



sharing the impact of

AMERICORPS SERVICE



who

Everyone can benefit from hearing about the power and impact of AmeriCorps service in your life and community.

- Family and friends who might consider service
- Organizations that would make good host sites
- Local leaders, service clubs, and foundations with an interest in volunteering
- Elected decision makers who monitor AmeriCorps' return on investment *



how

People are exposed to thousands of messages every day. So how can you make yours stand out?

- Make your emails personal
- Consider a phone call or letter instead of email
- Tag @americorps and @washingtonservicecorps in your social media posts
- Develop a 20-second "elevator speech" for impromptu use with data and stories that are high impact and easy to recall
- Invite people to a Day of Service or other special events



what

The most effective messages are focused on the positive impacts of AmeriCorps in communities across the country.

- Use mission-oriented phrases like, "We're getting things done for America" and "I'm making a difference every day"
- Review WSC annual impact report summary so you can share the statewide impact
- Cite specific data about your project's impact
- Select stories to share that bring the data to life

* AmeriCorps members can educate elected officials but cannot engage in lobbying activities during service hours.