2020 AMERICORPS PROGRAM DIRECTOR CONVENING

- CNCS Branding Project Update and Information
- Telling your AmeriStory
CNCS BRANDING PROJECT UPDATE
# The CNCS Discovery Process

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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.
connection

context

correlation

community

STORIES ARE A POWERFUL WAY TO BUILD
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...

1. **Know** - Know your audience
2. **Define** - Define your core message
3. **Create** - Create connection
4. **Establish** - Establish a CALL TO ACTION
5. **Choose** - Choose your medium
6. **SHARE** - SHARE the STORY of your program
SHARING AMERISTORIES
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
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
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.
- 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
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
Joseph Campbell’s
Hero’s Journey Map

Ordinary World

Return with the Boon
Call to Adventure
Refusal of the Call
Meeting the Mentor
Crossing the Threshold
Tests, Allies, Enemies
Approach the Dragon’s Den
The Ordeal

Resurrection
The Road Back
Seizing the Treasure

Special World
QUESTIONS AND COMMENTS?
Thank you all for your hard work and dedication!
COMMUNICATION IS MORE THAN THE WORDS WE SAY
WATCHING THEM GROW
A photo story by Marilynn Rice-Jackson
Program Assistant
America Reads - Mississippi (ARM)