

## AmeriCorps State & National Recruitment Calls 2023 Schedule

Last updated: May 23, 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="#">Recording</a>	Data for Recruitment	Commissions, National Directs	How to pull recruitment-related reports from eGrants, limitations, application, and relevant benchmarks. <a href="#">Recording and follow-up</a>
Feb. 15, 2023 2-3 p.m. ET <a href="#">Recording</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. <a href="#">Recording and follow-up</a>
March 15, 2023 2-3 p.m. ET <a href="#">Recording</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. <a href="#">Recording and follow-up</a>
April 19, 2023 2-3 p.m. ET <a href="#">Recording</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. <a href="#">Recording and follow-up</a>
May 24, 2023 2-3 p.m. ET <a href="#">Recording</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 <a href="#">Register</a>	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 <a href="#">Register</a>	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 <a href="#">Register</a>	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 <a href="#">Register</a>	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 <a href="#">Register</a>	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).

## AmeriCorps Centralized Recruitment Unit (CRU)



## 2023 Webinar Schedule

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Please note, all dates and topics are subject to change. Additional events and opportunities will also be added regularly.

Date	Topic	Intended Audience	Description
May 30, 2023 4 – 5 p.m. ET <a href="#">Register</a>	Mental Health and Service with Public Health AmeriCorps	Adults 18+ interested in AmeriCorps Service, Specifically PHA	Join us for this month's Joining AmeriCorps: Special Topics discussion, <b>Mental Health and Service with Public Health AmeriCorps</b> . We're covering the mental health benefits of AmeriCorps service and sharing with you the ways a service year can help connect you to your community, create meaningful relationships, and improve the mental wellbeing of yourself and others.
June 13, 2023 3 – 4 p.m. ET <a href="#">Register</a>	AmeriCorps Seniors101	Adults 55+ interested in AmeriCorps Opportunities	Ready to tackle the challenges facing your community but not sure where to start? Join us for AmeriCorps Seniors 101, an interactive webinar to learn about thousands of AmeriCorps Seniors service opportunities for <b>adults 55 and older</b> . We'll help you find your fit and discover the service opportunity for you.
Aug. 29, 2023 4 – 5 p.m. ET <a href="#">Register</a>	AmeriCorps 101	Adults 18+ interested in AmeriCorps Service	Ready to tackle the challenges facing your community but not sure where to start? Join us for AmeriCorps 101, an interactive webinar to learn about thousands of AmeriCorps service opportunities and the benefits of national service. We'll help you find your fit and discover the service opportunity for you.
Sept. 13, 2023 3 – 4 p.m. ET <a href="#">Register</a>	AmeriCorps Seniors101	Adults 55+ interested in AmeriCorps Opportunities	Ready to tackle the challenges facing your community but not sure where to start? Join us for AmeriCorps Seniors 101, an interactive webinar to learn about thousands of AmeriCorps Seniors service opportunities for <b>adults 55 and older</b> . We'll help you find your fit and discover the service opportunity for you.
Nov. 28, 2023 4 – 5 p.m. ET <a href="#">Register</a>	AmeriCorps 101	Adults 18+ interested in AmeriCorps Service	Ready to tackle the challenges facing your community but not sure where to start? Join us for AmeriCorps 101, an interactive webinar to learn about thousands of AmeriCorps service opportunities and the benefits of national service. We'll help you find your fit and discover the service opportunity for you.