

USERVEUTAH

NATIONAL SERVICE COMMUNICATIONS TOOLKIT

2018



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USERVEUTAH

THE UTAH COMMISSION ON SERVICE & VOLUNTEERISM

UServeUtah, the Utah Commission on Service and Volunteerism, was created by state statute in 1994 and is comprised of 20 members representing local government; community based organizations and statewide networks as well as 8 staff. As the state's central coordinating body for service and volunteerism, the Commission is responsible for developing, implementing, and sustaining a vision and culture of civic engagement and national and community service within the state.

Since its inception in 1994, UServeUtah has focused on increasing the capacity of organizations to serve, strengthen, and transform communities through service and volunteerism. It furthers its mission by: promoting volunteerism, administering National Service programs, connecting people with opportunities to serve, building organizational capacity for effective volunteer engagement, and participating in strategic initiatives that mobilize volunteers to meet local needs.

OUR WORK IS BUILT ON THESE CORE VALUES

- Service Unites. Volunteering collectively grows bonds across various experiences, beliefs, backgrounds and barriers.
- We believe that volunteerism is a uniquely American form of civic engagement that is fundamental to our democracy and critical to our communities.
- We believe volunteers build strong communities and have a lasting impact on local needs.
- Utah volunteers are exceptional. They are willing to make the time, and the connections that come from reaching out in service to and with others.
- We know that volunteers are bedrock in any community. Neighborhoods where volunteers gather and serve are more vibrant, safe, and engaged.
- People who volunteer feel a unique sense of ownership and responsibility and are in turn transformed by the experience.

UServeUtah has two programmatic focus areas: National Service and Community Engagement. The National Service Program provides AmeriCorps State funding to nonprofits, schools, and government agencies across the state of Utah. We currently have ten programs in our portfolio that focus on meeting critical community needs in the following areas: economic opportunity, education, environmental stewardship, and healthy futures.

Our National Service Program provides training, support, and assistance to all of the AmeriCorps programs in our portfolio. We meet regularly with our programs and program directors, and host annual events for all of the AmeriCorps members throughout the state of Utah.

AMERICORPS UTAH PORTFOLIO



Boys & Girls Clubs of Utah County: Utah STEM Initiative AmeriCorps Program

Utah STEM Initiative AmeriCorps Program engages underprivileged youth in the STEM fields. Through tutoring and mentoring, students increase their STEM knowledge and improve their engagement and behavior.

Program Focus: Education



Boys and Girls Clubs of Weber-Davis- Succeed @ The Club

AmeriCorps members support students who are at risk of dropping out of school by mentoring them both during the school day and after school at the club.

Program Focus: Education



BYU Family, Home and Social Science (FHSS)

BYU Family, Home and Social Science AmeriCorps members support mental health or substance abuse treatment facilities by providing clinical services under the supervision of a licensed mental health professional.

Program Focus: Healthy Futures



Utah Higher Education AmeriCorps Network (UHEAN)

Utah Higher Education AmeriCorps Network (formerly Utah Campus Compact) utilizes students as AmeriCorps members at seven colleges and universities throughout the state. UHEAN will place AmeriCorps members who provide support to hundreds of community organizations through direct service and capacity building efforts. The work performed by AmeriCorps members increases the ability for organizations to continue providing much-needed services in the areas of education, healthy futures and economic opportunity.

Program Focus: Healthy Futures and Education



Utah Conservation Corps

Utah Conservation Corps partners with government and nonprofit agencies on projects that include trail maintenance, noxious weed removal, habitat restoration, fuels reduction, and environmental education.

Program Focus: Environmental Stewardship



Canyon Country Youth Corps

Canyon Country Youth Corps works with underserved youth in San Juan County to improve public lands and teach practical skills. Many of these youth come from the Navajo Nation.

Program Focus: Environmental Stewardship

AMERICORPS UTAH PORTFOLIO



Utah Healthcare Corps

Utah Healthcare Corps provides services such as immunization, diabetes, and insurance enrollment. Members also work to reduce barriers to healthcare and expand services for the medically underserved.

Program Focus: Healthy Futures



Mentoring For Success

Mentoring for Success works with at-risk elementary students through tutoring, mentoring, case management for families, and positive behavioral intervention support.

Program Focus: Education



Playworks AmeriCorps

AmeriCorps members empower students to become productive learners at 12 at-risk elementary schools in Salt Lake County by leveraging to power of play.

Program Focus: Education



Read. Graduate. Succeed.

AmeriCorps members implement elementary literacy programs and secondary graduation initiatives in schools identified by the Utah State Board of Education as priority schools or designated as low performing.

Program Focus: Education



Salt Lake County's Most Vulnerable Populations

This program utilizes AmeriCorps members to help the homeless obtain housing and connect them to services that increase self-sufficiency.

Program Focus: Economic Opportunity



Senior Charity Care Foundation

Senior Charity Care Foundation improves the quality of life for elders in need. AmeriCorps members help Utah's elderly population access affordable medical services such as dental, vision, and auditory services.

Program Focus: Healthy Futures



United Way of Salt Lake

The United Way of Salt Lake's AmeriCorps Program focuses on providing math tutoring to students in the Granite School District. The AmeriCorps Math program utilizes the pull-out model, which consists of AmeriCorps members and volunteers tutoring students during the day at each site. This model is used to address gaps in understanding key concepts that must be addressed to develop grade level proficiency. At-risk students are selected from first to third grade classes for support through an assessment.

Program Focus: Education

COMMUNITY LEADER AND PUBLIC OFFICIAL ENGAGEMENT

10 WAYS TO ENGAGE LEGISLATORS AND PUBLIC OFFICIALS

1. Remember to educate public officials and legislators about your program and AmeriCorps. Be mindful of AmeriCorps prohibited activities when speaking to public officials.
2. Familiarize yourself with the legislators and public officials that represent your district.
3. Follow legislators and public officials that represent your district on social media. You can also follow [@UtahReps](#) and [@UtahSenate](#) on Twitter to get up to date information during the legislative session.
4. Tag public officials in your social media posts when appropriate.
5. Subscribe to the legislative newsletters in your district. You can find the links to subscribe to newsletters on their websites or social media pages.
6. Follow up with legislators after the legislative session is over. This is the best time to contact them.
7. Invite legislators in your districts to visit your program and service sites.
8. Invite legislators and public officials to attend your MLK Day of Service and 9/11 Day of Service volunteer projects.
9. Attend or organize a National Service Day of Recognition event. This Day of Recognition happens annually on the first Tuesday of April and is an opportunity for public officials to show support of national service in their communities.
10. Reach out to legislators and public officials in your district during AmeriCorps week to educate them about your program and the importance of AmeriCorps. Invite them to AmeriCorps week events that you are hosting.

LETTER TO PUBLIC OFFICIAL TEMPLATE: FUNDING NOTIFICATION



[DATE]

[TITLE AND NAME OF PUBLIC OFFICIAL]

[ADDRESS]

Dear [TITLE AND NAME OF PUBLIC OFFICIAL],

We are pleased to announce that [ORGANIZATION] received a federal AmeriCorps grant for [YEAR OF GRANT FUNDING] from UServeUtah, the Lieutenant Governor's Commission on Service and Volunteerism. This grant will provide us with [AMOUNT] in federal funding which we will use to generate [MATCH AMOUNT] in local matched resources. This will allow us to place [NUMBER OF MEMBERS] AmeriCorps members in areas where they are needed the most, including [AREAS], which are within your own district.

AmeriCorps members provide critical cost-effective solutions to the challenges facing those individuals living in your community. At [ORGANIZATION], AmeriCorps members [PROGRAM SPECIFICS ABOUT ACTIVITIES]. Locally, they provide [NUMBER OF HOURS] hours to [NUMBER OF THOSE SERVED] individuals each year.

Over the next several months, individuals from all ages and backgrounds will begin training and orientation in preparation for service as an AmeriCorps members at [ORGANIZATION]. The commitment to service these AmeriCorps members will make comes from a desire to serve their fellow Utahns, gain new skills, further their educational goals, and above all, to make Utah a better place to live.

We would love to tell you more about our program. Please call us at [PHONE NUMBER] to schedule a visit or with any questions.

Respectfully,

[APPROPRIATE LEADERSHIP SIGNATURE]

LETTER TO PUBLIC OFFICIAL TEMPLATE: SITE VISIT INFORMATION



[DATE]

[TITLE AND NAME OF OFFICIAL]
[ADDRESS]

ATTN: Scheduler

Dear [TITLE AND LAST NAME OF OFFICIAL],

[ORGANIZATION NAME], a [BRIEF DESCRIPTION OF ORGANIZATION, example: non-profit organization providing services to vulnerable and at-risk children and adults] in [CITY, STATE], invites you to visit our program during the next legislative recess. We are excited to be able to provide an opportunity for you to witness firsthand how we are addressing the most pressing challenges facing Utahns through AmeriCorps programming.

The AmeriCorps members serving with [NAME OF ORGANIZATION] share your commitment to addressing the needs of the people of [CITY/AREA]. We invite you to visit our program and allow our AmeriCorps members to share their stories of hard work, commitment, and service. This visit will allow you to experience how AmeriCorps members address the critical needs of your community through [PROGRAM SPECIFIC ACTIVITIES AND/OR IMPACT]. I will be contacting your office in the next few weeks to schedule a visit. If your staff has any questions, they may contact me directly at [PHONE NUMBER] or [EMAIL ADDRESS]. I hope you can join us for a visit in [MONTH OF RECESS].

Sincerely,

[SIGNATURE OF APPROPRIATE LEADERSHIP STAFF]

KEY AMERICORPS MESSAGING

AMERICORPS WORKS FOR UTAH BY:



GETTING THINGS DONE

Every day in communities across Utah, AmeriCorps members address the most critical challenges facing our cities and counties—from educating students for the jobs of the 21st century to helping underserved individuals gain access to healthcare.



CREATING FUTURE LEADERS

AmeriCorps members gain new and useful skills, advance their education, and become more connected to their communities. As a result of their service, members are more likely to engage in civic activities such as volunteering and voting and are more likely to go into public service careers such as teaching, public safety, and social work.



STRENGTHENING NONPROFITS AND THE VOLUNTEER SECTOR

AmeriCorps members help community organizations expand programs to provide direct services to Utahns who are most in need, including at-risk children and low income families.



ENCOURAGING LOCAL CONTROL

With the support of a bipartisan commissions of local Utahns, UServeUtah selects strong organizations to administer AmeriCorps programs throughout the state. Funds are awarded to nonprofits, school districts, institutions of higher education, and local governments in Utah communities most familiar with the challenges and needs facing their fellow Utahns.

SERVICE AS A SOLUTION - THE AMERICORPS PROGRAM:



Is cost-effective: Given the many challenges facing our communities—and the fiscal constraints facing government at all levels—state and local officials are increasingly turning to national service as a cost-effective solution to meet local needs.



Utilizes data and evidence: AmeriCorps Utah ensures maximum return on public investment by utilizing data and evidence to improve efficacy and strengthen programs that respond to Utah's critical social challenges.

AMERICORPS TALKING POINTS

STATEWIDE TALKING POINTS:

- AmeriCorps Utah engages over 1,600 men and women in intensive service each year at over 275 locations across Utah, including nonprofits, schools, public agencies and community based organizations.
- Since 1994, more than 16,000 Utahns have participated in AmeriCorps programs, dedicating over 15 million hours to improving communities across the state.
- Utah is consistently ranked in the top ten states for producing the highest number of AmeriCorps members per capita.
- Each year, Utah AmeriCorps members recruit over 20,000 volunteers who provide more than 200,000 hours of service. This is an economic contribution to the state of Utah of more than \$4.5 million annually.
- AmeriCorps Utah programs with a focus on healthy futures will provide translation services to over 18,000 clients.
- Utah is ranked as the #1 volunteering state in the nation, with 43.2% of adults volunteering. This rate is significantly above the national average of 24.9%.
- AmeriCorps members throughout Utah provide K-12 coaching, mentoring, or tutoring to over 20,000 students.
- Utah Disaster Corps and ADRT crews are trained and ready to respond to disasters in Utah, and across the country.
- AmeriCorps members with a focus on economic opportunity assist over 400 individuals with permanent housing and job placement.
- Over 40,000 individuals are trained on environmental stewardship through our AmeriCorps programs.

LOCALIZED TALKING POINTS:

- More than [NUMBER OF INDIVIDUALS SERVED] individuals (or children or adults) living in [AREA- CITY OR COUNTY OR DISTRICT] receive services from AmeriCorps members at [NAME OF PROGRAM].
- AmeriCorps members at [ORGANIZATION NAME] provide [TYPE OF SERVICE] to [NUMBER OF BENEFICIARIES] Utah children/adults/youths per year.
- GIVE EXAMPLES OF AMERICORPS MEMBER ACTIVITIES AND IMPACT SPECIFIC TO YOUR PROGRAM]

REMINDER: Localized talking points are suggestions. Please insert language specific to your program to highlight the impact within individual communities. Public officials need to know the localized impact of national service programs and how your services affect their constituents. Be specific. If possible, incorporate narratives and stories along with your data.

Example: [XYZ Organization] provides intensive mentoring and tutoring programming to at-risk children in Salt Lake City. Last year, 100 of our students increased their attendance rates. Through AmeriCorps Utah, [XYZ] provided the resources and mentors necessary to help these children increase their academic performance.

RECRUITMENT STRATEGY

RECRUITING FOR AMERICORPS POSITIONS

Recruitment for open AmeriCorps positions can be difficult. Since recruitment can be so challenging, this section is to help you possibly think of different ways to approach recruitment that you aren't already thinking of, and/or enhance your current recruitment strategy.

QUESTIONS TO CONSIDER WHEN LOOKING TO FILL AN OPEN POSITION

- Who is your target recruitment audience?
- What is the best way to connect with this audience? Social media? Newspapers? Online job postings? Flyers?
- Where do you post locally for jobs? Where should you post online for jobs?
- How do you reach college students? Is there a campus near you?
- Do people in your community still look for jobs through any printed media? Flyers?
- Who can help you spread the word about your open position?
- Can you afford \$20 or less to post your open position on social media through an ad? You can target specific demographics that way.
- Are you utilizing social media to tell your followers that you have an open position? Can you tag those that could help by sharing your post/tweet?
- If your posting isn't bringing in candidates, have someone else outside the organization look at it. Maybe it isn't as compelling or speaking to the intended audience.
- Can you include testimonials in your posting? Can alums help you spread the word? Be creative with your posting!

ONLINE RESOURCES FOR POSTING POSITIONS:

- [MyAmeriCorps through the eGrants system](#)
- [Service Year](#)
- [UNA Job Board](#)
- [Indeed](#)
- [Idealist](#)
- [Volunteer Match](#)
- [KSL Jobs](#)
- [Craigslist](#)
- University Job Boards
- Also check out the CNCS [Recruitment Resources](#) page for additional information.

RECRUITMENT STRATEGY

JOB POSTINGS AND POSITION DESCRIPTIONS

We know there are basic requirements and grant compliance you need to include in your position description, but that shouldn't limit you to just posting what is required for the job. Try to be creative with your postings to attract potential applicants. Think about who your target audience would be for the position, and write in a way that would/could appeal to them. If you've posted a position before and struggled finding applicants, maybe it's because it didn't sound interesting! If in doubt, have a current member review it (or an alum) before you post it. Maybe they can help you with the content that could get someone excited to apply for your open position. If you post your position and don't get the response you are after, try writing it differently.

CNCS POSITION DESCRIPTION REQUIREMENTS:

- AmeriCorps Position Title
- Program
- Site Location
- Purpose
- Description of Duties
- Qualifications
- Term of Service
- Time Requirements
- Orientation and Training
- Benefits
- Evaluation and Reporting
- Supervisor

MAKE SURE YOUR POSITION DESCRIPTION INCLUDES:

1. An accurate service assignment title.
2. A 1-2 sentence summary of the assignment's general purpose and primary service assignment functions.
3. List 5-8 essential duties in descending order of importance.
4. Identify skills, interests, methods, and tools member will need or use to complete the work.
5. Explain the position's relationship with others in the organization; address supervision and collaboration with partners.
6. Provide other pertinent facts, such as required travel, physical requirements, working conditions, etc.
7. Include other responsibilities or requirements, such as mandatory training, hours of service, etc.

RECRUITMENT STRATEGY

THINGS THAT WILL ENHANCE YOUR JOB POSTING:

A catchy beginning to grab the potential applicant's attention. Here is an example from Playworks:
Do you believe in the power of play to bring out the best in every kid? Would you like to work where you are encouraged to promote fun, creativity and play? If you are motivated and you possess leadership experience- both on and off the playground – we want you to join our team and put your passion for play to work for us.

All of the benefits that AmeriCorps members receive! Be sure to include:

- Member development hours
- Trainings/certifications your program provides
- Childcare
- Healthcare
- The education award
- Student loan forbearance
- And any additional benefits that your program offers that might attract applicants.

Post on social media about your open positions!

AMERICORPS MEMBER POSITION DESCRIPTION TEMPLATE

POSITION TITLE

<<PARAGRAPH PROVIDING GENERAL PROGRAM OVERVIEW>>

<<PARAGRAPH PROVIDING OVERVIEW OF AMERICORPS>>

<<PARAGRAPH PROVIDING OVERVIEW OF ANY SPECIFIC COMPONENT OF PROGRAM RELEVANT TO POSITION>>

<<PROGRAM NAME>> will engage <<NUMBER>> AmeriCorps members to work between <<DATES>> at <<LOCATION>>.

<<Include here a general statement of the role and value of AmeriCorps in the program, if AmeriCorps member will be expected to attend training, participate in other service activities, etc.>>

ATTITUDE AND GENERAL RESPONSIBILITIES

List general responsibilities, such as:

- Accept responsibility for . . .
- Support program staff, your supervisor, and administrative staff in duties as appropriate and necessary.
- Consult with your supervisor if you have any ideas, issues, or concerns, offering analysis and solutions whenever possible.
- Practice sound health habits, including getting sufficient rest, to effectively perform the position requirements.
- Respect confidentiality of <<clients>>, staff, and AmeriCorps members.
- Learn camp emergency procedures and follow

emergency instructions if necessary.

- Report any accidents, illness, or sickness to <<appropriate person>>
- Program leadership

For example:

- Provide ideas for, plan and lead . . .
- Make connections with individuals and volunteers in the community for program outreach and program enhancement.
- Assist AmeriCorps members and staff in programming and activities that are during times you are available.
- Train and assist volunteers.

PROGRAM-SPECIFIC DUTIES

List out primary duties and work that must be completed. Try to keep the list to 5-8 items.

CITIZENSHIP TRAINING AND RESPONSIBILITIES

For example:

- Participate in AmeriCorps training and events as required and requested by the <<state commission>>.
- Participate in and complete AmeriCorps citizenship training.
- Participate in community service activities.
- Program training

List required training such as:

- Participate in orientation training.
- Participate in <<specific training, such as first aid, reading tutoring, etc.>>

Work schedule: AmeriCorps <<job title>> are expected to work <<work hours>> and participate <<list additional activities, events, weekends and other commitments members will be required to attend, such as program and citizenship training, program service and community service.>>

Skill requirements: Essential functions include the ability to: <<List out required skills. Include any physical work requirements.>>

Program benefits: AmeriCorps members will be provided:

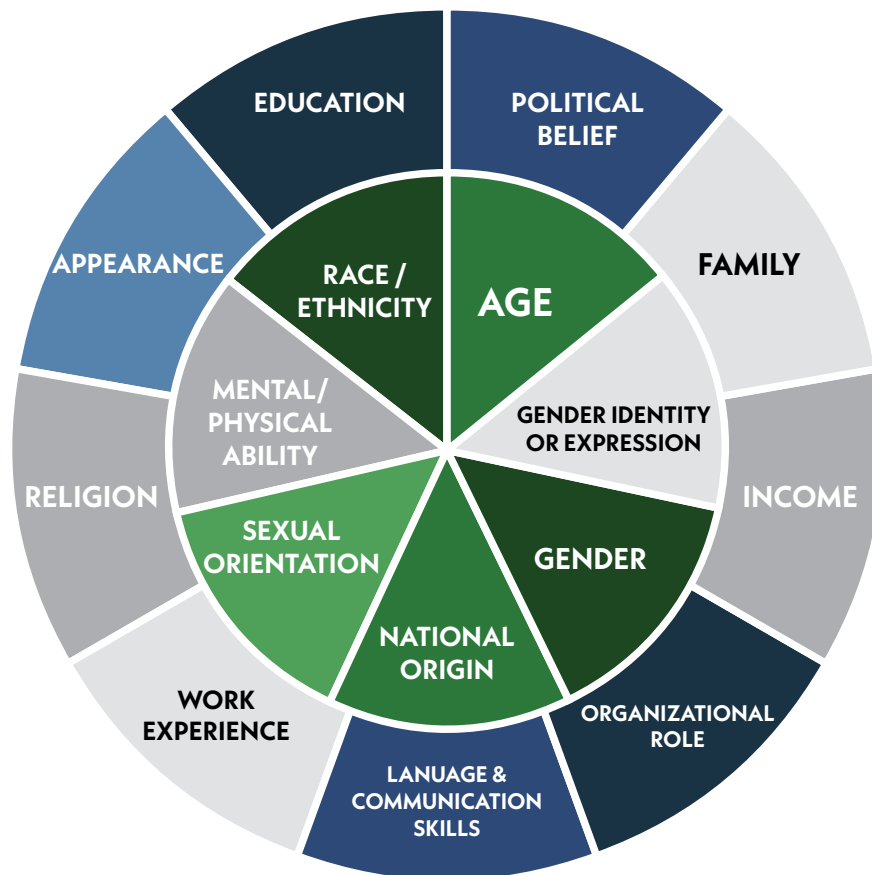
<<List out general benefits such as education award and stipend, as well as program-specific benefits such as room and board, tuition waiver, etc.>>

INCLUSION IN RECRUITMENT

A diverse team makes for a richer experience for both the team members and the community that's being served. But, how do you build diversity into your recruitment and placement? Use the following resources and strategies from successful programs to attract a diverse team.

Building a Diverse Team: Reflect on the many dimensions of diversity and assess how you could diversify your team. Below are some examples:

- Members from ethnic and cultural minority groups
- Low income individuals and service recipients
- People with disabilities: <https://www.nationalservice.gov/resources/disability-inclusion>
- Members from a wide age-range
- Members locally in rural settings



INCLUSION IN RECRUITMENT

ACTIONS YOU CAN TAKE:

- Engage yourself, your staff, and your AmeriCorps members in learning opportunities.
- Contact your local YWCA for their Unlearning Racism course, or other local organizations that provide similar trainings.
- Build relationships with leaders of diverse community organizations.
- Be cognizant of equity issues in your workplaces.
- Promote inclusive practices within your organization.
- Speak up and advocate for diverse individuals.

RESOURCES FOR CONTINUED LEARNING

Books:

- Leadership for Social Justice: Making Revolutions in Education by Catherine Marshall
- Leadership for Social Justice: Promoting Equity and Excellence Through Inquiry and Reflective Practice by Anthony H. Normore (Editor)
- Pedagogy of the Oppressed by Paulo Freire
- Postethnic America by David Hollinger
- The Color of Wealth: The Story Behind the U.S. Racial Wealth Divide by Barbara Robles and Betsy Leondar-Wright
- The New Jim Crow: Mass Incarceration in the Age of Colorblindness by Michelle Alexander
- The Social Construction of Reality by Peter L. Berger and Thomas Luckmann
- Trying Hard is Not Good Enough by Mark Friedman
- Undoing Whiteness in the Classroom: Critical Educultural Teaching Approaches for Social Justice Activism: by Virginia Lea (Editor), Erma Jean Sims (Editor)

Websites:

- Race to lead: <http://racetolead.org/>
- Teaching Tolerance: <https://www.tolerance.org/>
- Board Source: <https://boardsource.org/about-boardsource/>
- Non-profit AF: <http://nonprofitaf.com/>
- Policy Map: <https://www.policymap.com/>
- Social Justice Lesson Plans: <https://www.tolerance.org/>
- U.S. Census Data: <https://www.census.gov/library/visualizations.html>

Local Utah Organizations:

- Salt Lake County Diversity Awareness Training
- University of Utah Student Affairs Diversity Council
- Governor's Committee on Employment for People with Disabilities

INCLUSION EXAMPLE

Whatever your diversity goals are, here are a few points to keep in mind from the University of Wisconsin Extension VISTA* AmeriCorps program (West Allis, WI):

- Start with your mission statement. Set a goal to become at least as diverse as your state.
- Throw out fancy brochures and ads. Use fliers with culturally sensitive images and language.
- Immerse yourself in the community. Become a part of the community. Actively network with community leaders and organizations serving the people you want to reach.
- Build trust. Get to know the people, their culture, and their food. For example:
 - Ask a young male Hmong to take you into the Hmong community to talk to a potential candidate.
 - Serve ethnically appropriate foods at community gatherings.
- Identify individuals with the qualities you want. They may not have a college degree, but they have drive and dedication. Focus on skills or characteristics they do have, not on qualifications or experience they may not (yet) have. Take the initiative to call; don't wait for them to call you.
- Develop an educational plan. Skills can be taught after you identify the right people for your program. For example, they may need computer skills or writing skills.
 - Tell them "This is what you need to succeed"
 - Provide the necessary training
 - Schedule the training before Pre Service Orientation

At the University of Wisconsin Extension VISTA* AmeriCorps, 40% of the members are people of color, while the statewide minority rate is only 20%. The program connects resources to low-income communities in rural, urban, and tribal settings to address youth dropout, agricultural sustainability, and community safety issues.

ALUMNI ENGAGEMENT

10 WAYS TO ENGAGE YOUR AMERICORPS ALUMNI:

1. Share alumni stories on social media. Reconnect with your alumni and share stories and photos from their service, or how their service has impact their current career path.
2. Add alumni to your organization's newsletters to keep them up to date on announcements and events.
3. Engage your alumni in your orientations, trainings, etc. Invite a alumni to help teach part of your orientation, or to talk to the members in your program about how AmeriCorps assisted in their career path.
4. Invite alumni to events, such as national days of service, end of program year celebrations, etc.
5. Create an alumni group on Facebook to share job openings and networking opportunities with your alumni.
6. Host networking events for your alumni to connect with one another. Invite alumni to get together for a service project, or a dinner.
7. Encourage current and past AmeriCorps members to include AmeriCorps on their LinkedIn profiles. Add your organization on LinkedIn and encourage alumni who are on LinkedIn to add your organization to their profile.
8. Encourage AmeriCorps members to join the national AmeriCorps Alumni network through ServiceYear.org/alums to stay connected with AmeriCorps updates, events, and opportunities.
9. Send out alumni surveys to collect data on your AmeriCorps alumni, and how their AmeriCorps service has impacted their career paths.
10. Encourage your alumni to participate in the AmeriCorps Utah Alumni Chapter and [AmeriCorps Utah Alumni Facebook Group!](#)

PRESS AND MEDIA

TELLING YOUR STORY - MEDIA AND EVENTS

CONSIDERATIONS WHEN PITCHING A STORY TO THE LOCAL MEDIA:

- Who are the local media outlets? (television, radio, print) Do you know anyone that works there? Can someone you know connect you (a board member, staff member, volunteer, alum)?
- Think about the audience you want to reach. What media outlets would be best to connect with your target audience?
- Contact your local TV stations, newspapers, and radio stations. Consider writing up PSA's (public service announcements) and ask if they can run those for you for a bit in-kind. Sometimes a local station can do this. Local stations often want local people to interview! Ask for an opportunity to come do a live interview. Write up an opinion pieces for the paper. You can always 'google' how to write an opinion or letter to the editor.
- Do some research before reaching out to media outlets. Do they have information on their website about the best way to connect with them? Requirements they have for press releases?
- Meet with media outlets in advance of needing anything, and ask them questions about their audience, how they receive press releases, how they want to be communicated with (etc.). This will allow you to connect with them and see if they are a good fit to promote your organization.
- Keep press releases simple. Include the Who, What, Where, When, Why and How of the news item.
- If a story is run for you by a media outlet, write them a handwritten letter to thank them for their support!

MEDIA ADVISORY TEMPLATE

EVENT OR VISIT



Corporation for
**NATIONAL &
COMMUNITY
SERVICE**



MEDIA ADVISORY FOR IMMEDIATE RELEASE

DATE:

CONTACT: [MEDIA CONTACT]

TELEPHONE: [PHONE]

EMAIL: [EMAIL ADDRESS]

WEBSITE:

[ORGANIZATION WEBSITE] [PUBLIC OFFICIAL] to visit [ORGANIZATION] to recognize AmeriCorps program in [AREA]

Who:

What:

Where:

When:

Why: Every day, in communities across Utah, AmeriCorps members address the most pressing challenges facing our cities and counties. In [AREA], AmeriCorps members serve with [ORGANIZATION] and provide services to [PROGRAM SPECIFIC DATA AND MESSAGING HERE].

[ORGANIZATION] invited [PUBLIC OFFICIAL] to visit our organization to learn more about the services we provide and people we serve, meet and interact with AmeriCorps members and thank them for their national service.

[INSERT LANGUAGE WITH SPECIFICS OF AGENDA/ACTIVITIES FOR THE EVENT]

###

MULTI-MEDIA RELEASE AGREEMENT TEMPLATE

Photographs and/or video may be taken at [NAME OF EVENT] and used for educational and marketing purposes.

Please select one of the options listed below:

- ☐ Option 1- I hereby permit and authorize [NAME OF ORGANIZATION] to use my name, statements by me, photographs and/or likeness of me, video or audio in which I appear for purposes related to the mission of [NAME OF ORGANIZATION]. I understand my photograph or likeness may be copied, published and distributed by means of various media, including but not limited to, publications, placement on the organizational website, electronic communications, Facebook, Twitter, and other social media. I understand and agree that my authorization is given without the expectation of payment or any other consideration and without the right to inspect or approve the finished product. I understand and agree that these materials will become the property of [NAME OF ORGANIZATION] and that revocation will not apply in those instances in which [NAME OF ORGANIZATION] has acted upon this authorization prior to the revocation being received by [NAME OF ORGANIZATION].
- ☐ Option 2- I do not permit or authorize [NAME OF ORGANIZATION] to use my name, statements by me, photographs and/or likeness of me, video or audio of me at any time without my prior written approval. I acknowledge that it is my responsibility to avoid appearing in any photograph, giving statements or participating in any video or audio and agree to state this intention to the photographer, appropriate [NAME OF ORGANIZATION] staff and/or event organizer.

SIGNATURE

PRINTED NAME

DATE

PRESS RELEASE TEMPLATE

GRANT AWARD NOTIFICATION



FOR IMMEDIATE RELEASE

Date:

Contact: [MEDIA CONTACT]

Telephone: [PHONE]

Email: [EMAIL ADDRESS]

Website: [ORGANIZATION WEBSITE]

[ORGANIZATION NAME] Announces AmeriCorps Grant from UServeUtah

Funding will support [NUMBER OF MEMBERS] AmeriCorps members to meet local needs

City, State—[ORGANIZATION NAME] today announced that they are the recipients of [DOLLAR AMOUNT] in federal AmeriCorps funding from UServeUtah, the Utah Commission on Service and Volunteerism. This funding is expected to generate an additional [MATCH AMOUNT] in local resources to increase community impact and return on federal investment.

This grant will support [NUMBER OF MEMBERS] AmeriCorps members in [GEOGRAPHICAL LOCATION OF MEMBERS] who will address critical community needs in [FOCUS AREA SUCH AS EDUCATION, ENVIRONMENT, ETC.]. Through this funding, AmeriCorps members will [DESCRIPTION OF AMERICORPS MEMBER ACTIVITIES].

“National service is an essential part of the solution to many of the challenges facing our state,” said Elizabeth Darling, President/CEO of OneStar Foundation. “These AmeriCorps members will meet pressing local needs and strengthen Texas communities as they develop civic and leadership skills to last a lifetime. I congratulate [ORGANIZATION NAME] and thank all those who serve their communities through AmeriCorps.”

[OPTIONAL: QUOTE FROM ORGANIZATIONAL LEADERSHIP]

Every day, in communities across Utah, AmeriCorps members address the most pressing challenges facing our cities and counties while gaining new and useful skills, advancing their education, and connecting with their communities. In Utah, more than 52,000 AmeriCorps members have served 70 million hours and earned more than \$156,670,000 in education scholarships. AmeriCorps members have been serving with [ORGANIZATION NAME] in [GEOGRAPHICAL AREA] since [INCEPTION DATE] and have provided needed services to [NUMBER OF INDIVIDUALS SERVED] each year.

##

[ADD ORGANIZATIONAL BOILERPLATE MESSAGE]

Since its inception in 1994, UServeUtah, the Utah Commission on Service and Volunteerism, has focused on increasing the capacity of organizations to serve, strengthen, and transform communities through service and volunteerism. It furthers its mission by: promoting volunteerism, administering National Service programs, connecting people with opportunities to serve, building organizational capacity for effective volunteer engagement, and participating in strategic initiatives that mobilize volunteers to meet local needs. Learn more at userve.utah.gov.

-- end --

PRESS RELEASE TEMPLATE

EVENT OR VISIT



Corporation for
**NATIONAL &
COMMUNITY
SERVICE**



FOR IMMEDIATE RELEASE

Date:

Contact: [MEDIA CONTACT]

Telephone: [PHONE]

Email: [EMAIL ADDRESS]

Website: [ORGANIZATION WEBSITE]

[PUBLIC OFFICIAL] to visit [ORGANIZATION] to [PURPOSE OF THE VISIT, example: recognize AmeriCorps program] in [AREA]

[CITY, STATE]- [ORGANIZATION] invited [PUBLIC OFFICIAL] to visit the organization to learn more about services provided and people served, to meet and interact with AmeriCorps members, and to recognize the impact of the work accomplished by these members. During the visit, [PUBLIC OFFICIAL] will be [ACTIVITIES FROM AGENDA].

Every day, in communities across Utah, AmeriCorps members address the most pressing challenges facing our cities and counties. In [AREA], AmeriCorps members serve with [ORGANIZATION] and provide services to [PROGRAM SPECIFIC DATA AND MESSAGING HERE].

AmeriCorps members fill a critical role in local areas by serving as a cost-effective solution to meet many local needs and by providing direct services to the most vulnerable Texans including at-risk children and low-income families. On [DAY OF THE WEEK OF VISIT], [PUBLIC OFFICIAL] will be able to see firsthand how AmeriCorps members work to tackle the needs of the community through [PROGRAM SPECIFIC ACTIVITIES].

[QUOTE FROM ORGANIZATIONAL LEADERSHIP]

Funding for AmeriCorps Utah programs is provided by the Corporation for National and Community Service (CNCS) through UServeUtah, the Lieutenant Governor's Commission on Service and Volunteerism. UServeUtah administers \$1.4 million in federal AmeriCorps funds, placing over 1,600 AmeriCorps members across the state.

##

[ADD ORGANIZATIONAL BOILERPLATE MESSAGE]

Since its inception in 1994, UServeUtah, the Utah Commission on Service and Volunteerism, has focused on increasing the capacity of organizations to serve, strengthen, and transform communities through service and volunteerism. It furthers its mission by: promoting volunteerism, administering National Service programs, connecting people with opportunities to serve, building organizational capacity for effective volunteer engagement, and participating in strategic initiatives that mobilize volunteers to meet local needs. Learn more at userve.utah.gov.

-- end --

SOCIAL MEDIA GUIDANCE

Why utilize social media? Social media is a great platform to share information, market your program, recruit potential AmeriCorps members, and build a strong brand. All programs are encouraged to follow UServeUtah on Instagram, Twitter, and Facebook to stay up to date on announcements and updates. We also encourage you to tag @UServeUtah in all of your posts relating to your AmeriCorps programs.

We can't support your message without YOU sending US photos, stories, and upcoming events. Please keep our Outreach Coordinator up to date on anything you would like us to share on social media by emailing Sara Dorsey at sdorsey@utah.gov.

SOCIAL MEDIA ACCOUNTS TO FOLLOW AND TAG

UServeUtah

- Facebook: [@UServeUtah](#)
- Twitter: [@UServeUtah](#)
- Instagram: [@UServeUtah](#)
- LinkedIn: [UServeUtah](#)

CNCS

- Facebook: [@AmeriCorps](#) and [@NationalService](#)
- Twitter: [@AmeriCorps](#) and [@NationalService](#)
- Instagram: [@NationalService](#)
- Tumblr: [NationalService.Tumblr.com](#)
- Snapchat: [NationalService](#)
- LinkedIn: [Corporation for National and Community Service and AmeriCorps](#)

Hashtags to Use:

- #AmeriCorpsUtah
- #GetThingsDone

TIPS FOR BUILDING ENGAGEMENT

- Include pictures and links in your posts.
- Keep your posts short and sweet! Shorter posts engage more followers.
- Post frequently! The more you post on social media, the more your posts are seen by your followers.
- Use hashtags and tag @UServeUtah and other relevant organizations in your posts to increase post views.
- Use tools such as Instagram Stories and Facebook Live to increase engagement. The more you use these tools, the more profile/post views you will get.
- Interact with your audience! Ask them questions, gather feedback, and respond to direct messages, reviews, and comments from followers on all social media platforms.
- Share things that other organizations post! Interacting with other social media accounts will increase engagement with your followers and their followers. Share on Facebook, retweet on Twitter, re-gram on Instagram.
- Your AmeriCorps members have the best perspective of your program. Encourage them to post on social media and engage with us, tagging the appropriate accounts and using the hashtags below.
- Host social media competitions for your members to engage them on social media and to get photos from their service terms. Photo of the month competitions, great story of the month, etc.
- Create a blog to share AmeriCorps member stories. Wordpress and Blogspot are two great free blog resources.

BEST PRACTICES

- Tag public officials in posts when appropriate.
- Tag @AmeriCorps and @UserveUtah in your posts.
- Include photos in your posts (action pictures, showing impact and branded with the AmeriCorps logo).
- Discuss impact on the community and the impact of AmeriCorps members on your programming.
- Include links for relevant content such as links to press releases, information on websites, events, etc.

SOCIAL MEDIA GUIDANCE

RESOURCES

SOCIAL MEDIA MANAGEMENT TOOLS

- Hootsuite: [Hootsuite.com](https://hootsuite.com)
- SproutSocial: [SproutSocial.com](https://sproutsocial.com)
- MavSocial: [MavSocial.com](https://mavsocial.com) (this resource has a free option which includes publishing/scheduling Facebook and Twitter posts)

GRAPHIC DESIGN/SOCIAL MEDIA POST RESOURCES

- Canva.com: This free resource has templates that allow you to design eye-catching social media posts, logos, presentations, etc.
- Snappa.com: This website has both a free and paid version. It has graphics and templates that you can use to create social media content.
- Biteable.com: This free resources helps you create videos for social media.

BRANDING AND USAGE OF USERVEUTAH AND AMERICORPS LOGOS

UserveUtah's branding guide can be found [here](#).

Branding Requirements CNCS Branding Requirements and Recommendations for AmeriCorps Grantees and Members can be found [here](#).

Branding requirements are also addressed in the Specific Terms and Conditions by grant year which can be accessed [here](#).

Publish ready AmeriCorps and CNCS Logos and other branded materials can be downloaded [here](#).

USERVEUTAH MEDIA POLICY

In an effort to reinforce the branding of the AmeriCorps network and all its applications, special attention is being paid to ensuring all sub-grantees consistently identify as AmeriCorps programs. UServeUtah will employ a search-engine alert system to monitor sub-grantee press, media, recruitment and other information for identification with the AmeriCorps brand.

When interacting with the media, programs should clearly represent the program as an AmeriCorps program and members as AmeriCorps members. They should also clearly convey to the media that this should be reflected in any broadcast or publication.

It is the program's responsibility to ensure that the program and members are represented as affiliated with AmeriCorps by the media. All penalties will be enforced with no exceptions.

Beginning in the 2017-2018 grant year: If a communication piece does not include "AmeriCorps" and/or the AmeriCorps logo, a penalty of \$500 will be levied against the AmeriCorps grant. See Attachment A of your program contract for more information.

The program director and legal applicant will be notified of each occurrence within seven (7) days of the aberrant publication or media article

ADDITIONAL RESOURCES

[2018 CNCS Communications Guide](#)
[Program Director Resources](#)