

E-Newsletter from The Resource Center

Headlines at a Glance

- Ready, Set... Americorps Week!
- Harness the Power of the Media
- Inspire by example: National Volunteer Week 2007



[Check out
My Improvement Plan!](#)

Spotlight of the Month

Ready, Set... AmeriCorps Week!



[AmeriCorps Week: Getting Things Done](#)

May 13-20, 2007

AmeriCorps Week is a nationwide event designed to bring more Americans into service, salute AmeriCorps members and alums for their powerful impact, and thank the community partners who make AmeriCorps possible. All AmeriCorps grantees, members, alumni, and friends are encouraged to use their creativity to shine a spotlight on AmeriCorps in their communities.

A key element of National AmeriCorps Week will be planning to work with the media. Try these resources:

- [AmeriCorps Media Outreach Tips](#) (2-page PDF)
- [A Guide to Working with the Media: Sharing Your National Service Story](#)
- [A Guide to Working with the Media](#) (order a hard copy at the website)

Visit [AmeriCorps.gov](#) for more suggestions and resources to support your AmeriCorps Week activities. Learn how to stage a special event, reach out to the media, or deliver a presentation about your service to a local school — plus many more ways to help you tell your community about the great things that start with AmeriCorps service.

From The Resource Center

Harness the Power of the Media

Would you like your program contributions and accomplishments to receive greater recognition? Ever wish your recruitment and fundraising efforts could reach a broader audience? Use the power of the media to your advantage with the following resources from The Resource Center.



[Making the News: A Guide for Activists and Nonprofits](#) (R2960)

Explains how to generate news coverage of any important issue or nonprofit cause and to do so within a reasonable budget. Aimed at activists and nonprofit professionals, this easy-to-use handbook describes how to stage media events, write distinctive news releases, contact reporters, deliver sound-bites, and ensure a media edge in the Internet age.

[Quote, Unquote: How to Talk to the Media](#) (V2979)

Uses slice-of-life reenactments of right and wrong ways to interact with the media. Specific do's and don'ts are discussed by a panel that includes a journalist, communications director, television anchor, and professor of journalism. Emphasizes the importance of having strategies in place for talking to the media before they initiate contact. (21 minutes)

[Guide to Strategic Communications for Nonprofits: A Step-by-Step Guide to Working with the Media](#) (R2953)

Provides step-by-step guidance for nonprofits and public agencies that want to create successful communications strategies. Can be used to enhance profiles in the media, increase name recognition, boost fundraising, recruit membership, and advance changes in public policy. Includes detailed checklists, illustrative charts, and sample forms.

[How to Get Noticed by the National Media: Your Complete Guide to High-Impact Publicity](#) (R2981)

Describes how to get attention at the national level for a unique product, service, or program. Details how to write effective pitch letters and find just the right reporter and publication as well as how to handle crisis situations and come out looking competent and strong. Written by public relations experts, this book will help in creating a public relations campaign that gets a company or organization in the national spotlight.

To borrow any of the above media resources, please call Erica Marsh at 1-800-860-2684, ext. 260 or get more information about The Resource Center's [lending library](#) online.

Announcements

Inspire by Example: National Volunteer Week 2007



All year long volunteers perform acts of service that have an immediate and lasting effect on their communities, our nation, and the globe. National Volunteer Week is a time to celebrate these good works and to identify volunteers who are eligible for the [President's Volunteer Service Award](#) — the most prestigious volunteer recognition currently associated with the White House. Sponsored by the Points of Light Foundation, this year's theme is "Inspire by Example." We can all think of a volunteer who has inspired and motivated us!

This year, each organization that places an order of 25 awards or more between March 11 and April 14 will be entered into a drawing to win \$500 toward their volunteer recognition event. Every week until April 14, a new certifying organization will be announced, and its volunteers will be featured on the President's Volunteer Service Award website.

Already a certifying organization? Show your volunteers you care by ordering today, and be entered to win: Log in at www.presidentialserviceawards.gov. To become an official certifying organization, [click here](#).

Use the [2007 National Volunteer Week Toolkit](#) from the Points of Light Foundation website to plan and publicize your recognition activities on the local, state, and national levels.

For additional information about National Volunteer Week, please contact Fred Whiting at (202) 729-8177 or VolunteerWeek@PointsofLight.org.

Each month, The Resource Center provides this e-newsletter to highlight information and resources that help programs funded by the Corporation for National and Community Service. [Visit us today](#) to search, browse, download, order, and borrow from among thousands of useful assets. Click [here](#) to subscribe or unsubscribe to this e-newsletter.

Call us toll free at 1-800-860-2684 or e-mail us at resourcecenter@etr.org.