



NEWS RELEASE INFORMATION

Mission: To fully realize the potential of national service alumni as leaders in communities.

Vision: The lifetime engagement of national service alumni as a transformational force for change in America's communities.

Position Statement: AmeriCorps Alums is an organized community of experienced and committed volunteer leaders connected to the resources and empowered with the tools to lead change in their communities.

- Voice of the alumni - We are those who have served, this is our organization,
- We affirm that service is our path to leadership - We encourage, facilitate and celebrate continued service

Elevator Speech, general: AmeriCorps Alums is a force for change in America's communities. We empower national service alumni with the tools and resources they need for a lifetime of civic leadership. (28 words)

Elevator Speech, alums: AmeriCorps Alums believes that you can be a force for change in America's communities. That is why we provide you with the tools and resources you need for a lifetime of success in civic leadership and beyond.

Chapter Leaders: To succeed in creating change in communities across America, local AmeriCorps Alums chapters need strong leadership from people like you. Our members need you to welcome them into the AmeriCorps Alums community, introduce them to our tools and inspire them into a lifetime of civic leadership. By taking advantage of the resources we offer to effectively organize and mobilize your chapter, you can create change within your community and take your leadership to the next level. With your initiative and dedication to service, you can make AmeriCorps Alums a force for change. (92 words)

[Optional] Take your passion for service and leadership to the next level. Become an AmeriCorps Alums local chapter leader. (18 words)

News Release Boilerplate: AmeriCorps Alums creates a force for change in America's communities by empowering national service alumni with the tools and resources they need for a lifetime of civic leadership. Providing everything from service engagements and organizing tools to networking opportunities and national recognition, AmeriCorps Alums serves civic leaders so they can serve America. AmeriCorps Alums has more than 100 chapters working to strengthen communities and create change at the local level. For more information, visit www.americorpsalums.org or contact <CONTACT NAME> at <Phone #>. (81 words)

Key Term Definition: Civic Leadership

AmeriCorps Alums uses the term civic leadership to broadly describe the act of leading with a civic mind. This can include those responsible for or involved in non-profit and charitable programs as well as those who apply national service values to their leadership positions in the corporate sector.