2020 AMERICORPS PROGRAM DIRECTOR CONVENING

- CNCS Branding Project Update and Information
- Telling your AmeriStory

Corporation for
NATIONAL &
COMMUNITY
SERVICE

CNCS BRANDING PROJECT UPDATE

THE CNCS DISCOVERY PROCESS

Focus Groups

In-depth Interviews

Peer Analysis

Nationwide Surveys (5,000) participants

"Think Tank" Sessions

Results…

97% of respondents said they don't think the public understands the purpose of CNCS and its programs

Identified Needs:

Create a common language

Clarify the mission

Communicate mission and values effectively to target audiences

SIMPLIFY BRAND ARCHITECTURE AND ALIGN THE ORGANIZATION AS A WHOLE

CNCS Goal: communicate the story of national service to the public, while continuing our mission to strengthen communities and foster civic engagement.

The agency's mission and mission statement will remain the same:

"AmeriCorps will work to strengthen communities and improve lives through service and volunteerism."

Future Brand Architecture

AMERICORPS

AMERICORPS
SENIORS

*Logo design will be released late summer 2020

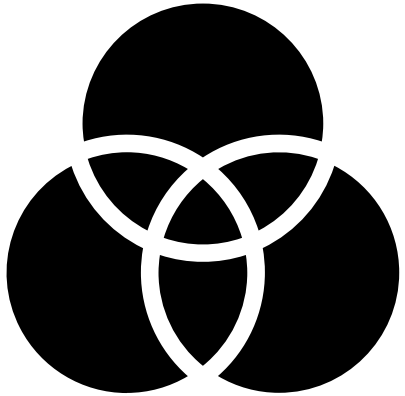
QUESTIONS?

CHECK OUT LINKS ON THE AGENDA TO LEARN MORE ABOUT THE REBRANDING PROJECT.

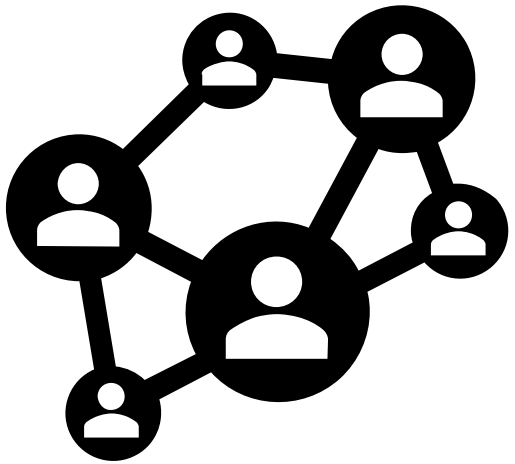
TELLING YOUR AMERISTORIES

connection

correlation



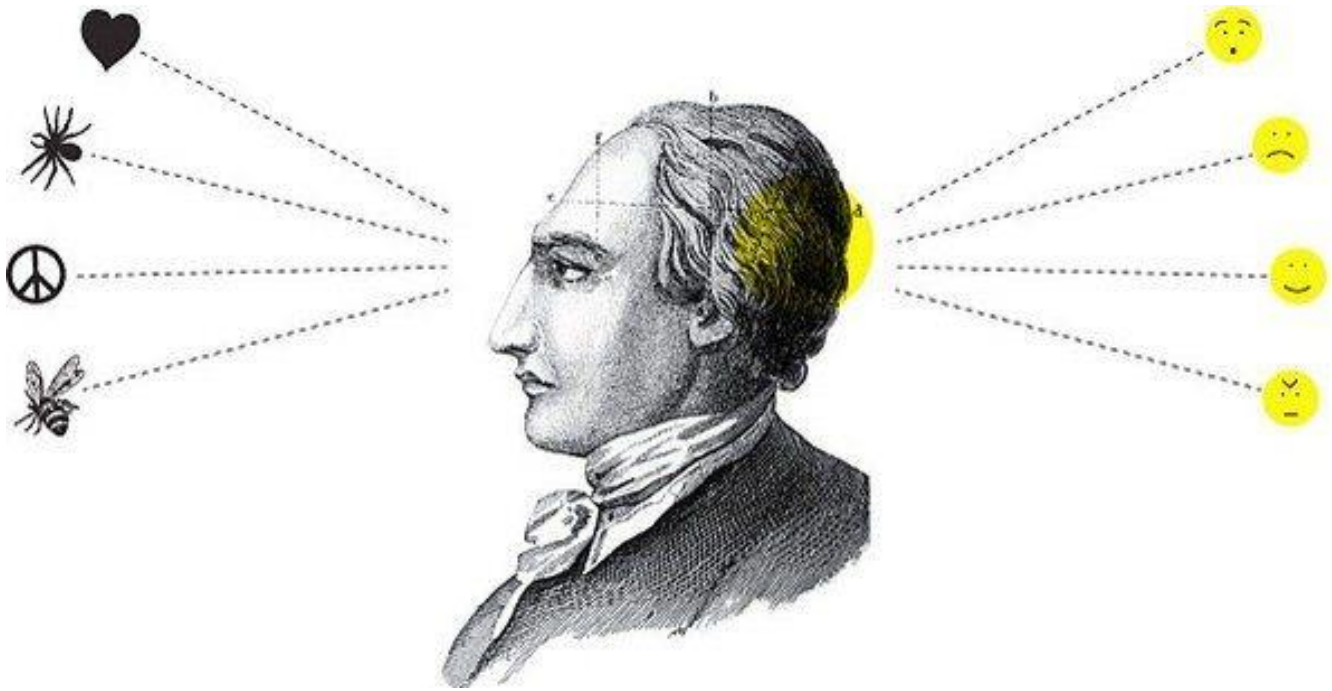
context



community

STORIES ARE A POWERFUL WAY TO BUILD

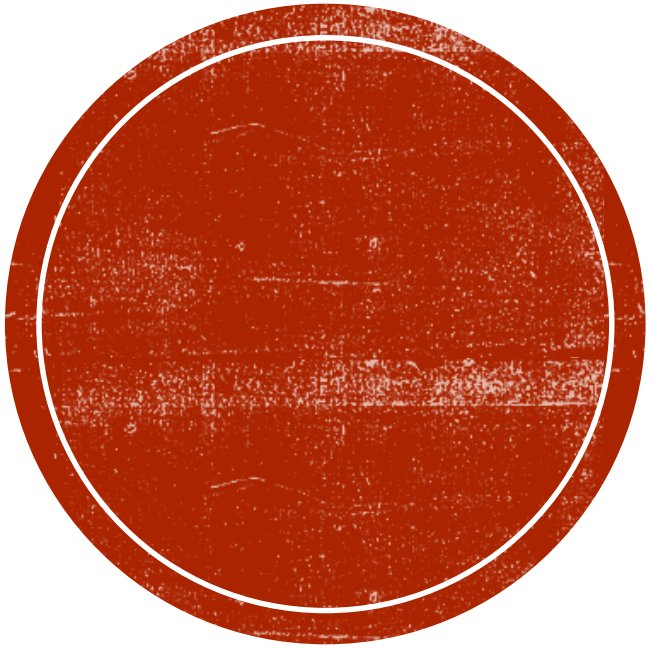
This is
your brain



This is your brain on stories!

EFFECTIVE STORYTELLING COMBINES FACTS AND NARRATIVE TO COMMUNICATE

MESSAGE AND EMOTION



"

"I'VE LEARNED THAT **PEOPLE** WILL FORGET WHAT YOU SAID, **PEOPLE** WILL FORGET WHAT YOU DID, BUT **PEOPLE** WILL NEVER FORGET HOW YOU MADE THEM FEEL."

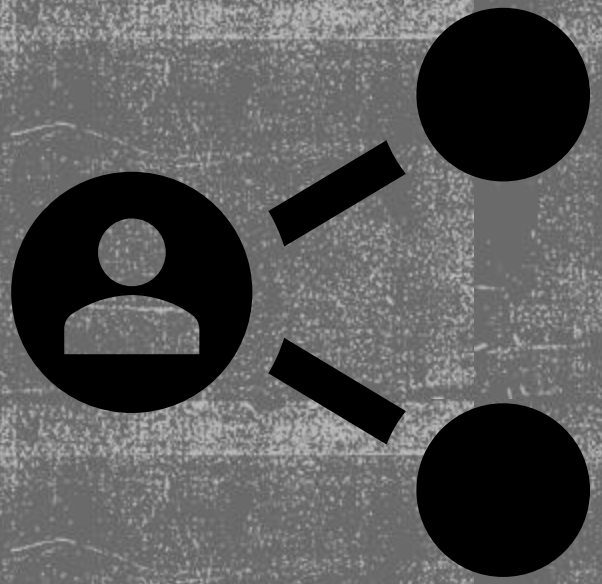
~ MAYA ANGELOU

INGREDIENTS FOR COMPELLING CONTENT

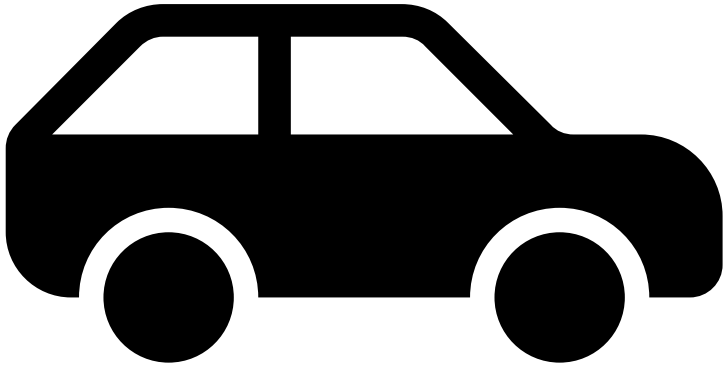
- Authentic
- Clear and Concise
- Engaging
- Relevant
- Shareable
- Communicates mission and VALUES

THE STORYTELLING PROCESS…

Know	Know your audience
Define	Define your core message
Create	Create connection
Establish	Establish a CALL TO ACTION
Choose	Choose your medium
SHARE	SHARE the STORY of your program



SHARING AMERISTORIES



CHOOSING THE RIGHT VEHICLE

We cannot not give voice to the experience of others.

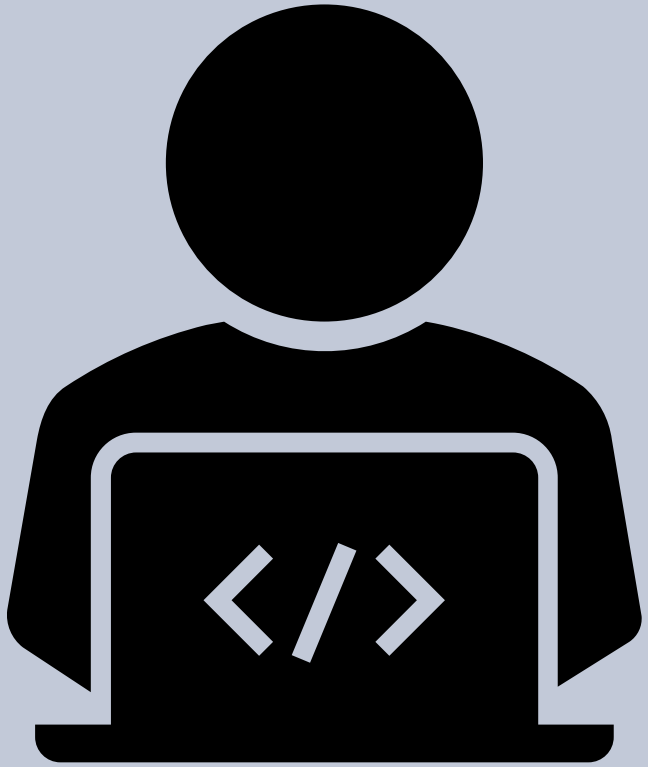
But, we can create a space for their voices to be heard.

- **Graphics**
- **Blogs on website**
- **Press Releases**
- **Letters to the editor**
- **Speaking engagements/presentations**
- **Social Media**
- **Radio and Podcasts**
- **Newsletter**
- **Videos**

BLOGS

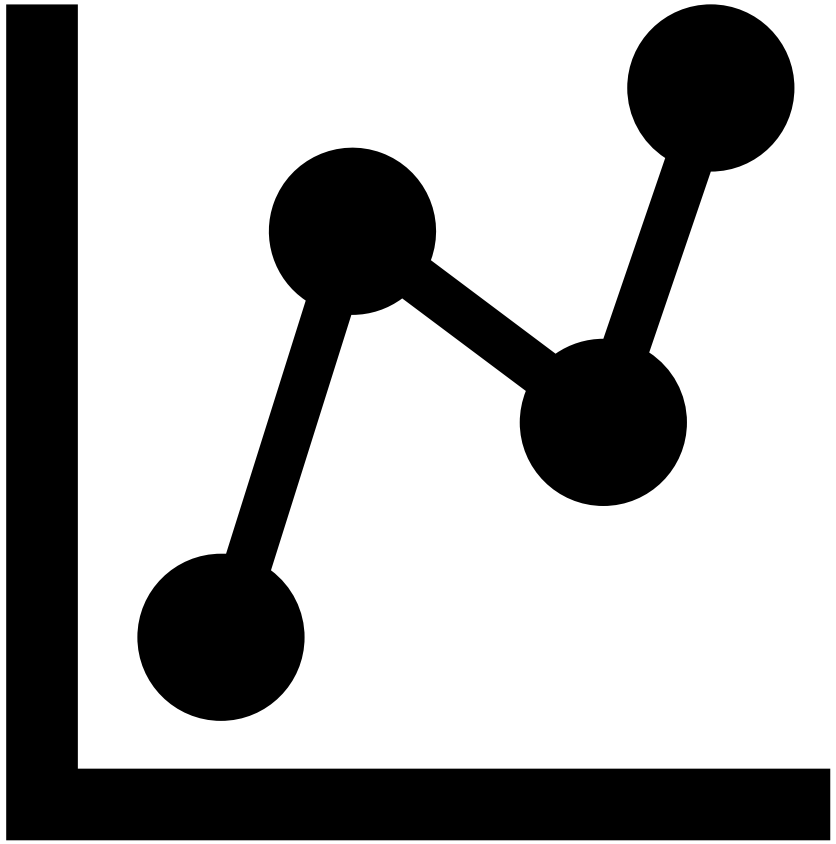
Tips:

- Great platform for member stories
- Use a conversational tone
- Include engaging photos and quotes to draw in your readers and hold their attention



BLOG STATS

- Over 77% of internet users regularly read blog posts
- The average reader spends 37 seconds reading a blog post
- Approximately 55% of bloggers use less than 1,000 words per post
- Blog posts that feature an image every 75-100 words get 2X the shares

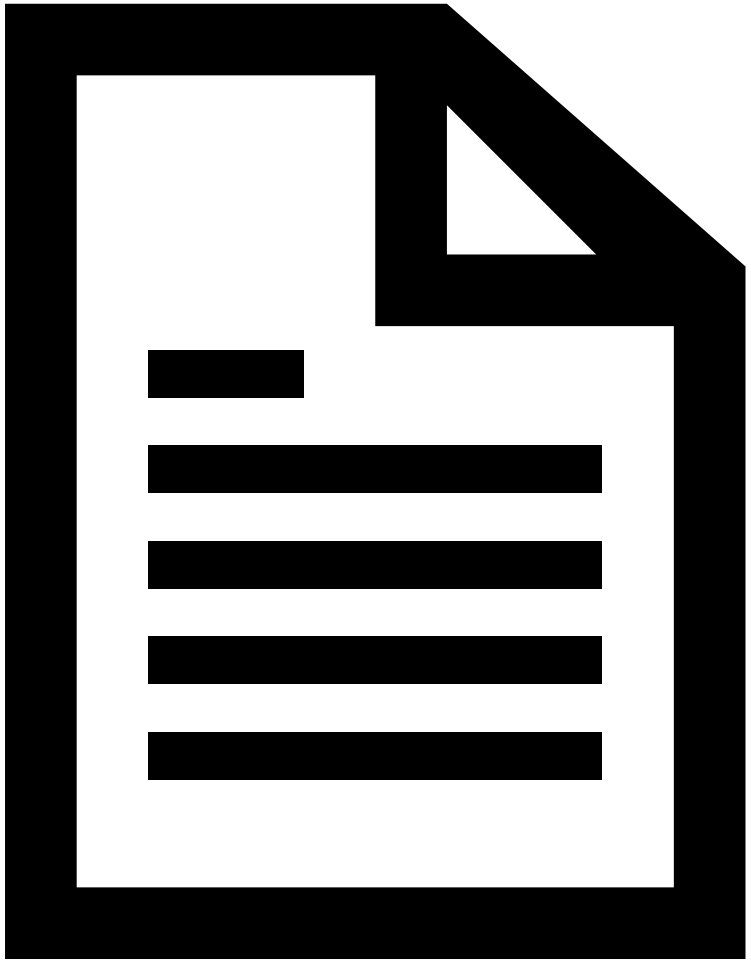


MEDIA

- Who are your local and statewide media?
- How does your program proactively engage media?
- Who is your spokesperson?
- How can you build stronger relationships and create stronger connections?

LETTER TO THE EDITOR

- Share opinions that address a specific issue or event
- Be concise – 200-250 words
- Include data points that show impact
- Send to publication's editor via email – copy and paste in the body of the email instead of attachment

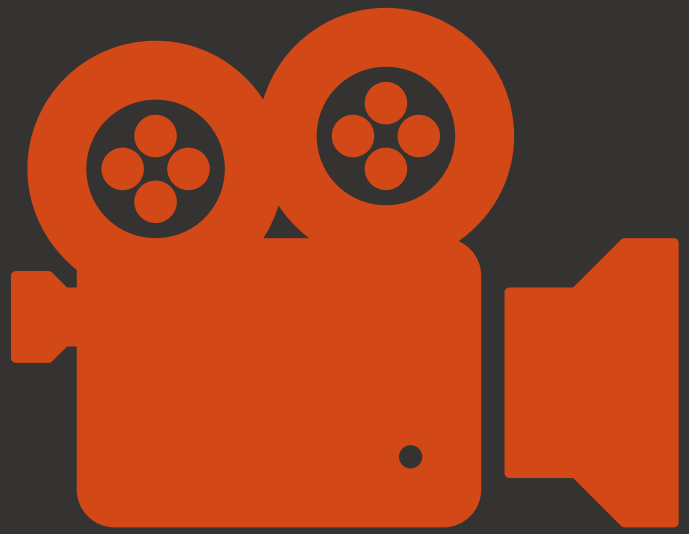


RADIO AND PODCASTS

Hello friends my name is Manuel Raneda I'm with Curry Senior Center. I want to tell you about a trip that we took to Muir Woods National Park. There's a serenity and a peacefulness that one encounters when visiting this place that is unlike any other place you will ever see. Once you visit you will never forget this place for the rest of your life.

VIDEO

- **More than 78% of people watch videos online every week, and 55% watch every day.**
- **6 out of 10 people prefer watching online videos vs. television**
- **Viewers retain 95% of a message when they receive through a video**
- **82% of all consumer internet traffic will come from online videos by 2022**



Volunteer Mississippi

MISSISSIPPI COMMISSION FOR VOLUNTEER SERVICE

AMERICORPS MISSISSIPPI

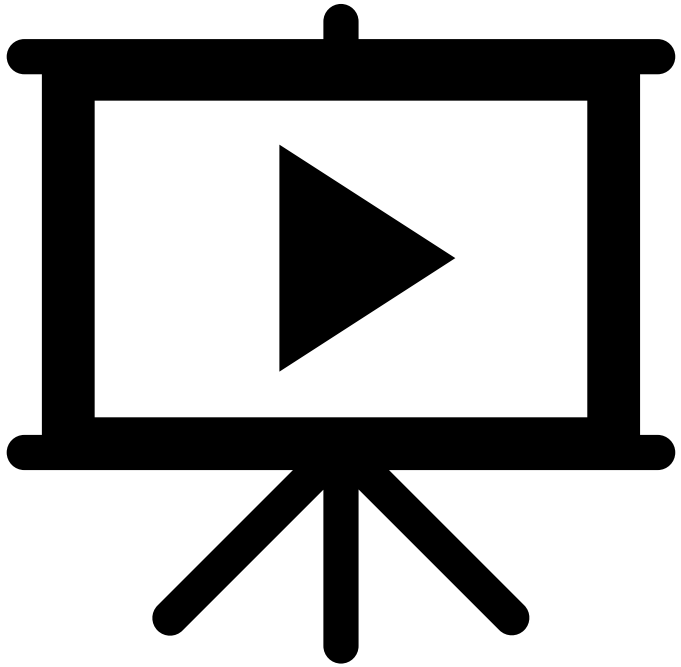
HELPING HANDS

A photo story by Jonathan Rosser

Service Member

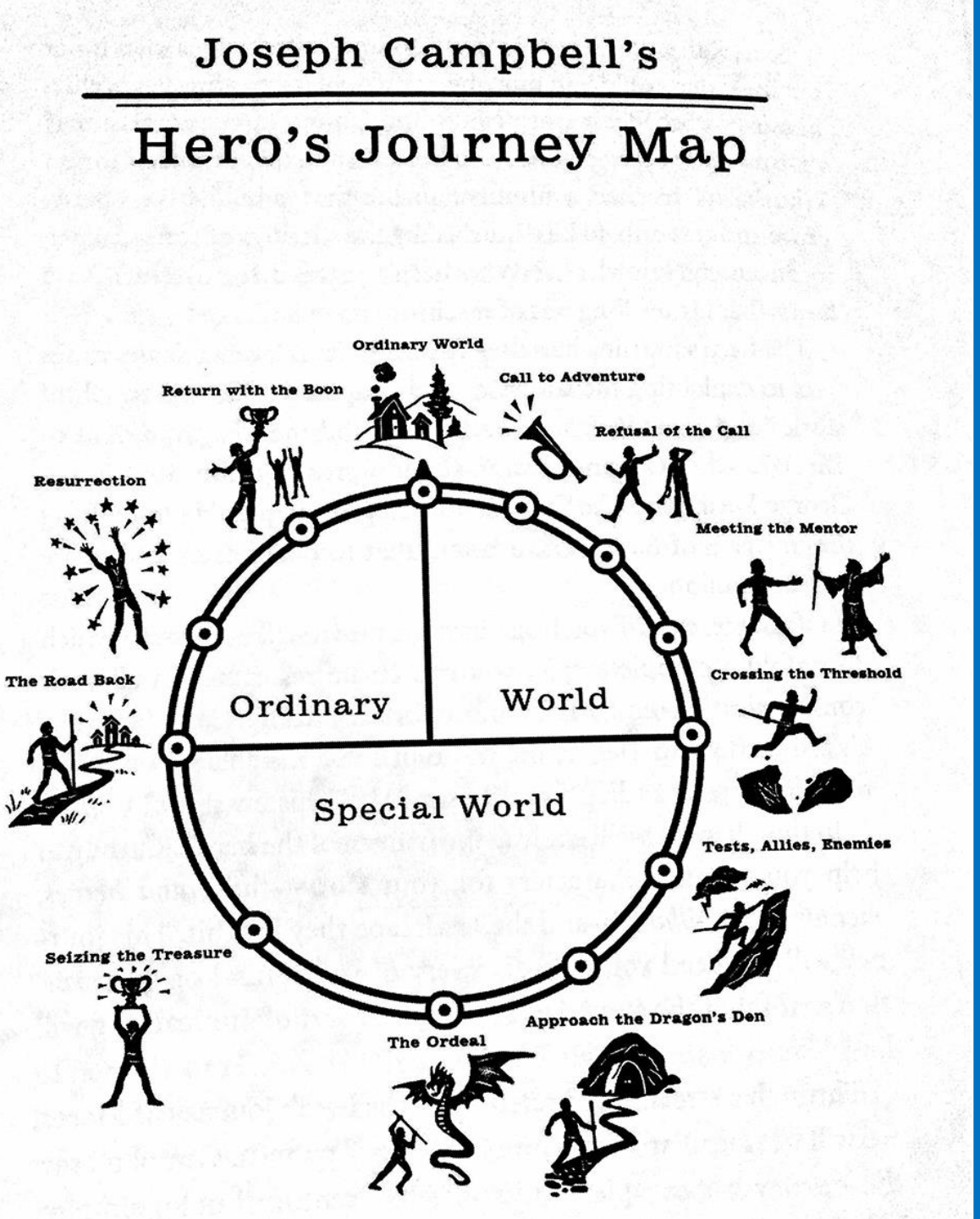
FoodCorps at Delta EATS

VIDEO TIPS…



- Grab the viewers attention early
- Show branding and logo right away
- Average length of 1-3 minutes
- Tell a story that conveys message and emotion
- Include "call to action"
- Use your YouTube channel and/or website as a "home base" for your videos

AMERISTORY TEMPLATE



QUESTIONS AND COMMENTS?

servemontana

AMERICORPS MONTANA

Thank you all for your hard work and dedication!

COMMUNICATION IS MORE THAN THE WORDS WE SAY

Volunteer Mississippi

MISSISSIPPI COMMISSION FOR VOLUNTEER SERVICE

AMERICORPS MISSISSIPPI

WATCHING THEM GROW

A photo story by Marilynn Rice-Jackson

Program Assistant
America Reads - Mississippi (ARM)