

## Centralized Recruitment Unit (CRU) 2024 Recruitment Call Calendar

Last updated: May 15, 2024

Please note, all dates and topics are **subject to change based on any conflicts** that arise, the evolving needs of the network, and other unforeseen circumstances. All AmeriCorps agency staff are invited to each monthly recruitment call with the field.

Find **2023 Recruitment** call topics and recordings [here](#).

Centralized Recruitment Unit (CRU) 2024 Recruitment Call Calendar			
Date	Topic	Intended Audience	Description
Jan. 17, 2024 2-3 p.m. ET <a href="#">Recording</a>	Back to Basics: Recruitment Fundamentals	<ul style="list-style-type: none"> <li>• AC Seniors grantees</li> <li>• Commission</li> <li>• National Directs</li> <li>• Subgrantees</li> <li>• VISTA sponsors</li> <li>• VGF grantees</li> </ul>	<p>Discuss recruitment fundamentals with the AmeriCorps recruitment team and larger network.</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p> <p style="text-align: center;"><a href="#">Follow-up message with recording</a></p>
Feb. 21, 2024 2-3 p.m. ET <a href="#">Recording</a>	Maximizing Member Benefits	<ul style="list-style-type: none"> <li>• Commissions</li> <li>• National Directs</li> <li>• Subgrantees</li> <li>• VISTA sponsors</li> </ul>	<p>One larger grantee and one smaller grantee to share about the innovative strategies they are trying when it comes to providing members with benefits beyond the living allowance and ed award.</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p> <p style="text-align: center;"><a href="#">Follow-up message with recording</a></p>
March 20, 2024 2-3 p.m. ET <a href="#">Recording</a>	<b>(updated)</b> Partnership Development	<ul style="list-style-type: none"> <li>• AC Seniors grantees</li> <li>• Commission</li> <li>• National Directs</li> <li>• Subgrantees</li> <li>• VISTA sponsors</li> <li>• VGF grantees</li> </ul>	<p>Success stories from the field, tangible resources around partnership development and follow-up conversation to our Feb. 2023 call around regional coordination among programs to recruit collectively.</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p> <p style="text-align: center;"><a href="#">Follow-up message with recording</a></p>
April 17, 2024 2-3 p.m. ET <a href="#">Recording</a>	Leveraging current members and alumni for recruitment	<ul style="list-style-type: none"> <li>• Commissions</li> <li>• National Directs</li> <li>• Subgrantees</li> <li>• VISTA sponsors</li> </ul>	<p>Success story from the field on how a grantee has utilized the talents and interests of currently serving members to support recruitment while providing professional development opportunities to enhance the member experience. This will also serve as a follow-up to our July 2023 referral conversation.</p>

			<i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i>
May 15, 2024 2-3 p.m. ET <a href="#">Register</a>	<b>(updated)</b> College and University Relationship Building	<ul style="list-style-type: none"> <li>• Commissions</li> <li>• National Directs</li> <li>• Subgrantees</li> <li>• VISTA sponsors</li> </ul>	<p>Discussion around how to cultivate reciprocal partnerships with colleges and universities. Hear a success story from the field and review agency resources to be utilized for college and university relationship building (focusing on MSIs, HBCUs, and Tribal Colleges and Universities).</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p>
June 26, 2024 2-3 p.m. ET <a href="#">Register</a>	Rural and Native Recruitment	<ul style="list-style-type: none"> <li>• AC Seniors grantees</li> <li>• Commission</li> <li>• National Directs</li> <li>• Subgrantees</li> <li>• VISTA sponsors</li> <li>• VGF grantees</li> </ul>	<p>Hear from AmeriCorps Native American Affairs as well as a success story from the field regarding strategies for native nations and rural recruitment. There will also be a review of agency resources for rural recruitment and time for small group breakout discussions.</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p>
July 17, 2024 2-3 p.m. ET <a href="#">Register</a>	<b>(updated)</b> Digital Asset Management Tool Rollout	<ul style="list-style-type: none"> <li>• AC Seniors grantees</li> <li>• Commission</li> <li>• National Directs</li> <li>• Subgrantees</li> <li>• VISTA sponsors</li> <li>• VGF grantees</li> </ul>	<p>AmeriCorps' Communications and Marketing Office will provide an overview of this new tool and how to use it to access digital collateral for recruitment and marketing.</p>
Aug. 21, 2024 2-3 p.m. ET <a href="#">Register</a>	From Community Served to Serving	<ul style="list-style-type: none"> <li>• AC Seniors grantees</li> <li>• Commission</li> <li>• National Directs</li> <li>• Subgrantees</li> <li>• VISTA sponsors</li> <li>• VGF grantees</li> </ul>	<p>Discussion around how to cultivate prospective members and volunteers among those currently engaged with the local AmeriCorps network (e.g. tutee, mentee, parent, guardian, family member, etc.).</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p>
Sept. 18, 2024 2-3 p.m. ET <a href="#">Register</a>	Personas Training	<ul style="list-style-type: none"> <li>• AC Seniors grantees</li> <li>• Commission</li> <li>• National Directs</li> <li>• Subgrantees</li> <li>• VISTA sponsors</li> <li>• VGF grantees</li> </ul>	<p>Communications and Marketing Office will provide a training on how to build communications strategies for different target audiences (i.e. young adults, career changers, retirees, influencers, etc.).</p>

### AmeriCorps Centralized Recruitment Unit (CRU) 2024 Webinar Schedule

Date	Topic	Intended Audience	Description
Jan. 30, 2024 4 – 5 p.m. ET <a href="#">Recording</a>	Economic Opportunity and Advancement Through Service	Adults 18+ interested in AmeriCorps Service, with a highlight on VISTA	Join us this month for our special topic discussion on <b>Economic Opportunity and Advancement Through Service</b> . We'll highlight the ways AmeriCorps Service can open the door for new economic opportunists for members, as well as the work AmeriCorps members do in the areas of economic opportunity and advancement.
February 27, 2024 4-5 p.m. ET <a href="#">Recording</a>	Creating a Healthy Future through Service	Adults 18+ interested in AmeriCorps Service, with a highlight on PHA	Join us this month for our special topics discussion on the pathways to <b>Creating a Healthy Future Through Service</b> . We'll share the ways AmeriCorps members are working to improve and educate on public health in cities across the country. We'll also highlight our Public Health AmeriCorps program and our exciting partnership with the CDC.
March 19, 2024 4-5 p.m. ET <a href="#">Recording</a>	AmeriCorps Seniors 101	Adults 55+ interested in AmeriCorps Seniors Service	Ready to tackle the challenges facing your community but not sure where to start? Join us for <b>AmeriCorps Seniors 101</b> , an interactive webinar to learn about thousands of AmeriCorps Seniors service opportunities for adults 55 and older. We'll help you find your fit and discover the service opportunity for you.
March 26, 2024 4-5 p.m. ET <a href="#">Recording</a>	AmeriCorps 101	Adults 18+ interested in AmeriCorps Service	Ready to tackle the challenges facing your community but not sure where to start? Join us for <b>AmeriCorps 101</b> , an interactive webinar to learn about thousands of AmeriCorps service opportunities and the benefits of national service. We'll help you find your fit and discover the service opportunity for you.
April 30, 2024 4-5 p.m. ET <a href="#">Register</a>	Fighting the Climate Crisis with Service	Adults 18+ interested in AmeriCorps Service with a highlight on NCCC	Join us this month for our special topics discussion highlighting the critical climate work being done by AmeriCorps members across the country. Learn more about how you can <b>Fight the Climate Crisis with Service</b> in multiple AmeriCorps programs. We'll also showcase our new AmeriCorps NCCC Forest Corps program!
May 28, 2024 4-5 p.m. ET <a href="#">Register</a>	Giving Back after Retirement	Adults 55+ interested in AmeriCorps Seniors Service	Join us this month for our special topics discussion <b>Giving Back after Retirement!</b> Discover how you can continue to give back to your community, pass on your knowledge, and stay active and involved after retirement. We will cover our three AmeriCorps seniors program and help you find your fit post-retirement!

<p>June 25, 2024 4-5 p.m. ET</p> <p><a href="#">Register</a></p>	<p>Pathways to Employment</p>	<p>Adults 18+ interested in AmeriCorps Service</p>	<p>Join us this month for our special topics discussion highlighting the ways AmeriCorps service can help you prepare for your future career and open new <b>pathways to employment</b>. Learn how AmeriCorps service can sharpen your resume post-grad or pave the way for a new career for those looking to break into a new job field.</p>
<p>July 30, 2024 4-5 p.m. ET</p> <p><a href="#">Register</a></p>	<p>Giving back After Disaster: FEMA Corps</p>	<p>Adults 18+ interested in AmeriCorps Service with a highlight on FEMA Corps</p>	<p>Join us this month for our special topics discussion and discover how you can help <b>give back after disaster with FEMA Corps</b>. Learn about the AmeriCorps NCCC and the Federal Emergency Management Agency (FEMA) partnership and see how you can help communities prepare for and respond to disasters, as well as get a foot in the door to work for the federal government and gain experience in the emergency management sector.</p>
<p>August 27, 2023 4-5 p.m. ET</p> <p><a href="#">Register</a></p>	<p>Furthering Your Education Through Service</p>	<p>Adults 18+ interested in AmeriCorps Service</p>	<p>Join us this month for our special topics discussion and see how AmeriCorps can help you <b>further your education through service</b>! Learn about the possibilities offered with the Segal Education award and discover options for education after service with our Schools of National Service.</p>
<p>September 24, 2024 4-5 p.m. ET</p> <p><a href="#">Register</a></p>	<p>Lifetime of Service with AmeriCorps</p>	<p>Adults 18+ interested in AmeriCorps Service</p>	<p>Join us this month for our special topics discussion and hear from AmeriCorps alumni about the impact service has had on their futures, careers, and life journey. Ask questions about their service experience and see how AmeriCorps creates connections and prepares members and volunteers for a <b>lifetime of service</b>.</p>