



2020



**National Service
Recognition Day Toolkit**

April 7, 2020

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HOW TO GET INVOLVED

- **Host a Virtual Recognition Event:** Show your gratitude for national service members by inviting them to a recognition event. Consider utilizing platforms such as Zoom or Google Hangout to hold a virtual event to celebrate all who serve. Some possibilities include a roundtable of members/volunteers, a livestream on social media to deliver a proclamation and hold a Q&A, or any other innovative idea.
- **Become an Employer of National Service:** AmeriCorps and Peace Corps alumni are strong leaders who are motivated and outcome-oriented. By becoming an [Employer of National Service](#), city, county and tribal governments have enhanced access to this dedicated, highly qualified, and mission-oriented pool of potential employees. More than 600 companies, nonprofits, and state and local governments have already signed on to this initiative. We encourage local officials to sign up and announce their participation on April 7.
- **Take to Social Media:** Use Twitter, Facebook, Instagram, and other social media platforms to thank national service members serving in your community and across the country. See the Social Media Guide on page 6 for more details.
- **Write a Press Release or Op-Ed:** Issue a press release or op-ed on the scope and impact of national service in your community. Discuss national service in your weekly press conference or other media venue. See the Sample Press Release on page 7 and the Sample OpEd on page 9 for more details
- **Issue a Proclamation:** Issue a proclamation naming April 7, 2020 as National Service Recognition Day. See the Sample Proclamation on page 11 for more details.
- **Film an Appreciation Video:** If you have access to video services, local cable channels, or even a smartphone, put together a short video that shows what national service is doing in your jurisdiction. Include interviews and B-roll with national service participants. Post the video on social media, your YouTube channel, and play it through local T.V.

TALKING POINTS

Whether you're giving a speech, issuing a press release, or writing an op-ed, these talking points will help you communicate the impact of national service writ large, the motivation for National Service Recognition Day, and the effect of AmeriCorps and Senior Corps on your local community.

Background: How National Service Gets Things Done

- Service to others is a hallmark of the American character, and central to how we meet our nation's challenges.
- Community and elected leaders are increasingly turning to national service and volunteerism as a cost-effective solution to the wide-range of challenges.
- A key partner in our efforts is the Corporation for National and Community Service (CNCS). CNCS is the federal agency that oversees AmeriCorps, Senior Corps, and other programs that engage millions of citizens in service each year. CNCS works hand-in-hand with counties, nonprofits, and other local partners to support high-impact national service\ at more than 45,000 sites across the country.
- AmeriCorps members and Senior Corps volunteers tackle tough problems; they help communities recover from natural disasters, fight the opioid epidemic, restore parks, strengthen public safety, tutor and mentor disadvantaged students, and so much more. National service members get things done for America.
- National service participants increase the impact of the organizations they serve with through their direct service and by recruiting and mobilizing millions of additional volunteers.
- AmeriCorps/Senior Corps: You don't hear their stories on the nightly news, but every day they head out, quietly and without fanfare, to improve lives and strengthen communities.

National Service Recognition Day

- I am proud to join in this nationwide salute to highlight the importance of citizen engagement, recognize the dedication of national service members, and inspire more residents to get involved in their community.

- Across the country, local leaders are visiting national service programs, hosting roundtable discussions, issuing proclamations, and communicating the impact of national service far and wide. I'm pleased to join my fellow public servants on this special day.

Local Impact of National Service:

- More than [#NUMBER] AmeriCorps and Senior Corps members serve in [JURISDICTION], providing vital support to residents and improving the quality of life.
- [GIVE EXAMPLES OF NATIONAL SERVICE ACTIVITIES AND IMPACT].
- As the [TITLE] of [JURISDICTION], I am grateful for the dedication and sacrifice of these citizens, who are helping make our [CITY/COUNTY/TRIBE] safer, stronger, and healthier. I have seen their impact first-hand: [DISCUSS EXAMPLES OF SERVICE ACTIVITIES].
- If you're interested in getting involved, or would like to learn more about national service opportunities, go to www.volunteer.org/funding-opportunities or [YOUR JURISDICTION'S WEBSITE FOR VOLUNTEERING] to find a volunteer opportunity that matches your skills and interests.



SOCIAL MEDIA GUIDE

Social media is a powerful tool to highlight the impact of national service and invite more citizens to serve their community. We strongly encourage you to use social media to build buzz and engagement on and around April 7.

CNCS will use #NationalServiceWorks to thank AmeriCorps members and Senior Corps volunteers and highlight their important work. We'll retweet the messages you share and help fuel the national conversation. Our official Twitter and Facebook accounts are @AmeriCorps, @SeniorCorps, and @NationalService. On Instagram, we're @AmeriCorps.



Facebook/Instagram

Here are some sample tweets to get you started. Make sure to take and share photos!

Badges and graphics are available on our National Service Recognition Day Resources Page. Please tag [EngageAR](#) the [Corporation for National and Community Service](#), or [AmeriCorps](#) pages so we can see your great posts!

- Post your thank you message along with a photo or graphic. Ask the national service members, volunteers, and alumni to tag themselves in it.
- Facebook/Instagram users love fill-in-the-blank questions, so post something like: "#NationalServiceWorks for [JURISDICTION] because _____."

