



CORPORATION FOR NATIONAL AND COMMUNITY SERVICE

A RESOURCE GUIDE FOR THE STRATEGIC INITIATIVES

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 





VISION

The Corporation for National and Community Service's five-year strategic plan embraces a set of ambitious but achievable goals centered on a national vision. This vision relies on a culture of widespread service that exists to harvest a better future for all Americans.

The strategic plan outlines five key areas for how we can reach that future:

- ◆ Mobilizing More Volunteers;
- ◆ Ensuring a Brighter Future for All Youth;
- ◆ Engaging Students in Communities;
- ◆ Harnessing Baby Boomers' Experience; and
- ◆ Supporting Disaster Preparedness and Response (*pending approval from the Office of Management and Budget*).

GOALS

We are committed to aligning our resources – from program and policy guidance to research, training and public awareness – with the previous five focus areas in order to achieve the following goals:

- ◆ Amplify the number of Americans volunteering from 65.4 million in 2005 to 75 million in 2010;
- ◆ Mentor 3 million more children and youth in at-risk environments;
- ◆ Engage over 3 million at-risk children and youth in service;
- ◆ Engage 5 million college students in service;
- ◆ Ensure half of all K-12 schools offer service-learning;
- ◆ Engage an additional 3 million baby boomers in volunteering; and
- ◆ Expand capacity of national service assets and volunteers to support disaster preparedness and response efforts.

The following pages highlight the various national service resources available to help achieve these goals.



Program Activities

MOBILIZING MORE VOLUNTEERS

- ◆ To obtain maximum benefit of the new Executive Order requiring federal agency use of volunteers and support of federal employee volunteering, the Corporation will serve as a central coordinator among federal agencies to collect and report to the public the service and volunteer efforts of federal employees across all agencies.
- ◆ The Corporation is announcing a new notice of funding opportunities to support strategic planning and capacity building grants to strengthen volunteer management and infrastructure. Visit the following site for details: www.nationalservice.gov/for_organizations/funding/index.asp
- ◆ The Pro Bono Summit, scheduled for September 20 in New York City, will convene the nation's top business leaders to identify how to close the \$1 billion gap in need for pro bono services in the nonprofit sector. The Summit is sponsored by The President's Council on Service and Civic Participation, the Corporation for National and Community Service, USA Freedom Corps, UPS Foundation, and Taproot Foundation.
- ◆ The Corporation will continue to expand Martin Luther King Day of Service and strengthen collaboration with other Days of Service to improve volunteer recruitment and retention with respect to episodic service. For a roundup of 2007 King Day activities, visit www.mlkday.gov.
- ◆ The Corporation continues to improve external relations with other funders and national nonprofit organizations in an effort to eliminate redundancies and address gaps in volunteer infrastructure.
- ◆ In 2006, national service programs showed greater than anticipated gains in the total number of volunteers generated. Together, Senior Corps, AmeriCorps, Learn and Serve America, and other Corporation grantees and projects leveraged more than 3.7 million volunteers. The Corporation will continue to emphasize volunteering leveraging in upcoming AmeriCorps and Learn and Serve America grant competitions.

Program Activities

ENSURING A BRIGHTER FUTURE FOR ALL YOUTH



- ◆ The U.S. Department of Health and Human Service's Children's Bureau and AmeriCorps VISTA have collaborated to develop an Aging-Out Foster Youth Mentoring Project to address the needs of the 20,000 youth that age out of foster care each year. Four states – Michigan, Massachusetts, Florida, and Washington – were chosen as pilot sites for the initiative, which places AmeriCorps VISTA members in local human services offices to develop and implement non-traditional models that link these teens with supportive adult mentors. This initiative has a goal of establishing 5,000 mentors for youth aging-out of foster care by 2008.
- ◆ Summer of Service, a campaign to engage more young people (particularly those from disadvantaged circumstances) in service during the summer months, was launched in May 2007. More than 25 national youth-serving organizations have joined the Corporation's efforts by encouraging their affiliate members to embed service into existing summer programming. A web-based Summer of Service toolkit has been developed in collaboration with Youth Service America. To recognize outstanding models, the High Five Service Project Kudos has been created. Five of the best program models will be invited to Washington, D.C. in the fall 2007 to share their models. For more information, visit www.nationalservice.gov/summerofservice.
- ◆ The Corporation joined MENTOR and Harvard Mentoring Project in January 2007 as a Lead Partner for National Mentoring Month to bring awareness of the value of mentoring and the need for more volunteer mentors. This highly visible campaign provides local mentoring organizations with recruitment materials, media kits, and a national presence that drives the community's efforts to engage policy makers, private sector support, and other non-profit involvement.
- ◆ The Corporation will continue to expand mentoring services by:
 - Strengthening the commitment of VISTA resources to programs that serve children and youth from disadvantaged circumstances, with a particular emphasis on juvenile offenders and children of incarcerated parents;
 - Increasing the number of Foster Grandparent and RSVP volunteers that support children and youth with special needs;
 - Increasing the number of children and youth mentored through AmeriCorps State and National programs and partnering with MENTOR, a national organization that specializes in creating effective tools for programs that train and deploy mentors; and
 - Encouraging Learn and Serve America higher education grantees to make service, particularly mentoring services, to children and youth from disadvantaged circumstances a priority.



Program Activities

ENGAGING STUDENTS IN COMMUNITIES

- ◆ The Corporation has established the President's Higher Education Community Service Honor Roll in cooperation with the President's Council on Service and Civic Participation, the U.S. Department of Housing and Urban Development, and the U.S. Department of Education. The program recognizes higher education institutions nationwide for their students' commitment to service both on and off campus. In its inaugural year, 492 institutions were recognized. This year, awards will be given to colleges and universities that have provided the most meaningful contributions to general community service and college readiness. Applications will be accepted beginning in early August. Awardees will be prominently publicized in an Honor Roll and will be invited to a special ceremony. www.nationalservice.gov/honorroll
- ◆ Aggressive marketing of the Segal AmeriCorps Education Award matching program has resulted in a 31 percent increase in colleges matching the award, from 53 to 75 colleges so far this year. Our newest programs have been announced at Prescott College, Simpson College, Wartburg College, Illinois State University, and College of Eastern Utah.
- ◆ In 2006, the number of college students serving through Corporation programs was 107,678, almost 20% higher than the target. The percentage of teenagers who participate in service-learning was 23%, an increase over the 21.4% reported for 2005.
- ◆ The Corporation will further engage students in communities by:
 - Collaborating with national, state, and local organizations to launch the National Learn and Serve Challenge September 17-23 to encourage youth to be a part of a solution to community needs through service-learning;
 - Developing higher education initiatives that raise the profile of college student volunteering through Corporation funding and joining the President's Council on Service and Civic Participation to promote the President's Volunteer Service Award; and
 - Working with national organizations such as the PTA and media to promote service and service-learning.

Program Activities

HARNESSING BABY BOOMERS' EXPERIENCE



- ◆ The Corporation continues its commitment to serve as the catalyst for increasing the number of Baby Boomers serving in national service programs and to influence the wider volunteer community in engaging Baby Boomers in the programs that they administer.
- ◆ In an effort to better engage Baby Boomers, the Corporation supports organizations that provide Boomers with challenging managerial volunteer activities as opposed to general labor; match volunteers with opportunities that utilize their skills; and support activities that involve tutoring, mentoring and coaching, and music and the arts.
- ◆ Key findings from research conducted in the *(Keeping Baby Boomers Volunteering)* report indicate that Baby Boomers volunteer today at higher rates than past generations at the same age while having different volunteer interests. Remaining in the workforce increases the likelihood that a Baby Boomer will continue to volunteer. Baby Boomers who engage in professional or management volunteer activities are the most likely to volunteer each year. And, the more hours a Baby Boomer devotes to volunteering, the more likely he or she will volunteer from year to year.
- ◆ In 2006, Corporation grantees engaged more than 61,000 members and volunteers who are Baby Boomers. Additionally, Corporation grantees – primarily in the Senior Corps programs – provided independent living support to more than 137,000 frail seniors. Senior Corps awarded grants totaling \$385,280 to 22 RSVP programs to support the recruitment of Baby Boomer volunteers in areas such as mentoring children and youth, and disaster preparedness.
- ◆ The Corporation surveyed RSVP volunteers who are Baby Boomers to develop a baseline measure for how a new generation of volunteers perceives RSVP in order to enhance the programs appeal to baby boomers. The Corporation also surveyed clients and caregivers of Senior Companions to determine how the volunteer service impacted their lives.
- ◆ In 2007:
 - AmeriCorps State/National awarded grants totaling \$ 1 million in funding to stimulate volunteering among Baby Boomers and other professionals in the skilled trades who can support efforts to rebuild Gulf communities. These grants will not only increase the number of volunteers among working and retired citizens, but also highlight the continued need for support in the Gulf region.
 - SaYES, a joint initiative of Learn and Serve America and Senior Corps, was created to connect RSVP volunteers in coordination and curriculum support for service-learning activities. In 2006, six mini-grants were awarded to field practitioners to initiate, cultivate, or sustain exemplary partnerships between schools, Learn and Serve sub-grantees and RSVP programs.
 - Senior Corps and AmeriCorps VISTA Field Guidance incorporated language to encourage greater recruitment of Baby Boomers as members and volunteers that includes direction for grantees on how they might logically think about including Baby Boomers in the programmatic goals and structures of their local organizations.



Program Activities

SUPPORTING DISASTER PREPAREDNESS AND RESPONSE

- ◆ National service is a valuable asset to the preparedness and response agenda and is well positioned to expand capacity at multiple levels. This new focus area will help to establish cabinet level and national relationships that further align national disaster management policies with national service and volunteering resources; mobilize national service resources for response to disasters; build capacity at the state level; and, in cooperation with appropriate organizations, lead the coordination and management of unaffiliated volunteers during major disasters.
- ◆ Together, national service programs have provided resources valued at more than \$130 million to the Gulf Coast relief and recovery effort. Since the hurricanes, 41,000 national service participants have contributed more than 2 million hours of service in the Gulf Coast region assisting millions of Americans. They have provided leadership to more than 125,000 volunteers on projects ranging from sheltering evacuees, mucking out thousands of homes, clearing thousands of tons of debris, providing hundred of thousands of meals, building or repairing thousands of homes, providing child care, distributing emergency supplies, and assisting with long-term recovery across the Gulf.
- ◆ As a result of a number of new procedures and improved relationship with FEMA, the Corporation is able to provide much more effective and timely response to disasters under authority of Mission Assignments. Thus far in 2007, trained AmeriCorps program teams – already more than 250 members – have been deployed to declared major disaster locations under six Mission Assignments to respond to damage caused by winter ice storms, tornados, and flooding. As well as the more traditional response and relief roles, AmeriCorps teams have taken on such tasks as opening and managing volunteer base camps and supporting state and local Emergency Operations Centers.
- ◆ A Memorandum of Understanding was executed with the National Voluntary Organizations Active in Disaster (NVOAD) to forge better linkages among Corporation programs and national, state, and local disaster response entities and improve the nation's capacity to respond to disasters.
- ◆ In May, the Corporation hosted a national "Disaster Institute" to help State Service Commissions and AmeriCorps grantees identify and carry out appropriate roles within their states' disaster preparedness and response efforts.
- ◆ The Corporation is developing a Disaster Response Coordinator Cadre of selected and trained Corporation staff that will be available to go to the site of major disasters and help coordinate the involvement of national service assets with FEMA and other federal, state and local partners.

To view the Corporation's funding opportunities, visit
www.nationalservice.gov/for_organizations/funding/index.asp

For program specific regulations, provisions, and guidance, visit
www.nationalservice.gov/for_organizations/manage/index.asp

RESEARCH AND POLICY



Below is the research agenda for the Corporation for National and Community Service. For more information on research, visit www.nationalservice.gov/research

MOBILIZING MORE VOLUNTEERS

- ◆ *Civic Life in America: A Profile of Volunteering, Voting, and Civic Engagement*. Provides data on civic life, including volunteering, among metropolitan areas. (To be released October 1, 2007)
- ◆ *Volunteering in America: 2007 City Trends and Rankings in Civic Life (2007)*. Provides data on volunteering for metropolitan areas. Metro area rankings and individual profiles are also included. www.nationalservice.gov/about/volunteering/cities.asp
- ◆ *Volunteering in America: 2007 State Trends and Rankings* Provides data on volunteering and civic life at the national, regional, and state levels. State level rankings and individual state profiles are also included. www.nationalservice.gov/about/volunteering/states.asp
- ◆ *The Health Benefits of Volunteering: A Review of Recent Research (2007)*. Demonstrates research results that show a positive relationship between health and volunteering. The report shows that people who dedicate significant volunteer service have greater longevity, higher functional ability, lower rates of depression, and less incidence of heart disease. www.nationalservice.gov/research
- ◆ *Volunteer Growth in America: A Review of Trends Since 1974 (2006)*. Provides an in-depth look at volunteering over the past 30 years, with particular attention paid to changing historical volunteer patterns by select age groups. www.nationalservice.gov/research
- ◆ *Volunteer Management Capacity Study (2003)*. Explores various issues around volunteer management and recruitment and ways to improve volunteer management capacity. www.nationalservice.gov/research

Volunteering is also included as a key focus in many of the research projects described on the next page.



RESEARCH AND POLICY *continued*

ENSURING A BRIGHTER FUTURE FOR ALL YOUTH

- ◆ *Youth Helping America Series. Leveling the Path to Participation: Volunteering and Civic Engagement among Youth from Disadvantaged Circumstances (2007)*. Examines the attitudes and behaviors of young people from disadvantaged circumstances including volunteering and other forms of civic engagement. www.nationalservice.gov/research
- ◆ *Volunteers Mentoring Youth: Implications for Closing the Mentoring Gap (2006)*. Provides a greater understanding of the characteristics and traits that distinguish individuals whose volunteering includes mentoring youth from volunteers who do not mentor. www.nationalservice.gov/research
- ◆ *AmeriCorps: Changing Lives, Changing America*. Analyzes the results from a longitudinal study of AmeriCorps members and surveys of members and alumni, to examine the impacts of national service on members' civic engagement, education, employment, and life skills. Also looks at the organizations where members served to determine how members contribute to strengthening the capacity of nonprofits. www.nationalservice.gov/research
- ◆ *Serving Country and Community: The Longitudinal Study of AmeriCorps Members*. Evaluates the long-term impact of AmeriCorps on alumni's volunteering, civic engagement, education, career, and life skills. EARLY 2008
- ◆ *Random-Assignment Evaluation of Youth Corps*. Evaluates the impact of youth corps programs on employment, education, skills, and civic engagement. EARLY 2008

ENGAGING STUDENTS IN COMMUNITIES

- ◆ *College Students Helping America (2006)*. Identifies key trends in volunteering among college students, discusses future implications for volunteering given the changing college environment, and provides state rankings for volunteering among college students. www.nationalservice.gov/research
- ◆ *Youth Volunteering, Service-Learning, and Civic Engagement Survey*. National, biennial study of volunteering by America's youth, aged 12-18. Produced with the U.S. Census Bureau, the survey provides data on volunteering, service-learning, and civic engagement. www.nationalservice.gov/research
- ◆ *Youth Helping America Series. Building Active Citizens: The Role of Social Institutions in Teen Volunteering (2005)*. Explores the state of youth volunteering and the connections between youth volunteering and the primary social institutions to which teenagers are exposed – family, schools, and religious congregations. www.nationalservice.gov/research

RESEARCH AND POLICY *continued*



HARNESSING BABY BOOMERS' EXPERIENCE

- ◆ *Keeping Baby Boomers Volunteering* is the first report of national data on Baby Boomers that explains the differences in volunteer retention and turnover rates among Baby Boomers as well as recommendations for organizational pathways that led to consistent volunteering. www.nationalservice.gov/research
- ◆ *Health Benefits of Volunteering* offers a compendium of research that demonstrates how volunteering leads to better health. It is particularly relevant for Baby Boomers and other older adults for whom volunteering offers numerous physical and mental health benefits. www.nationalservice.gov/research
- ◆ *Baby Boomers and Volunteering* is an issue brief of statistical data collected from the Bureau of Labor Statistics on the volunteer habits of Baby Boomers. www.nationalservice.gov/research
- ◆ *Survey of RSVP Baby Boomers* provides information on volunteering by Baby Boomers in RSVP programs including how they serve, program satisfaction levels, and opportunities for greater enrollment. COMING SOON
- ◆ *Senior Companion Independent Living Survey* will report on efforts to improve the lives of older Americans and help them live independently. COMING SOON
- ◆ *Foster Grandparents and Mentoring Survey* provides information about Foster Grandparent mentors and the effects of mentoring on youth. COMING SOON

SUPPORTING DISASTER PREPAREDNESS AND RESPONSE

- ◆ *National Service Responds: The Power of Help and Hope* is a report that describes the role of national service and its impact in the Gulf to date. In summary it describes the combined effort of national agencies to support first responders, provide hands-on help to survivors and evacuees, and build capacity that enables more volunteers to serve in the region. www.nationalservice.gov/pdf/katrina_report.pdf
- ◆ *Volunteers Respond* highlights the activities and accomplishments of more than 40 volunteer-driven organizations, which have leveraged over 550,000 volunteers from across the United States and around the world. www.nationalservice.gov/pdf/katrina_volunteers_respond.pdf
- ◆ *Research on Disasters' Effects on Americans' Civic Behaviors* compiles research that has been conducted on the effect of disasters on civic behaviors. www.nationalservice.gov/pdf/katrina_research_factsheet.pdf



TRAINING AND TECHNICAL ASSISTANCE

The Corporation provides tools, training, and information to build the capacity of service and volunteer programs. Visit The Resource Center at www.nationalservice.gov/resources.

MOBILIZING MORE VOLUNTEERS

◆ My Improvement Plan my.nationalservice.org

Rate yourself online according to the 10 Building Blocks of Effective Service and Volunteer Programs, and generate a list of recommended tools and resources just for you! Developed by experts, this is just the right learning tool for busy, on-the-go volunteer professionals!

◆ Toolkit for Program Sustainability, Capacity Building, and Volunteer Recruitment/Management

nationalserviceresources.org/resources/online_pubs/program_management/sustainability_toolkit.php
View or download this toolkit with tips on how AmeriCorps programs can better leverage and manage additional volunteers.

◆ EnCorps Member Recruitment Resources encorps.nationalserviceresources.org/

EnCorps resources carry a "field stamp of approval." Veteran program staff reviewed and recommended these tools for recruiting and developing AmeriCorps and VISTA members.

◆ Volunteering in America: Resources for Retention www.nationalserviceresources.org/volunteerweek/

Effective and meaningful volunteer service begins by matching the right people with the right task. Recruiting appropriate volunteers and placing them in volunteer roles that match their skills and interests can lead to greater retention.

◆ Training and Technical Assistance Providers nationalserviceresources.org/resources/tta/tta_index.php

Additional expertise available through the following training and technical assistance providers:

- **Hands On Network** offers regional workshops on volunteer leveraging, with remote assistance to individual programs by request.
- **Points of Light Foundation** provides training on the implementation of Volunteer Reception Centers to help communities prepare for managing volunteers in case of catastrophic events.
- **Northwest Regional Educational Laboratory-EnCorps** focuses on finding and disseminating field-proven practices for effective recruitment and development of national service participants.

TRAINING AND TECHNICAL ASSISTANCE *continued*



ENSURING A BRIGHTER FUTURE FOR ALL YOUTH

- ◆ **Best Practices for At Risk Youth at the National Service-Learning Clearinghouse**
servicelearning.org/resources/hot_topics/at-risk/index.php

Great service-learning resources that help connect at-risk youth to school and the community.

- ◆ **Web-Based Tutor Training from LEARNS**
nationalservicerresources.org/sites/learns/web-based

Online interactive course with practical strategies.

- ◆ **Mentoring Children of Incarcerated Parents: A Guide for Senior Corps Directors**
nationalservicerresources.org/sites/learns/resources/seniorcorps/products/MCIP_Senior_Toolkit.pdf

- ◆ **Training and Technical Assistance Providers**
nationalservicerresources.org/resources/tta/tta_index.php

Additional expertise available through the following training and technical assistance providers:

- **LEARNS** is funded by the Corporation to assist projects focused on literacy, education, mentoring, and out-of-school time. LEARNS is a partnership of the Northwest Regional Educational Laboratory and the Bank Street College of Education.
- **Public/Private Ventures (P/PV)** assists faith-based and community organizations to develop programs for mentoring children of prisoners, prisoner re-entry, and family strengthening.

ENGAGING STUDENTS IN COMMUNITIES

- ◆ **K-12 Service-Learning Project Planning Toolkit**
servicelearning.org/filemanager/download/K-12_Service-Learning_Project_Planning_Toolkit.pdf

The materials in this toolkit contain information about the three core components of a service-learning project: planning and preparation, the service activity, and the culminating event. Also included is information about two ongoing activities common to high quality service-learning projects: reflection and assessment.

- ◆ **Students in Service to America: A Guidebook for Engaging America's Students in a Lifelong Habit of Service**
www.studentsinservicetoamerica.org/download/guidebook.pdf

This guidebook, CD-ROM, and website provides research, guidance, tools, and other assistance for planning service activities and service-learning programs for young people in schools, after-school programs, and community organizations.



TRAINING AND TECHNICAL ASSISTANCE *continued*

◆ K-12 Starter Kit on National Service Learning Clearinghouse

servicelearning.org/resources/starter_kits/k-12_starter_kit

Find practical tools to help you get started with service-learning.

◆ Training and Technical Assistance Providers

nationalserviceresources.org/resources/tta/tta_index.php

Additional expertise available through the following training and technical assistance provider:

◆ National Service-Learning Clearinghouse (NSLC)

www.servicelearning.org

A program of Learn and Serve America, NSLC operates America's premier website supporting service-learning in schools, higher education, communities, and tribal nations.

HARNESSING BABY BOOMERS' EXPERIENCE

◆ Baby Boomers and the New Age of Volunteerism

nationalserviceresources.org/epicenter/practices/index.php?ep_action=view&ep_id=569

Review research on a new organizational infrastructure for Senior Corps to successfully engage and recruit baby boomers.

◆ Restructuring Current Volunteer Opportunities to Appeal to Baby Boomer Volunteers

nationalserviceresources.org/epicenter/practices/index.php?ep_action=view&ep_id=1128

Learn strategies for transforming traditional volunteer opportunities to appeal more to Baby Boomers.

◆ Training and Technical Assistance Providers

nationalserviceresources.org/resources/tta/tta_index.php

Additional expertise available through the following training and technical assistance provider:

- **Temple University's Center for Intergenerational Learning** provides technical assistance on developing higher skilled volunteer opportunities, strategies for niche marketing, and capacity building. Online support will be coming soon as an added benefit for grantees.
- **Northwest Regional Education Laboratory** provides assistance on best practices for the effective recruitment and utilization of older adults for service-learning activities.

TRAINING AND TECHNICAL ASSISTANCE *continued*



SUPPORTING DISASTER PREPAREDNESS AND RESPONSE

◆ Managing Spontaneous Volunteers in Times of Disaster

www.my.nationalservice.org

National service members can be a vital part of disaster volunteer efforts by staffing volunteer reception centers (VRCs) after an incident. VRCs match volunteers unaffiliated with disaster agencies to opportunities at organizations already involved in the response or recovery. This training will help national service participants understand the function of a VRC.

◆ CNCS Disaster Services Online Orientation [Parts I and II]

www.nationalserviceresources.org/resources/courses/corp_initiatives.php

Develop a better understanding of the role of national service and volunteers in disaster services. The CNCS Disaster Services Online Orientation series is organized into three courses:

◆ Universities Rebuilding America Partnership (URAP)

www.servicelearning.org/filemanager/download/urap/Universities_Rebuilding_America_Partnership_expanded.pdf

A toolkit for organizing group service trips to the Gulf Coast to help communities recover from the Hurricanes of 2005.

◆ Toolkit for Program Sustainability, Capacity Building, and Volunteer Recruitment/Management

nationalserviceresources.org/resources/online_pubs/program_management/sustainability_toolkit.php

View or download this toolkit to gain tips on how AmeriCorps programs can better leverage and manage additional volunteers.

◆ Training and Technical Assistance Providers

nationalserviceresources.org/resources/tta/tta_index.php

Additional expertise available through the following training and technical assistance providers:

- **Project TADS (Technical Assistance for Disaster Services)** provides disaster services projects with resources, support, and guidance on organization and partnership building; volunteer recruitment and retention; model programs and best practices; project design, planning, marketing, and evaluation; and public education and awareness.
- **Hands On Network** offers regional workshops on volunteer leveraging, with remote assistance to individual programs by request.
- **Points of Light Foundation** provides training on the implementation of Volunteer Reception Centers to help communities prepare for managing volunteers in case of catastrophic events.



MARKETING AND MEDIA RESOURCES

MOBILIZING MORE VOLUNTEERS

◆ President's Council on Service and Civic Participation

www.nationalservice.gov/about/council/index.asp

President George W. Bush established the President's Council on Service and Civic Participation to recognize important contributions by Americans of all ages through service and civic engagement. Administered by the Corporation, the Council comprises leaders from business, entertainment, sports, education, government, nonprofits and the media.

◆ President's Council of Service and Civic Participation PSA Campaign

www.nationalservice.gov/about/council/psas.asp

“Make a Difference: Volunteer” is a national radio campaign to encourage Americans of all ages and backgrounds to volunteer. The PSA features the president and members of the President's Council on Service and Civic Participation encouraging listeners to visit www.volunteer.gov to find volunteer and community service opportunities.

◆ President's Volunteer Service Award

www.presidentialserviceawards.gov

The President's Volunteer Service Award is issued annually by the President's Council on Service and Civic Participation to recognize the best in American spirit, and to encourage all Americans to improve their communities through volunteer service and civic participation. Any individual, family, or group is eligible.

◆ MLK Day Toolkit and Marketing Materials

www.mlkday.gov

The Corporation provides free toolkits on how to organize volunteer projects that honor Dr. Martin Luther King, Jr.'s dream of equality, freedom, and justice for all. The King Day of Service transforms Dr. King's life and teachings into community service that helps solve social problems; it can also serve as an entrée for new volunteers. In addition, the Corporation provides marketing materials, including videos, posters, T-shirts, and more.

MARKETING AND MEDIA RESOURCES *continued*



ENSURING A BRIGHTER FUTURE FOR ALL YOUTH

- ◆ **AmeriCorps**
www.americorps.gov

Promote AmeriCorps opportunities to youth in your community! You can request recruitment materials and use the online application system. AmeriCorps opens the door for young adults to serve while learning life lessons that foster the values of community and civic responsibility as adults. AmeriCorps inspires young people to be more confident and improve their academic and social behaviors.

- ◆ **Learn and Serve America**
www.learnandserve.gov

As a facilitator of service-learning activities for students of all ages, Learn and Serve America supports a number of programs that promote accountability on the part of communities, schools and students themselves. From grant support of school partnerships to training and technical assistance of teachers, parents, and administrators, LSA takes a proactive approach to ensuring the success of America's youth.

- ◆ **AmeriCorps National Civilian Community Corps (NCCC)**
www.americorps.gov/about/programs/nccc.asp

Team members of this AmeriCorps program work with non-profits, local agencies, and faith-based and community organizations to strengthen communities across the nation. The NCCC responds to disasters and addresses education, public safety, and the environment by tutoring local students, rehabilitating housing, and cleaning streams, among other initiatives. Any organization on a state or local level can sponsor an AmeriCorps NCCC project and transform their respective community.

ENGAGING STUDENTS IN COMMUNITIES

- ◆ **Service-Learning Marketing Materials**
www.servicelearning.org/resources/bring_learning

Service-learning helps students across America perform better while improving their communities. Classroom lessons connected with service projects bring learning to life! Learn and Serve America offers free, new promotional tools – a program video, television PSAs, brochures, and posters to spread the word about the benefits of service-learning. The Corporation anticipates an increase in the service-learning movement from 30 percent to more than 50 percent of K-12 schools by 2010.



MARKETING AND MEDIA RESOURCES *continued*

◆ National Learn and Serve Challenge

www.service-learningpartnership.org

The National Learn and Serve Challenge is a weeklong series of local, state, and national events designed to raise awareness and public support for service-learning. The event will take place September 17-23, 2007.

HARNESSING BABY BOOMERS' EXPERIENCE

◆ Get Involved Marketing and Public Awareness Tools

www.getinvolved.gov

"Get Involved" is a national awareness and recruitment campaign aimed at the nation's millions of volunteers ages 55+. Launched by the Corporation for National and Community Service, in collaboration with nonprofit and private-sector organizations committed to civic responsibility, the campaign features bilingual newspaper, magazine, radio, and television public service announcements (PSAs).

◆ VolunteerMatch

www.volunteermatch.org

The Corporation is offering a new tool and service to Senior Corps grantees and other organizations seeking volunteers ages 55+. Powered by VolunteerMatch, the 55+ Get Involved website is tailored to Boomers and the organizations seeking them as volunteers.

◆ Fight Poverty With Passion

"Fight Poverty With Passion" is an AmeriCorps VISTA public awareness and member recruitment campaign targeted to potential VISTA members and project sponsors. It includes tailored components targeted to Baby Boomers, including a video, direct mail, and e-mail campaigns where experienced professionals are featured. Campaign information will also be highlighted in VISTA handbooks, brochures, and training materials. (COMING SOON)

MARKETING AND MEDIA RESOURCES *continued*



SUPPORTING DISASTER PREPAREDNESS AND RESPONSE

◆ AmeriCorps-Helping to Rebuild Communities in the Gulf Coast

www.americorps.gov/about/programs/hurricane.asp

With many homes still uninhabitable, schools closed and impassable streets, victims of the 2005 hurricanes are in need of support. AmeriCorps has created a unique opportunity to change the lives of Louisiana residents who remain without homes. AmeriCorps members will be asked to clear debris, build homes, schools and public facilities, and distribute goods among other equally important responsibilities.

◆ USA Freedom Corps-Hurricane Response and Recovery

www.usafreedomcorps.gov/about_usafc/special/hurricane.asp

The USA Freedom Corps offers opportunities to volunteer in five states impacted by the 2005 hurricanes, Katrina and Rita.

◆ National Service: Hope and Help in the Gulf

www.cns.gov/about/newsroom/psas.asp

This three-minute video combines pictures of devastation with images of AmeriCorps, Senior Corps, and Learn and Serve America participants aiding in the recovery effort. It reminds viewers that much work remains to be done and invites them to find a volunteer opportunity at www.volunteer.gov.

◆ AmeriCorps: Hope and Help in the Gulf

www.cns.gov/about/newsroom/psas.asp

Focusing exclusively on the efforts of AmeriCorps members in responding to the hurricanes of 2005 and assisting with the recovery effort, this three-minute video directs viewers to www.americorps.gov to find current opportunities to serve.

◆ After the Storm

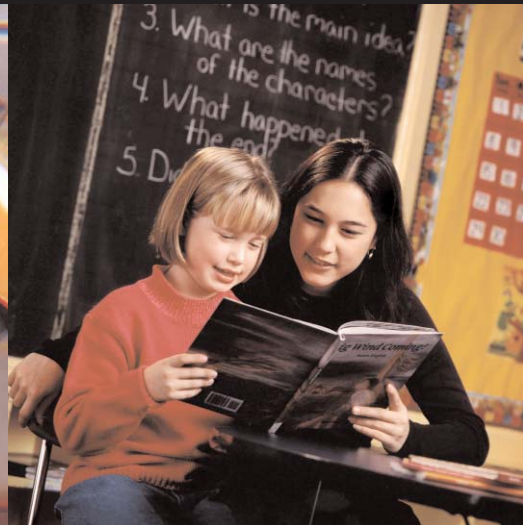
www.cns.gov/about/newsroom/psas.asp

This seven-minute, documentary-style video highlights the contributions of Senior Corps volunteers in Hurricane Katrina relief efforts in Alabama, Louisiana, and Mississippi. The video shows how these "everyday heroes," many of whom were facing their own losses, sprang to action through the Foster Grandparent, RSVP, and Senior Companion programs to help others in great need.

◆ AmeriCorps Service in the Gulf

www.cns.gov/about/newsroom/psas.asp

Available in both 30- and 60-second versions, this public service announcement combines pictures of devastation with images of AmeriCorps members and teams helping in recovery efforts. The PSA directs viewers to find current opportunities to serve.



Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



1201 New York Ave., NW ★ Washington, DC 20525 ★ 202-606-5000
www.nationalservice.gov