



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 *

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



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