



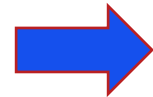
AmeriCorps Agency Lead Capture & Follow-up

Lead Capture User Journey



1. Web Form Subscription

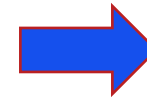
Upon landing on the AC.gov Serve page, users are prompted to sign up for messaging if they are interested in serving or volunteering with AmeriCorps.



2. Centralized Recruitment Drip Campaign

Prospective members and volunteers receive a series of messages which build on each other to provide info on opportunities.

Subscribers then drop into a program-specific campaign.



3. Program-Specific Recruitment Drip Campaigns

Program-specific campaigns provide more detail on opportunities and how to apply.

1. Web Form Subscription



- Info we collect:

- Email address
- First name
- Project type
- State
- Age

- Purposes of data collection:

- To provide most relevant messaging
- To provide customized user experience

A screenshot of the AmeriCorps website's sign-up page. The browser address bar shows 'americorps.gov/serve'. The page features a dark blue header with the AmeriCorps logo and navigation links. A large banner image of a smiling man in a blue shirt is on the left. On the right, a white sign-up form is overlaid. The form includes a heading, a paragraph about service opportunities, and input fields for 'Email' (with 'name@example.com' entered) and 'First Name'. Below these are checkboxes for various project types: Disaster Response, Economic Opportunity, Education, Environmental Stewardship, Healthy Futures & Public Health, and Veterans & Military Families. A 'JOIN NOW' button is visible on the banner image.

← → ↻ 🏠 americorps.gov/serve 🔍 📄 ⚙️ 👤

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An official website of the United States government [Here's how you know](#)

AmeriCorps About Serve Part...

Interested in serving with AmeriCorps? The first step is to sign up.

To learn more about how you can serve in your community, or another, subscribe for information about service opportunities, benefits of service, and the application process. We keep our emails informative and on point-- because we know you are focused on #GettingThingsDone.

Email *
name@example.com

First Name

Which AmeriCorps project type(s) are you interested in exploring?

- ☐ Disaster Response
- ☐ Economic Opportunity
- ☐ Education
- ☐ Environmental Stewardship
- ☐ Healthy Futures & Public Health
- ☐ Veterans & Military Families

What's at you

Put your values into action to... is greatest. Join AmeriCorps... their compassion, determinati... strengthen communities across

JOIN NOW

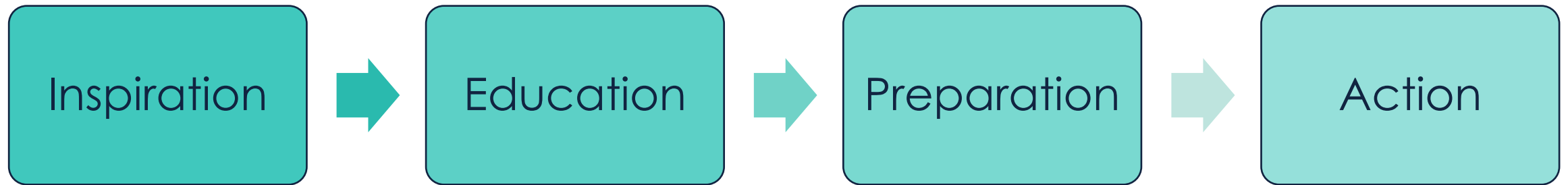
room Contact **JOIN** **DONATE**

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Types of Messaging for Prospective Applicants



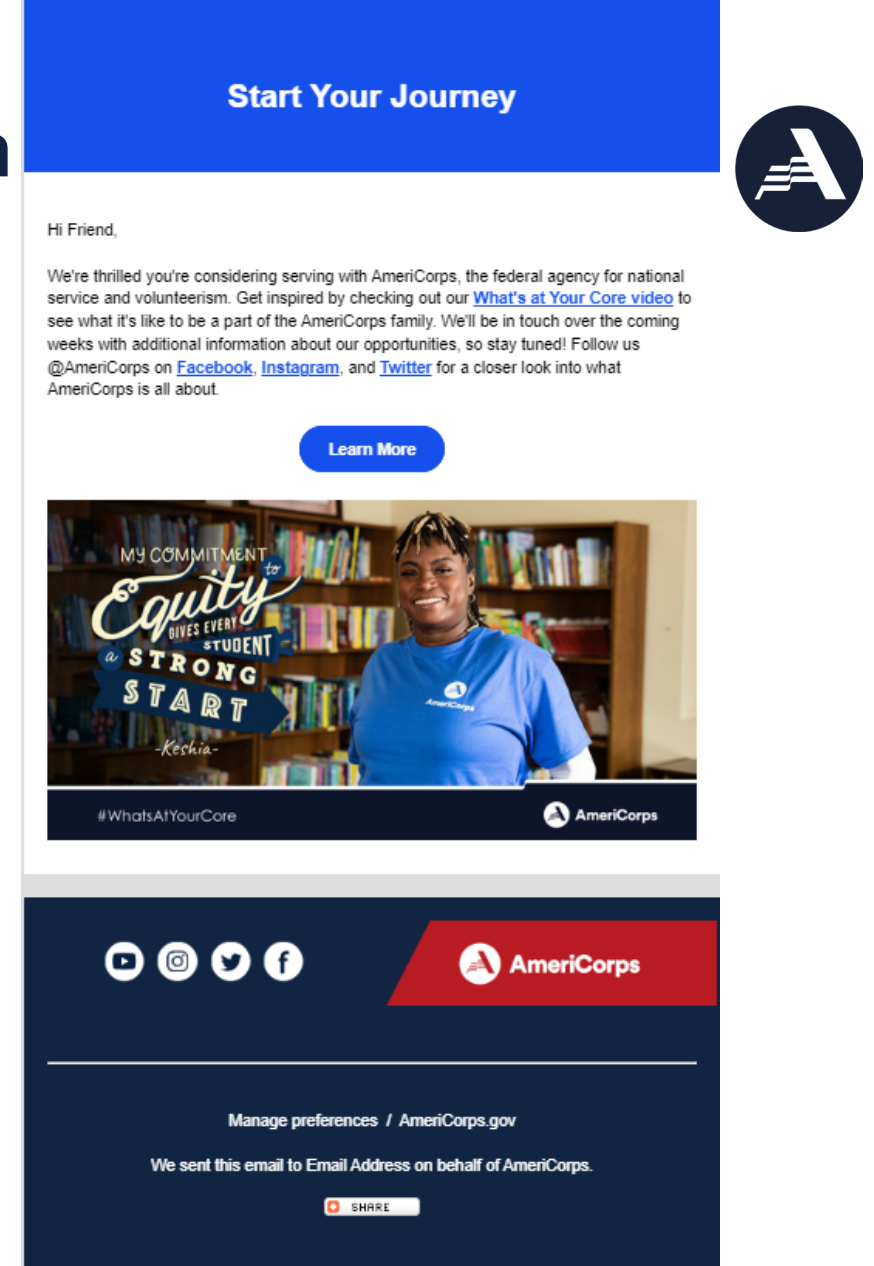
- Aligning messages to stages of awareness/behavior



2. Centralized Recruitment Drip Campaign

- Sequence of messages

Message Subject	High Level Description
Start Your Journey	Thanks for your interest, follow us on social media, inspirational messaging
Explore Your Options	Brief descriptions of each program (ASN, ACS, NCCC, VISTA)
The Impact of Service	Story spotlights for members/alumni in each program
Connect with Our Team	Invitation to subscribe to users' best-fit program for ongoing program-specific campaigns
Still Interested in Serving?	Additional resources for those who have not engaged with messaging



3. ASN-Specific Recruitment Drip Campaigns

- Sequence of messages

Message Subject	High Level Description
Make Your Mark	Inspirational messaging
Find Your Perfect Fit	Tips for narrowing down your search, connect to commissions
Meet Our Members	Member/alumni spotlights
5 Tips for Completing Your Application	Applicant guide, National Service Hotline
Still Interested in Serving?	Additional resources for those who have not engaged with messaging



Find Your Perfect Fit

Thank you for your interest in serving with [AmeriCorps State & National](#). Whether you want to improve educational outcomes for students, support conservation efforts, assist veterans as they transition to civilian life, or contribute to any other cause, the State & National network has an opportunity for you. Here are some resources for helping you find your perfect-fit AmeriCorps opportunity:

- Looking for local opportunities? Check out your state's service commission and explore AmeriCorps service opportunities at the state level. [Find your state](#).
- If you're looking to serve on a specific project type, to gain a certain skillset, or want to live in a particular metro area during your service term, head to our [MyAmeriCorps portal](#) and start exploring. Use our search feature and filter by your unique needs and interests.
- Not sure what is right for you? Call the national service hotline at 1-800-942-2877 to receive personalized support.



Not seeing what you're looking for? Explore [other opportunities](#) to serve with AmeriCorps.



Early Data & Next Steps

- Early engagement data for centralized campaign is encouraging:
 - Over 5,000 new leads collected monthly (~4% conversion rate)
 - Average of 279% new organic subscribers monthly (since June 2022)
 - Median open rate is ~47% (industry standard is 14%)
 - Median click rate is ~9% (industry standard is 3%)



Email Messaging Best Practices

- Clear Subject line and preheader
- Personalize your emails
- Clear call to action
 - Towards top of message perform better
- Use plain and simple language
- Include photos/videos when possible and appropriate
 - Link photos/videos
- Collect data such as open and click rates to inform your strategy and adapt



Additional Agency Lead Capture

- Premium Handshake Account
- Paid marketing partnership for ad distribution
- In-person events
- Virtual events

Questions?

A group of eight diverse AmeriCorps members are standing in a line in front of a red building with horizontal siding. They are all smiling and looking towards the camera. Some are wearing AmeriCorps vests over their shirts. The image has a semi-transparent white rectangular overlay in the center containing text.

Feel free to reach out to
Join@AmeriCorps.gov with the
subject line: **ASN Recruitment Calls**