



## AmeriCorps State & National Recruitment Calls 2023 Schedule

Last updated: Jan. 18, 2023

Please note, all dates and topics are subject to change based on any conflicts that arise, the evolving needs of the network, and other unforeseen circumstances.

Date	Topic	Intended Audience	Description
Jan. 18, 2023 2-3 p.m. ET <a href="#">Register</a>	Data for Recruitment	Commissions, National Directs	How to pull recruitment-related reports from eGrants, limitations, application, and relevant benchmarks.
Feb. 15, 2023 2-3 p.m. ET <a href="#">Register</a>	The Power of Cross Promotion	Commissions, National Directs, subgrantees welcome	Success story from the field highlighting an approach to regional coordination among programs to recruit collectively.
March 15, 2023 2-3 p.m. ET <a href="#">Register</a>	National Ad Campaign Update	Commissions, National Directs	Preview of creative and supporting research to support, target markets, PSA tracking program, metrics used to define success, where to find assets for use.
April 19, 2023 2-3 p.m. ET <a href="#">Register</a>	Lead Collection & Management	Commissions, National Directs, subgrantees welcome	Overview of agency's national lead capture and drip campaign strategy, success story from the field highlighting lead capture and follow-up approach.
May 24, 2023 2-3 p.m. ET <a href="#">Register</a>	Social Media Best Practices	Commissions, National Directs, subgrantees welcome	Success story from the field; tips and tricks from AmeriCorps' external affairs team.
June 21, 2023 2-3 p.m. ET <a href="#">Register</a>	Leveraging Current Members and/or Alumni for Recruitment	Commissions, National Directs	Success story from the field on how a grantee has utilized the talents and interests of currently serving members to support recruitment while providing professional development opportunities to enhance the member experience.



July 19, 2023 2-3 p.m. ET <a href="#">Register</a>	Referral Programs	Commissions, National Directs	Success story from the field highlighting how to design, execute, and measure a process for alumni and/or current members to refer friends and family to national service opportunities.
Aug. 16, 2023 2-3 p.m. ET	Media Training	Commissions, National Directs	AmeriCorps' external affairs team to provide training on how to generate awareness and interest in service opportunities using local earned media strategies.
Sept. 20, 2023 2-3 p.m. ET	Digital Asset Management Tool Rollout	Commissions, National Directs, subgrantees welcome	AmeriCorps' external affairs team to provide an overview of this new tool and how to use it to access digital collateral for recruitment and marketing.
Oct. 18, 2023 2-3 p.m. ET	Grassroots Recruiting	Commissions, National Directs, subgrantees welcome	A series of breakout rooms for grantees to brainstorm, share best practices, and potentially coordinate regional strategies around hyperlocal recruitment.
Nov. 15, 2023 2-3 p.m. ET	Personas Training	Commissions, National Directs, subgrantees welcome	External affairs team to provide a training on how to build communications strategies for different target audiences (i.e. young adults, career changers, retirees, influencers, etc.).
Dec. 13, 2023 2-3 p.m. ET	Handshake Updates for the Network	Commissions, National Directs, subgrantees welcome	Success story from the field highlighting use of the platform to recruit; centralized recruitment unit shares high level data trends across the account and reviews ways grantees can engage.
<b>Potential Topics for 2024</b>			
TBD	Maximizing Member Benefits	Commissions, National Directs, subgrantees welcome	One larger grantee and one smaller grantee to share about the innovative strategies they are trying when it comes to providing members with benefits beyond the living allowance and ed award.
TBD	From Community Served to Serving	Commissions, National Directs, subgrantees welcome	Discussion around how to cultivate prospective members among those currently benefitting from AmeriCorps programming (e.g. tutee or mentee).