

2020 AMERICORPS PROGRAM DIRECTOR CONVENING



- CNCS
Branding
Project Update
and
Information
- Telling your
AmeriStory





CNCS BRANDING PROJECT UPDATE



THE CNCS DISCOVERY PROCESS

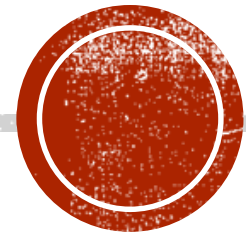
Focus Groups

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



*Logo design will be released late summer 2020

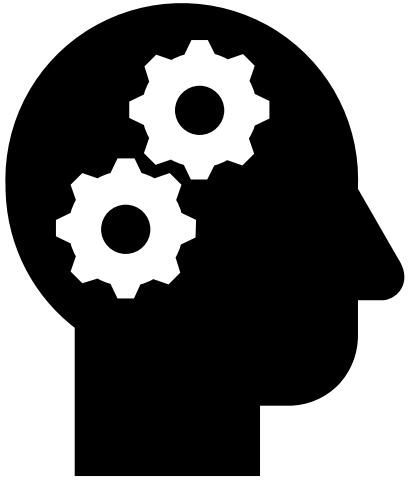


QUESTIONS?

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



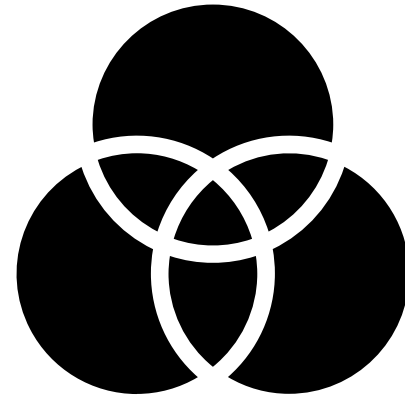
TELLING YOUR AMERISTORIES



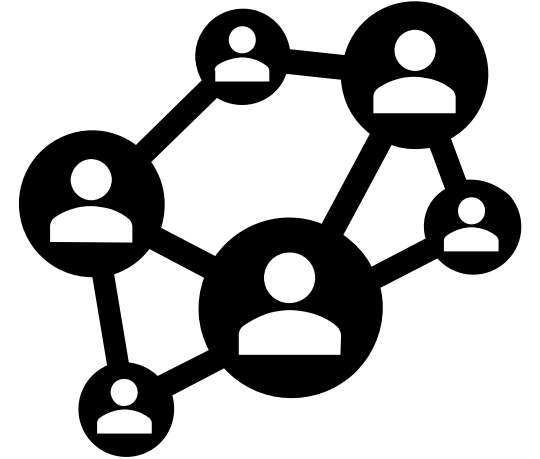
connection



correlation



context



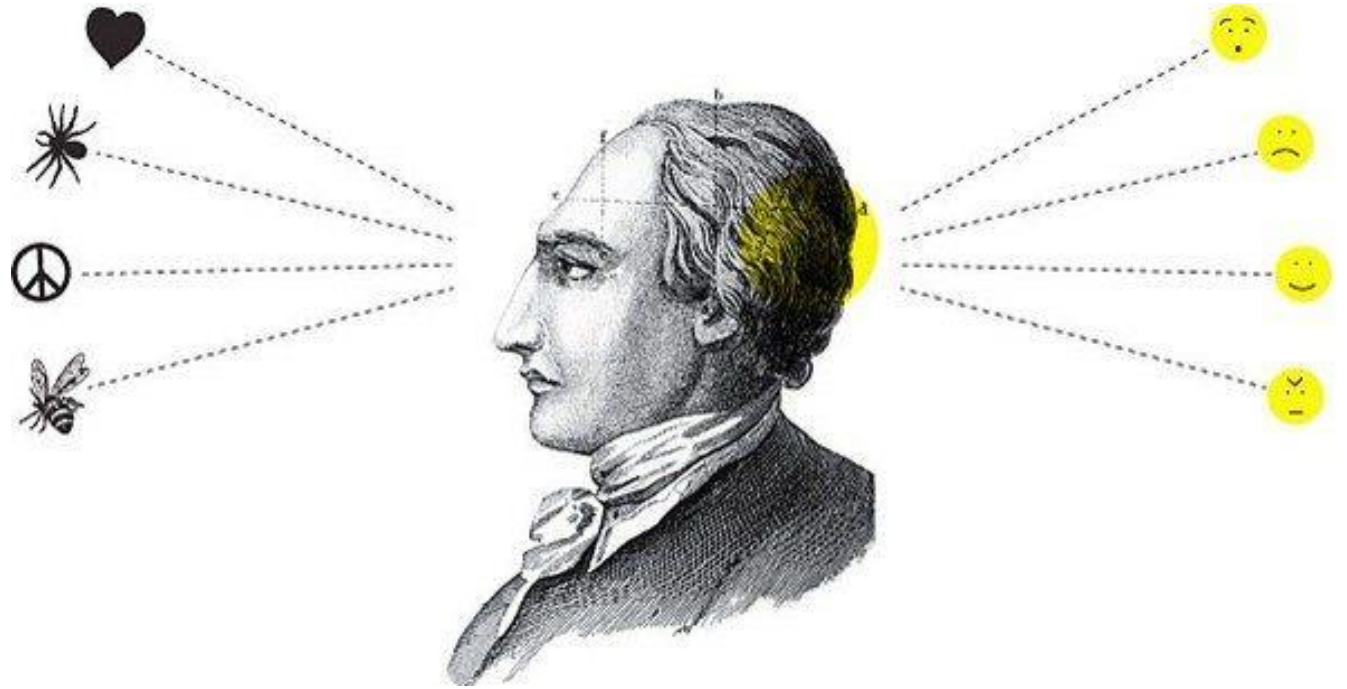
community

STORIES ARE A POWERFUL WAY TO BUILD





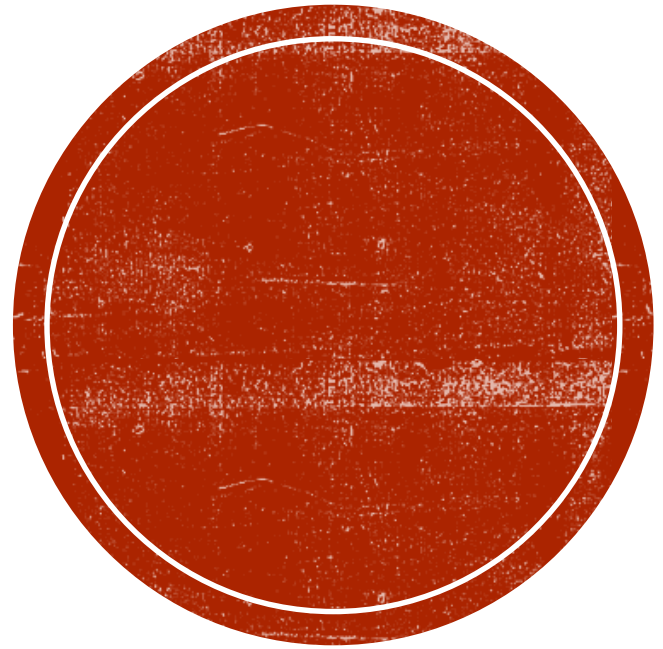
This is
your brain



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

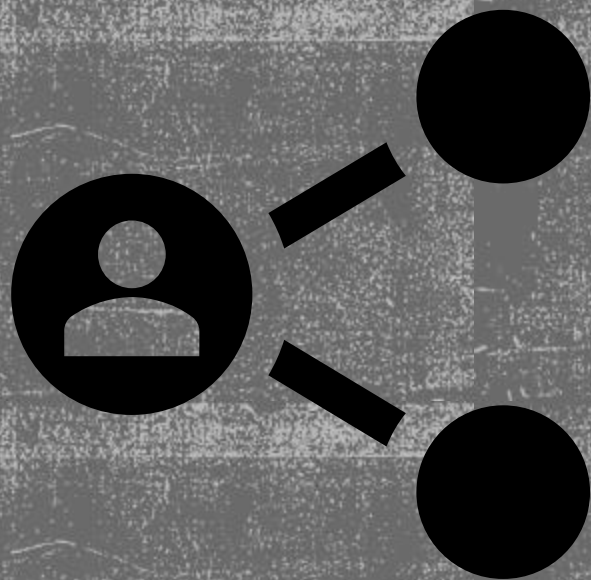
Shareable

Communicates
mission and
VALUES



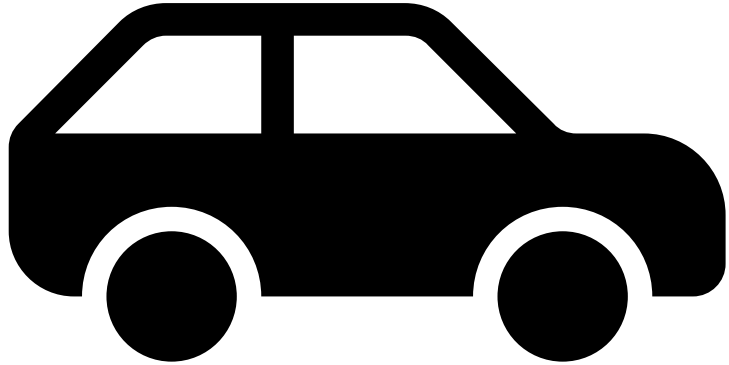
THE STORYTELLING PROCESS...





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.

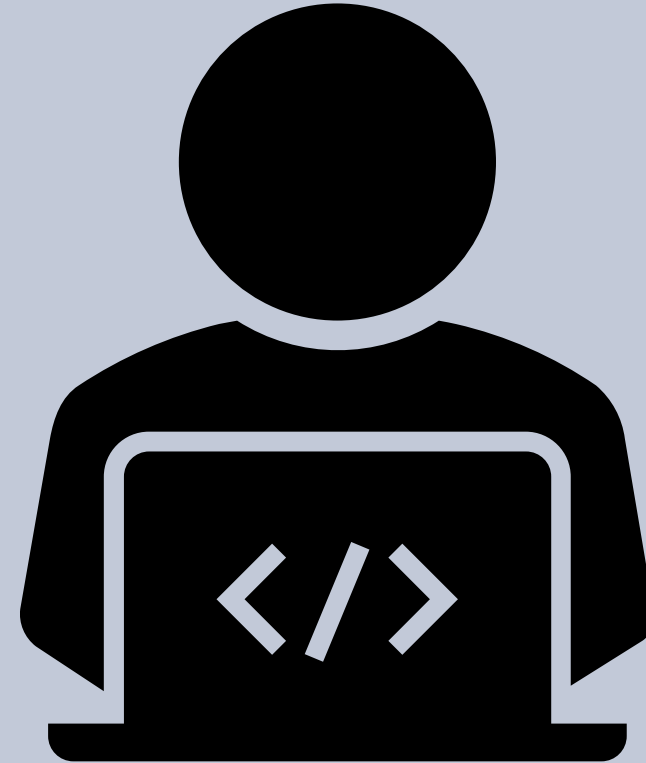
- **Graphics**
- **Blogs on website**
- **Press Releases**
- **Letters to the editor**
- **Speaking engagements/presentations**
- **Social Media**
- **Radio and Podcasts**
- **Newsletter**
- **Videos**



BLOGS

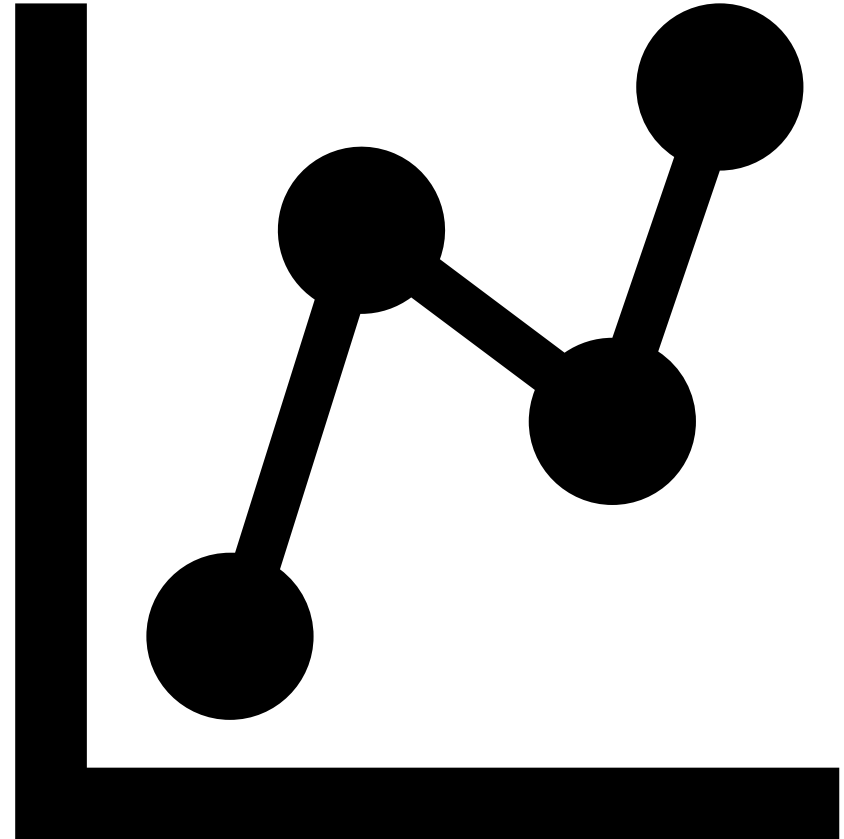
Tips:

- ❖ 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





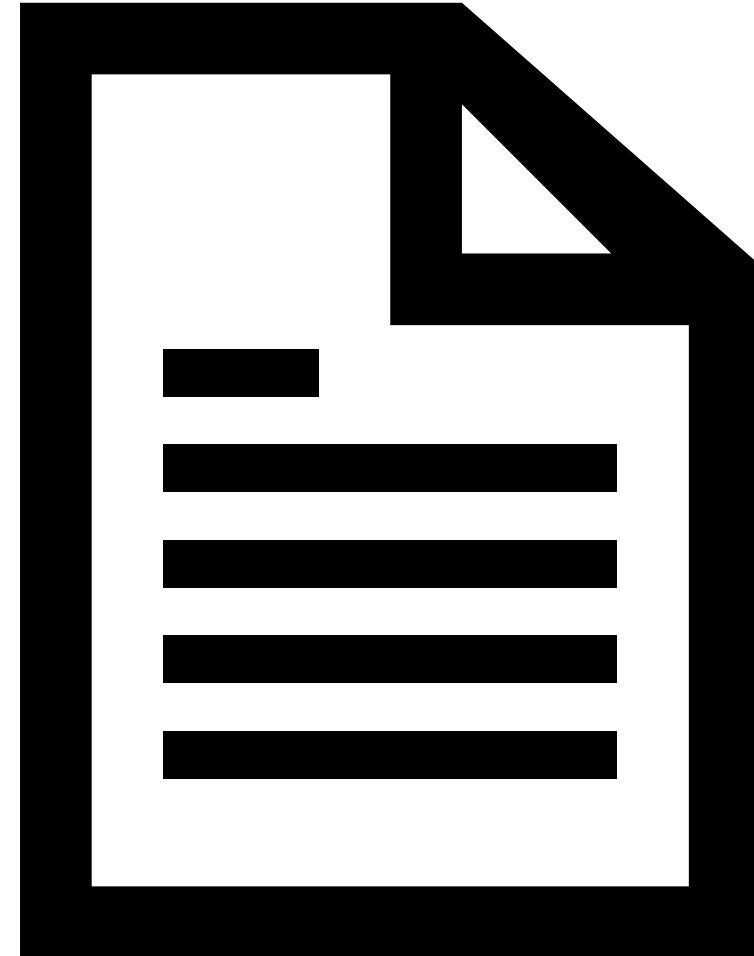
MEDIA

- ☐ 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





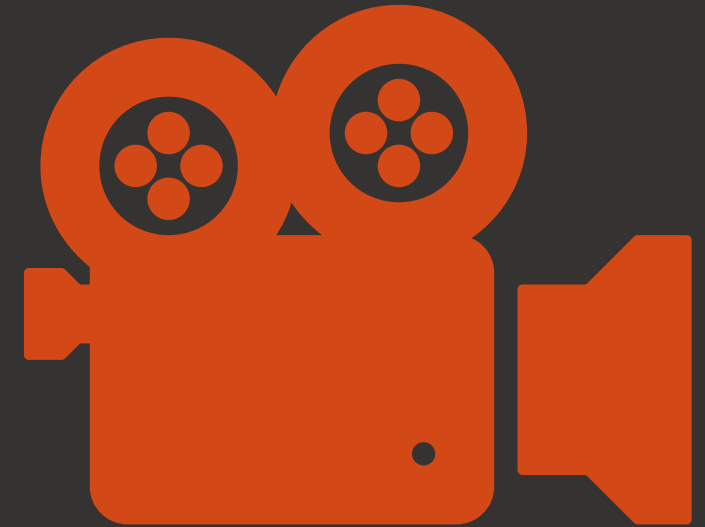
Hello friends my name is Manuel Raneda I'm with Curry Senior Center. I want to tell you about a trip that we took to Muir Woods National Park. There's a serenity and a peacefulness that one encounters when visiting this place that is unlike any other place you will ever see. Once you visit you will never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



RADIO AND PODCASTS



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

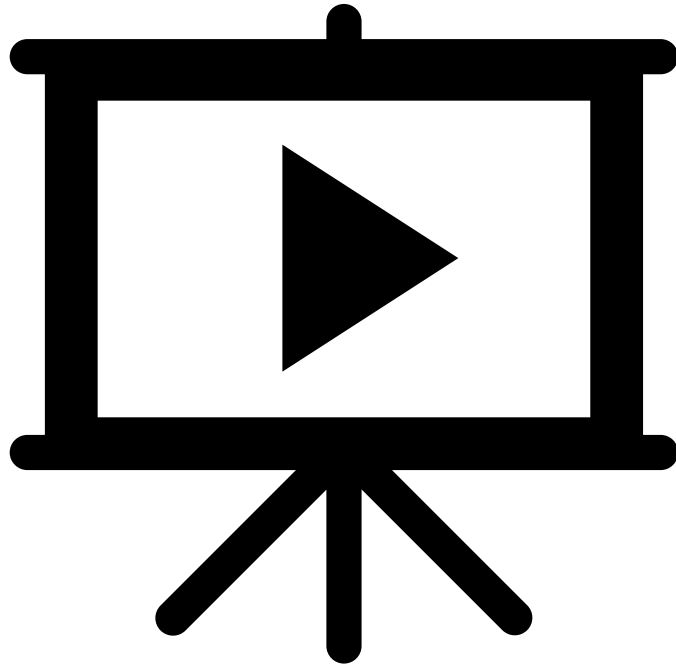


HELPING HANDS

A photo story by **Jonathan Rosser**
Service Member
FoodCorps at Delta EATS



VIDEO TIPS...

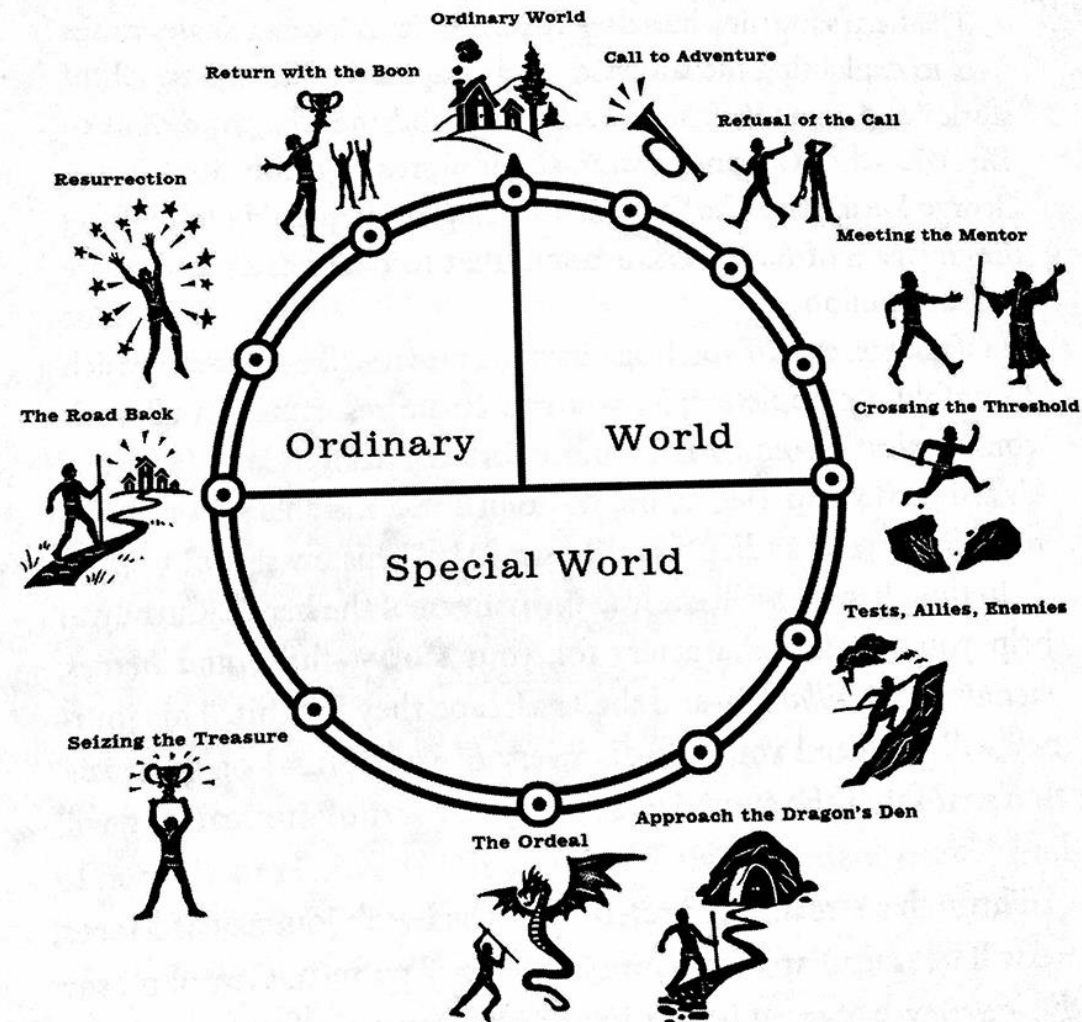


- Grab the viewers attention early
- Show branding and logo right away
- Average length of 1-3 minutes
- Tell a story that conveys message and emotion
- Include “call to action”
- Use your YouTube channel and/or website as a “home base” for your videos



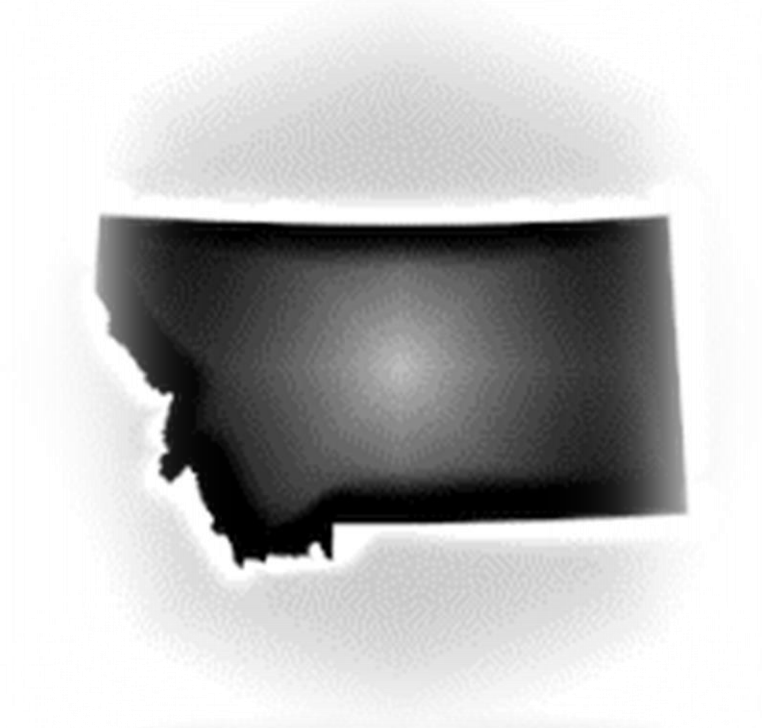
AMERISTORY TEMPLATE

Joseph Campbell's Hero's Journey Map



QUESTIONS AND COMMENTS?

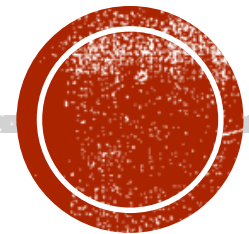




Thank you all for your hard work and dedication!



**COMMUNICATION IS
MORE THAN THE
WORDS WE SAY**





**Volunteer
Mississippi**

MISSISSIPPI COMMISSION FOR
VOLUNTEER SERVICE



WATCHING THEM GROW

A photo story by Marilyn Rice-Jackson

Program Assistant
America Reads - Mississippi (ARM)

