

National Service Recognition Day

Communications Toolkit April 2021





Dear Leaders for National Service,

Thank you for participating in National Service Recognition Day on April 6, 2021.

On this day, local leaders like you take a moment to thank AmeriCorps members and AmeriCorps Seniors volunteers for making your community stronger. Your participation helps highlight and amplify the important role of national service in your communities and districts.

This Communications Toolkit will make it easy for you to issue a proclamation, engage with the press, and communicate the impact of national service through social media. By effectively communicating your appreciation for national service, you can reach a much larger audience and make your local action resonate with folks across the country.

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Resources that are not contained in this toolkit, including logos and other materials, are available on our National Service Recognition Day [resource page](#).

The National Service Recognition Day team at RecognitionDay@cns.gov can lend a helping hand as you plan events, produce materials, and communicate the impact of national service. We also can provide profiles describing national service projects, funding, and organizational partners in your jurisdiction.

Thank you for your ongoing commitment to national service. If you have questions, event ideas, or require assistance, please email RecognitionDay@cns.gov.



HOW TO GET INVOLVED

- **Visit a National Service Program:** Witness a national service program in action by organizing a COVID-safe or virtual visit to a school, homeless shelter, community center, national park, or another location where AmeriCorps members or AmeriCorps Seniors volunteers serve.
- **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 and highly qualified pool of potential employees. More than 600 companies, nonprofits, and state and local governments have become Employers of National Service. We encourage local officials to register and announce participation on April 6.
- **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.
- **Submit 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 Op-Ed](#) on page 9 for more details.
- **Issue a Proclamation:** Issue a proclamation naming April 6, 2021, 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. Post the video on social media, your YouTube channel, and play it through local TV.



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, the motivation for National Service Recognition Day, and the effect of AmeriCorps and AmeriCorps Seniors on your local community.

Background: How National Service Gets Things Done

- National service and community volunteerism focused on others is a hallmark of the American character, and central to how we meet our nation's challenges.
- A key partner in our efforts is AmeriCorps. AmeriCorps is the federal agency that oversees AmeriCorps, AmeriCorps Seniors, and other programs that engage millions of citizens in service each year. AmeriCorps works hand-in-hand with counties, nonprofit organizations, and other local partners to support high-impact national service at more than 40,000 sites across the country.
- AmeriCorps members and AmeriCorps Seniors volunteers help communities tackle their toughest challenges. They support our country as we recover from the COVID-19 pandemic, clean up after natural disasters, restore parks, strengthen public safety, tutor and mentor disadvantaged students, and so much more.
- Thousands of nonprofit organizations, from small local outreach groups to national service entities rely on AmeriCorps and their members for their direct service and for lending a hand in recruiting and mobilizing millions of additional volunteers.
- While you may not hear their stories on the nightly news, every day AmeriCorps and AmeriCorps Seniors members head out, quietly and without fanfare, to improve lives and strengthen communities all around the country.

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

For specific data on the size, scope, and impact of national service in your jurisdiction, contact RecognitionDay@cns.gov. Or to find state-level data, see our [National Service Reports](#).



- More than **[#NUMBER]** AmeriCorps and AmeriCorps Seniors 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 [AmeriCorps.gov](https://www.americorps.gov) 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 6.

AmeriCorps will use its **#AmeriCorpsWorks hashtag** to thank AmeriCorps members and AmeriCorps Seniors volunteers in highlighting this important work. We encourage you to use this hashtag, as well as tag official AmeriCorps accounts: **@AmeriCorps** and **@AmeriCorpsSr**.

In your social media messages, you can use the shortened URL bit.ly/NationalServiceRecognitionDay to link to our National Service Recognition Day webpage.

Sample Messages

Below our social media team has created sample posts and messages that you are invited to use.

- Excited to thank @AmeriCorps members & @AmeriCorpsSr volunteers on #NationalServiceRecognitionDay for stepping up & showing up when our communities need it most. #AmeriCorpsWorks for [JURISDICTION]!
- AmeriCorps Works for [JURISDICTION] because _____. What about in your community? #NationalServiceRecognitionDay #AmeriCorpsWorks
- It's #NationalServiceRecognition Day! #RT to join me in thanking the [#NUMBER] @AmeriCorps members & [#NUMBER] @AmeriCorpsSr volunteers serving in [JURISDICTION]. #AmeriCorpsWorks
- #AmeriCorpsWorks for [#EDUCATION/ #VETERANS/ #HUNGER, etc.] in [JURISDICTION] through [ORGANIZATION]. #NationalServiceRecognitionDay #AmeriCorpsWorks
- A Big #AmeriThanks to [#NUMBER] @AmeriCorps members & [#NUMBER] @AmeriCorpsSr volunteers #gettingthingsdone to make [JURISDICTION] safer, stronger, and healthier. #NationalServiceRecognitionDay #AmeriCorpsWorks

Tips

Badges and graphics are available on our National Service Recognition Day [resource page](#). Please tag the official @AmeriCorps or @AmeriCorpsSr and use #NationalServiceRecognitionDay.



SAMPLE PRESS RELEASE

For Immediate Release
April 6, 2021

Contact:
Phone and Email:

[TITLE & NAME] Celebrates Impact of National Service in [JURISDICTION]

[JURISDICTION, STATE]– [TITLE & NAME] joined local leaders across the country in an annual nationwide bipartisan initiative to highlight the impact of national service in tackling local problems. This year's event is especially meaningful, as tens of thousands of these AmeriCorps and AmeriCorps Seniors members have supported communities in their response to the pandemic during the last year.

“As the COVID-19 pandemic has upended our way of life, national service has never been more important for [JURISDICTION],” said [TITLE & NAME]. “AmeriCorps members and AmeriCorps Seniors volunteers make our communities better places to live. Today, as we thank national service members for their dedication and sacrifice, let us all pledge to do our part to strengthen our county through service and volunteering.”

[TITLE & NAME] participated in [INSERT SPECIFIC ACTIVITIES ELECTED OFFICIAL ENGAGED IN ON NATIONAL SERVICE RECOGNITION DAY].

Given the many challenges facing communities, county and city leaders are increasingly engaging their residents to be part of the solution through national service. More than [NUMBER OF PARTICIPANTS FROM COUNTY/CITY PROFILE] AmeriCorps members and AmeriCorps Seniors volunteers serve in [JURISDICTION], providing vital support by [LIST IMPACTFUL SERVICE ACTIVITIES].

Now in its ninth year, [National Service Recognition Day](#) is a bipartisan effort to recognize the positive impact of national service, to thank those who serve, and to encourage more citizens to give back to their communities.

Across the nation, local leaders are participating in a variety of activities, including virtually visiting national service programs, issuing proclamations, and communicating the impact of national service through social media.

As the federal agency for service and volunteering, AmeriCorps annually engages millions of Americans in service at more than 40,000 locations through AmeriCorps, AmeriCorps Seniors, and other programs. National service participants address some of the toughest challenges facing our nation. From helping communities recover from natural disasters, uplifting veterans and military families, restoring parks, and strengthening public safety, to tutoring and mentoring disadvantaged students, national service members get things done.



AmeriCorps members and AmeriCorps Seniors volunteers continue to be instrumental in our country's recovery from the COVID-19 pandemic. National service members and volunteers across the nation are helping distribute vaccines, working at food banks, supporting tutoring initiatives, safely getting students back in the classroom, and supporting isolated seniors. The American Rescue Plan recently allotted \$1B to AmeriCorps to continue this crucial work as our country builds back better.

For more information including background, visit AmeriCorps.gov/RecognitionDay [LINK].

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SAMPLE OP-ED

National Service Strengthens [COUNTY/CITY NAME]

[LEAD OFF WITH ONE OR TWO EXAMPLES OF AMERICORPS OR AMERICORPS SENIORS IN YOUR JURISDICTION—EXAMPLES BELOW]

[As one of the only members of his family to graduate from college, John Smith always wanted to do something to help children from disadvantaged backgrounds make the most of their education. Through AmeriCorps, John now serves as a full-time mentor and tutor at [NAME] high school, giving extra attention to struggling students to help them stay on track to graduate.]

[At age XX, Mary Smith could be expected to live a quiet life of retirement. Instead, she volunteers 20 hours a week as a Foster Grandparent, helping needy kids develop early literacy skills. Mary is using her lifetime of experience to put young people on a path to success.]

John and Mary are just two examples of how [JURISDICTION] citizens are making a difference through national service. Altogether, more than [NUMBER OF PARTICIPANTS] AmeriCorps members and AmeriCorps Seniors volunteers are serving in [JURISDICTION], tackling tough challenges including COVID-19 recovery, disaster preparedness, neighborhood revitalization, and bridging the education gap.

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.

As [TITLE] of [JURISDICTION], I am grateful for the dedication and sacrifice of these everyday heroes, who are helping make our great county safer, stronger, and healthier. I have seen the impact first-hand, and know that national service is an effective strategy to meet critical community needs.

That's why I am pleased to join local leaders across the country today in celebrating National Service Recognition Day. We are taking time to recognize the impact of national service and thank those who serve.

Given the many challenges facing our communities, local leaders are increasingly turning to national service and volunteerism to help meet local needs. We know that engaging citizens is a smart strategy to make progress on issues important to local communities.

A key partner in our efforts is AmeriCorps, the federal agency for volunteering, service, and civic engagement. The agency oversees the AmeriCorps and AmeriCorps Seniors programs, engaging millions of Americans in service each year. AmeriCorps works



hand-in-hand with counties, cities, nonprofits, and other local partners to support high-impact national service at more than 40,000 locations across the country.

Here in *[JURISDICTION]*, more than *[NUMBER]* AmeriCorps members *[INSERT SERVICE ACTIVITIES]*. More than *[NUMBER]* AmeriCorps Seniors volunteers *[INSERT SERVICE ACTIVITIES]*.

[EXAMPLE OF NATIONAL SERVICE IMPACT OR HOW NATIONAL SERVICE HAS HELPED CARRY OUT COUNTY/CITY-WIDE SERVICE PLAN OR OTHER LOCAL PRIORITY/POLICY].

National service shows the best of the American spirit—people turning toward problems instead of away and working together to find common solutions. Today, as we thank national service members for their commitment, let us all pledge to do our part to strengthen *[JURISDICTION]* through service and volunteering.

[COUNTY OFFICIAL/MAYOR NAME] is *[TITLE]* of *[JURISDICTION]*. To find a volunteer opportunity, visit *[WEBSITE WITH LOCAL VOLUNTEER OPPORTUNITIES]* or serve.gov. To learn more about AmeriCorps, AmeriCorps Seniors, and other national service programs, visit AmeriCorps.gov.



SAMPLE PROCLAMATION

WHEREAS, service to others is a hallmark of the American character, and central to how we meet our challenges; and

WHEREAS, the nation's elected leaders are increasingly turning to national service and volunteerism to engage their residents and help tackle their greatest needs; and

WHEREAS, AmeriCorps and AmeriCorps Seniors participants address the most pressing challenges facing our communities; they help our nation recover from the COVID-19 pandemic, educate students for 21st Century jobs, fight the opioid epidemic, respond to natural disasters, and support veterans and military families; and

WHEREAS, national service expands economic opportunity by creating more sustainable, resilient communities and providing education, career skills, and leadership abilities for those who serve; and

WHEREAS, AmeriCorps and AmeriCorps Seniors participants serve in more than 40,000 locations across the country, bolstering the civic, neighborhood, and faith-based organizations that are so vital to our economic and social well-being; and

WHEREAS, national service participants increase the impact of the organizations they serve, both through their direct service and by managing millions of additional volunteers; and

WHEREAS, national service represents a unique public-private partnership that invests in community solutions and leverages non-federal resources to strengthen community impact and increase the return on taxpayer dollars; and

WHEREAS, national service participants demonstrate commitment, dedication, and patriotism by making an intensive commitment to service, a commitment that remains with them in their future endeavors; and

WHEREAS, AmeriCorps shares a priority with local leaders nationwide to engage citizens, improve lives, and strengthen communities and is joining with local leaders across the country for National Service Recognition Day on April 6, 2021

THEREFORE, BE IT RESOLVED that I, [COUNTY OFFICIAL/MAYOR NAME], County Official/Mayor of [COUNTY/CITY], do hereby proclaim April 6, 2021, as National Service Recognition Day, and encourage residents to recognize the positive impact of national service in our community, to thank those who serve; and to find ways to give back to their communities.