properties, media materials, and other relevant items reflect their association with AmeriCorps. Here are prime examples of how to execute the branding association:

- The standard AmeriCorps logo (or 20th Anniversary logo) prominently displayed on websites, most notably on the home page and “about us” sections.
- The standardized language used to describe the program in press releases and other public documents will identify the organization’s AmeriCorps affiliation, and, when appropriate, directly reference the 20th anniversary.
- All gear for AmeriCorps-funded programs will include the AmeriCorps logo (*grantees have the option of using the commemorative 20th Anniversary logo, although it is not required, as the principal objective is strong brand association*).
- All sites where AmeriCorps members are serving, especially those to which elected officials or private-sector partners are invited to visit, should have signs or posters that feature the grantee and AmeriCorps logos



ENGAGEMENT

Outreach and engagement activities are ideal ways to energize those who already are part of the AmeriCorps family and bring more individuals to our community such as grantees/sponsors, AmeriCorps alums, elected and public officials at all levels of government, community members, and corporate supporters. Some ways to do this are:

- Host community AmeriCorps forums to share the AmeriCorps story, experience, and impact.
 - *Example: The Mayors Day of Recognition for National Service is an opportunity for Mayor's to spotlight their impact and thank those who serve. One way to do so is for a Mayor to invite national service programs (and their members and organization's board of directors) to City Hall for a public roundtable to discuss how they address city problems. Find out more at: <http://www.nationalservice.gov/special-initiatives/mayors-day-recognition>*
- Line up public speaking opportunities with community and civic groups, education institutions, and faith-based organizations to share your stories with community leaders.
 - *Example: Executive Directors and CEOs of nonprofit organizations incorporate the accomplishments and impact stories of their AmeriCorps members into their already existing speaking opportunities and schedule new opportunities to do so.*
- Engage local and national celebrities in your various events and activities to lend credibility and provide wider interest.
 - *Example: Invite a professional athlete from your state to come and do a keynote speech to open a service event you are hosting.*
- Host community service projects on the topics for each month.
 - *Example: Organize a service project in January in honor of MLK Day.*
- Partner with AmeriCorps Alums in your area and organize alumni reunions at your organization or agency to learn what past members are doing now and to gather stories.
 - *Example: Organize a meet and greet so current AmeriCorps members meet with former AmeriCorps members and get advice about next steps after AmeriCorps. Include a panel discussion as a portion of the program.*
- Announce a new AmeriCorps partnership in a key focus area.
 - *Example: An AmeriCorps program develops a new partnership that puts 20 AmeriCorps members in afterschool programs across the county. Organize an official announcement event and invite press.*
- Coordinate with CNCS to announce a grant with elected leaders and others.
 - *Example: If your AmeriCorps program is new, organize an official announcement event, coordinate with CNCS, and invite elected officials.*
- Amplify CNCS research that ties to a specific focus area and share how your organization's AmeriCorps members are working on that issue.
 - *Example: Use the Volunteering in America Report that is released annually by CNCS, and write a blog post or news article, and share how these statistics connect to the work AmeriCorps members are doing in your communities.*



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- Recognize volunteers that are organized by AmeriCorps members with the President's Volunteer Service Awards.
 - *Example: Use the award to highlight the impact that your AmeriCorps members have had in recruiting community volunteers. Share statistics, changes in behavior, testimonials, and other information that shares your story.*



COMMUNICATIONS

In addition to engagement tactics there are numerous communication strategies that you can use to amplify your AmeriCorps association. By utilizing these you can use our platforms to engage our members, alums, and others in elevating the profile of AmeriCorps. Some of tactics include:

- Social media (Facebook, Twitter, YouTube, Instagram) – create messaging that communicates your AmeriCorps successes and that are appropriate for each the social media platforms you would use.
 - *Example: Facebook status updates can contain a sentence or two along with a photo or a link that highlights AmeriCorps. Twitter messaging can be a 140 character message with a link to important content to promote your work. YouTube and Instagram can highlight videos and pictures that show the impact of your AmeriCorps members. In addition, follow [CNCS' social media channels](#) (Facebook, Twitter, YouTube)*
- Branding (banners, ads, photography) – Use print and digital banners to show your connection to AmeriCorps at events, on websites, and through social media channels.
 - *Example: Post the 20th [Anniversary logo](#) on your website and link it to a 20th Anniversary special section that highlights the impact that your local AmeriCorps program has in your community. That section could include photos, videos, and other content that shows how your members are making a difference in the lives of people in your community. A good is example of logo use is the website of the Minnesota State Commission on National and Community Service: <http://www.serveminnesota.org/>.*
- Blogs – Write blog posts to incorporate into your organization's blog. Place posts that you write in other blogs in your community like ones that are neighborhood or issue specific. Pitch your story to bloggers in your community that have influence with the audiences you are trying to reach.
 - *Example: Visit CNCS' National Service Blog for examples of how to use a blog post to communicate your story: <http://www.nationalservice.gov/blogs>*
- Traditional media (print, TV, radio) – Contact your local media to write articles about your AmeriCorps story using media advisories, press releases, and phone calls. Develop ongoing relationships with the journalists and editors that cover your issues.
 - *Example: Visit the CNCS In the News section of the website to see how articles contain CNCS program messaging: <http://www.nationalservice.gov/newsroom/in-the-news>*
- Marketing (posters, stickers, PSAs, advertising, brochures, fact sheet, t-shirts, logos) – CNCS has various tools for the 20th Anniversary and for AmeriCorps that you can use to distribute at your engagement events. They can be ordered through CNCS' online ordering system at www.NationalService.gov.
 - *Example: Place ads in community publications like newspapers, magazines, community newsletters, digital publications, and other community publications that reach your desired audiences. Incorporate the 20th Anniversary logo into the ad along with a website to visit and how to connect through social media.*



- Messaging (key messages and talking points) – Use the messaging in the attached monthly tip sheets as you organize your engagement activities and communicate with your various audiences.
 - *Example: This messaging can be used on your website, tailored for social media, in fliers and brochures, press releases, talking points, and anywhere you will be communicating about the 20th Anniversary.*



CNCS RESOURCES

Below are links to various resources located on the CNCS website that can help strengthen your engagement events and your communications about the 20th Anniversary. Please visit these links to learn what's available and how you might be able to use them.

CNCS Website:

www.NationalService.gov

AmeriCorps 20th Anniversary Webpage:

<http://www.nationalservice.gov/programs/ameriCorps/ameriCorps20>

AmeriCorps 20th Anniversary Talking Points:

<http://www.nationalservice.gov/programs/ameriCorps/ameriCorps20/resources/talking-points-messaging>

AmeriCorps 20th Anniversary Logo:

<http://www.nationalservice.gov/programs/ameriCorps/ameriCorps20/resources/logos-graphics>

AmeriCorps Videos:

<http://www.nationalservice.gov/programs/ameriCorps/ameriCorps20/resources/photos-videos>

AmeriCorps Marketing Materials:

<http://www.nationalservice.gov/programs/ameriCorps/ameriCorps20/resources/marketing-materials>

AmeriCorps Logos:

<http://www.nationalservice.gov/newsroom/marketing/logos>

AmeriCorps Timeline:

<http://www.nationalservice.gov/about/who-we-are/our-history/national-service-timeline>

President's Volunteer Service Award:

<http://www.presidentialserviceawards.gov/index.cfm>

Drum Majors for Service Award:

<http://mlkday.gov/awards/index.php>

National Service in Your State:

<http://www.nationalservice.gov/impact-our-nation/state-profiles>



MONTHLY TOOLKIT HIGHLIGHTS

The grid below contains high level suggestions on how you can apply some of the above engagement and communication ideas. More specific ideas and details are contained in the monthly focus area tip sheet section of this toolkit.

Month	Theme	Action
September	Anniversary launch	Highlight AmeriCorps history timeline
October	National service and inclusion	Celebrate through using social media
November	Volunteer mobilization	Honor veterans through stories in your blog
December	Public-Private partnerships	Host a corporate roundtable
January	Economic opportunity	Design a MLK Day project around anti-poverty theme (hunger, homelessness, financial literacy); Give a Drum Major for Service award
February	Education	Teach civic engagement curriculum in schools
March	Healthy futures	Message about Let's Read Let's Move!
April	Environmental stewardship	Host a service project for Earth Day
May	Senior service	Use traditional media to tell the senior service story
June	Recruitment	Design a local community outreach plan to bring more community members into AmeriCorps
July	Veterans and military families	Blog about veterans serving in AmeriCorps
August	Disaster services	Flashback – What has AmeriCorps done in disasters for the past 20 years
September	Lifetime of service	Culminating Event – September 12, 2014



TIP SHEETS

The following one-page tip sheets provide you with ways your organization can highlight AmeriCorps each month by using the engagement and communication strategies in this toolkit. They also contain an overview of the focus areas, sample engagement and communication activities, messaging, and links to CNCS resources. They are available on our website in both HTML and PDF formats for ease of reading and printing. We will be adding tip sheets throughout the year in advance of each month.



NOVEMBER - Volunteer Mobilization

KEY ACTION: Does your AmeriCorps program help recruit and engage volunteers? We want to hear from you. Read below for details.

Overview

One of the primary charges for AmeriCorps members is to help mobilize volunteers to aid in meeting community needs. Whether it's a hurricane, flood, tornado, or routine engagement and service, members recruit and engage millions of volunteers.

Celebrate the volunteer mobilization of your members and how they impact your community and the issues you work on. Share the numbers of volunteers mobilized, the number of hours served, and the dollar value of their service using the [Independent Sector's hourly value of volunteers](#) for your state.

If you are a recipient of a grant through CNCS' Volunteer Generation Fund, you can highlight the impact of your work in that area too. Share how the investment bolsters volunteer management practices that increase both volunteer recruitment and retention and supports efforts that build the career skills of volunteers, expanding opportunity for the unemployed, veterans, and disadvantaged youth.

Engagement and Communication Activities

Incorporate this information into your messaging and share throughout the year at your various events and through your communication channels. Support these numbers with individual stories of some of your AmeriCorps members' volunteer mobilization work. For example, if there was a member that recruited and managed a very large number of volunteers – share how and why they did that and the impact on your community. Use the messaging below to show how their numbers connect to the other AmeriCorps volunteer mobilization efforts across the country. Another story could focus on the impact of the volunteer mobilization – as a result of this member's work, 200 third graders are have a mentor resulting in increased academic achievement. If you work with veterans, their story would be great to highlight to show how they are contributing and the impact they are making. Conduct a recognition ceremony that honors your volunteers with the President's Volunteer Service Award. Invite prominent community leaders to present the awards – elected officials, athletes, or local celebrities.

A key action item for this month is to collect your volunteer mobilization stories – how your organization and AmeriCorps members recruit and mobilize volunteers. Submit a story with fewer than 200 words to pressoffice@cns.gov. We will collect stories and share them through social media and other platforms. It will also be great to have this material as we prepare for the release of the *Volunteering in America* report in early December.

Messaging

- AmeriCorps is a powerful catalyst and force-multiplier for community volunteering. Last year AmeriCorps members recruited, trained, and supervised more than 4 million community volunteers for the organizations they serve.



- We believe that volunteering and civic engagement are the cornerstone of a strong nation.
- Volunteering can also provide important benefits to those who serve – helping them develop and maintain skills, expand professional networks, stay connected to their community, and experience physical and mental health benefits.
- Through AmeriCorps and the Volunteer Generation Fund, we strengthen the nation’s voluntary sector and the impact of America’s volunteers by bringing more individuals into service and building the capacity of nonprofits and public agencies to effectively manage volunteers.
- At a time of social need, when Americans of all ages are looking for ways to give back, we need to be ready to engage all those who answer the call to serve. This program will strengthen the ability of nonprofit organizations across the country to recruit and retain volunteers to meet critical challenges.

CNCS Resources

Serve.gov:

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

Volunteering in America:

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

Volunteer Generation Fund:

<http://www.nationalservice.gov/programs/volunteer-generation-fund>

CNCS Knowledge Network:

<https://www.nationalserviceresources.org/>

Independent Sector Value of Volunteer Time:

http://independentsector.org/volunteer_time?s=volunteer%20time%20value#sthash.xC48Rafs.dpbs

President’s Volunteer Service Award:

<http://www.presidentialserviceawards.gov/index.cfm>



AMERICORPS 20TH ANNIVERSARY MESSAGING

Every day in communities across America, AmeriCorps members are making a powerful impact on the most critical issues facing our nation.

Since its inception, more than 820,000 men and women have taken the AmeriCorps pledge, serving more than one billion hours and improving the lives of countless Americans.

Starting in September 2013, we will recognize the commitment of AmeriCorps members and alums and highlight the extraordinary impact AmeriCorps has made for 20 years.

For ideas and guidance on how you can align your activities with our big picture goals throughout the year, please download our [Guidance on Outreach and Engagement](#), and see the messages below.

Key Messages

- AmeriCorps is a cost-effective solution to America's toughest problems
- AmeriCorps expands education and economic opportunity
- AmeriCorps strengthens the impact of our nation's nonprofits
- On its 20th anniversary, AmeriCorps is poised for even greater impact and growth

AmeriCorps is a cost-effective solution to America's toughest problems

- **Service is a Solution:** More than 80,000 AmeriCorps members improve the lives of millions of our most vulnerable citizens each year. AmeriCorps' impacts are proven and measurable.
- **Education and Youth:** AmeriCorps places thousands of teachers, tutors, and mentors into low performing schools, helping students succeed in school and gain skills necessary to get 21st century jobs.
- **Veterans and Military Families:** AmeriCorps supports the military community by engaging veterans in service, helping veterans readjust to civilian life, and providing support to military families.
- **Disasters:** From forest fires and floods, to hurricanes and tornadoes, AmeriCorps members have provided critical support to millions of Americans affected by disasters since 1994.
- **Economic Opportunity:** VISTA, AmeriCorps' poverty-fighting program, engages more than 8,000 members each year in fighting poverty by creating businesses, expanding access to technology, recruiting volunteers to teach literacy, and strengthening antipoverty groups.
- **Health:** AmeriCorps members save lives and improves health through HIV/AIDS education and outreach, drug and alcohol prevention training, and connecting poor families to health clinics and services.



- **Environment:** Members build trails, restore parks, protect watersheds, run recycling programs, and promote energy efficiency, weatherization, and clean energy.

AmeriCorps expands education and economic opportunity

- **Preparing the 21st Century Workforce:** AmeriCorps is a pathway to economic opportunity that provides members with valuable skills, leadership abilities, and experience to help jumpstart their careers.
- **Expanding Educational Opportunity:** AmeriCorps members have earned more than \$2.4 billion in Segal AmeriCorps Education Awards since 1994, helping hundreds of thousands of alums pay for college.
- **Building Community Leaders:** An AmeriCorps longitudinal study found that AmeriCorps alums are more attached to their communities, aware of community challenges, and empowered to address them.
- **Pipeline to Public Service:** AmeriCorps alums are significantly more likely to go into public service careers. This is particularly true of minorities and people from low-income backgrounds.

AmeriCorps strengthens the impact of our nation's nonprofits

- **Strengthening Nonprofits:** AmeriCorps members help tens of thousands of faith-based and community groups expand services, build capacity, raise funds, develop new partnerships, and create innovative, sustainable programs.
- **Mobilizing volunteers:** AmeriCorps is a powerful catalyst and force-multiplier for community volunteering. Last year AmeriCorps members recruited, trained, and supervised more than 4 million community volunteers for the organizations they serve.
- **Public-Private Partnership:** AmeriCorps leverages substantial private investment from businesses, foundations, and other sources. AmeriCorps has cut costs and become more efficient by supporting more members with fewer federal dollars.
- **Advancing Social Innovation:** AmeriCorps invests in entrepreneurial organizations that have been recognized for their innovative approaches to citizen problem-solving.

On its 20th anniversary, AmeriCorps is poised for even greater impact and growth

- **AmeriCorps has Strong Momentum:** The President knows first-hand the power of citizens to get things done and is deeply committed to investing in service and community solutions.
- **Task Force on Expanding National Service:** In July 2013, President Obama created a high-level task force identify new ways the public and private sectors can partner to expand national service as a strategy for tackling national priorities.
- **Bipartisan Support:** There is a growing recognition from Members of Congress, Governors, and Mayors of both parties that national service is an essential strategy to address critical problems.



- **20 Years Serving America:** Starting in September 2013, we will recognize the commitment of AmeriCorps members and alums and highlight the extraordinary impact AmeriCorps has made for 20 years.
- **Celebrating the past, building for the future:** The 20th will recognize important moments in AmeriCorps' history but it will also look ahead to our exciting future by demonstrating impact, building partnerships, and increasing service opportunities to serve

AmeriCorps Fast Facts

- **820,000:** Number of individuals who have served as AmeriCorps members since 1994.
- **1 Billion:** Total number of hours served by AmeriCorps members.
- **\$2.4 Billion:** Total amount of Segal AmeriCorps Education Awards earned by AmeriCorps members.
- **4 Million:** Number of community volunteers managed or mobilized by AmeriCorps members in 2012.
- **15,000:** Number of nonprofit, faith-based, and community organizations that AmeriCorps members serve with annually.



APPENDIX



SEPTEMBER - Anniversary Launch (2013)

Overview

On Sept. 20, 2013, CNCS kicked off our celebration of the extraordinary impact of AmeriCorps and its 20 years of serving America. Through events, stories, and service projects, we will recognize the contributions and commitment of AmeriCorps members and alums in strengthening our communities and country through national service. The 20th anniversary of AmeriCorps will recognize the important moments in AmeriCorps history. But it will also look forward to the exciting future that lies ahead. It will demonstrate how AmeriCorps is a smart and cost-effective investment. It will tell the story of AmeriCorps impact on communities and those who serve. And it will lay the groundwork for expanding opportunities for Americans to serve their communities. Organize your own launch event to highlight your organization's year-long celebration of AmeriCorps.

Engagement and Communication Activities

Conduct a media briefing for your local journalists and editors about the impact AmeriCorps has in your community and to highlight its 20-year history nationally. Throughout the briefing use the message points below, your own messaging and statistics, show the AmeriCorps video, and in your handouts share the AmeriCorps 20-year timeline linked in the CNCS resources section below. The messaging below can be used through the year to bolster your key points.

Messaging

- 820,000: Number of individuals who have served as AmeriCorps members since 1994.
- 1 Billion: Total number of hours served by AmeriCorps members.
- \$2.4 Billion: Total amount of Segal AmeriCorps Education Awards earned by AmeriCorps members.
- 4 Million: Number of community volunteers managed or mobilized by AmeriCorps members in 2012.
- 15,000: Number of nonprofit, faith-based, and community organizations that AmeriCorps members serve with.
- When communicating about AmeriCorps overall be sure to include numbers that reflect your local impact.
- On its 20th anniversary: AmeriCorps is poised for even greater impact and growth
- AmeriCorps has Strong Momentum: The President knows first-hand the power of citizens to get things done and is deeply committed to investing in service and community solutions.
- Task Force on Expanding National Service: In July 2013, President Obama created a high-level task force identify new ways the public and private sectors can partner to expand national service as a strategy for tackling national priorities.
- Bipartisan Support: There is a growing recognition from Members of Congress, Governors, and Mayors of both parties that national service is an essential strategy to address critical problems.
- 20 Years Serving America: Starting in September 2013, we will recognize the commitment of AmeriCorps members and alums and highlight the extraordinary impact AmeriCorps has made for 20 years.



- Celebrating the past, building for the future: The 20th will recognize important moments in AmeriCorps' history but it will also look ahead to our exciting future by demonstrating impact, building partnerships, and increasing service opportunities to serve
- AmeriCorps is a cost-effective solution to America's toughest problems
- Service is a Solution: More than 80,000 AmeriCorps members improve the lives of millions of our most vulnerable citizens each year. AmeriCorps' impacts are proven and measurable.

CNCS Resources

AmeriCorps 20th Anniversary Webpage:

<http://www.nationalservice.gov/programs/ameri-corps/ameri-corps20>

AmeriCorps 20th Anniversary Talking Points:

<http://www.nationalservice.gov/programs/ameri-corps/ameri-corps20/resources/talking-points-messaging>

AmeriCorps 20th Anniversary Logo:

<http://www.nationalservice.gov/programs/ameri-corps/ameri-corps20/resources/logos-graphics>

AmeriCorps Videos:

<http://www.nationalservice.gov/programs/ameri-corps/ameri-corps20/resources/photos-videos>

AmeriCorps Timeline:

<http://www.nationalservice.gov/about/who-we-are/our-history/national-service-timeline>



OCTOBER - National Service and Inclusion

Overview

October is National Disability Employment Awareness Month (NDEAM), and the [Corporation for National and Community Service](#) (CNCS) is committed to providing opportunities that change the lives of those who serve, as well as those being served. With this commitment, we can create avenues for people with disabilities to greater economic opportunity through the service experience in [AmeriCorps](#) and [Senior Corps](#). Some people with disabilities have the desire to give back to their communities but may not know that accommodations will be made to make their service possible. AmeriCorps works with national service members and CNCS grantees at the national and state level to open doors for those who are ready to serve in our programs.

In addition, today's employment market remains competitive and job seekers need every advantage they can find. Earlier this year, [CNCS research](#) concluded that people who volunteer were 27 percent more likely to find a job than those who didn't. This trend held regardless of a person's gender, age, ethnicity, geographical area, or the job market conditions. The research also found that volunteers were also able to network and make valuable connections that could later help them in their job searches.

This is all good news for volunteers with disabilities, including our wounded warriors who often seek volunteer opportunities when they complete their military service. Another option to serve communities across the country is through our AmeriCorps program.

Engagement and Communication Activities

Highlight your AmeriCorps members with disabilities that are serving your community through social media. Link status updates and tweets to a section of your website that contains a blog post about their community impact. Bolster the post with pictures, videos, and links to additional resources. This can be an opportunity from not only sharing your story but also to recruit new members.

Messaging

- AmeriCorps members are diverse and include people of all abilities.
- AmeriCorps programs provide accommodations for all people that become members.

CNCS Resources

CNCS Research:

<http://www.nationalservice.gov/impact-our-nation/research-and-reports/volunteering-pathway-employment-report>

Stories of People with Disabilities in National Service:

http://www.nationalservice.gov/pdf/factsheet_disability_stories.pdf

Engaging Veterans with Disabilities in National and Community Service

http://www.nationalservice.gov/pdf/disability_report2011.pdf