



AmeriCorps Alums Membership Guide

A communications and resource guide to promote AmeriCorps Alums membership for AmeriCorps Alums chapters and all national service partners, especially programs with currently serving AmeriCorps members or AmeriCorps alumni.

This document is also available at <http://www.americorpsalums.org/?Membership20th>.

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Thank You from Ben and Mary

Dear Friends,

Thank you for helping ensure all Corps members and alum have access to the ideas, networks, and resources they need to navigate “life after AmeriCorps” through AmeriCorps Alums (the only national network of alumni of all AmeriCorps programs).

This year, we surveyed AmeriCorps alumni across the country and learned that three in four strongly agree they want a career that impacts the world around them. However, only a third felt they had all the tools they needed to continue their education and move from their service experience into their next professional job. Our member benefits—which are FREE to all alumni—include:

- Professional development through our monthly webinars, career newsletters, virtual events, and jobs board
- Higher education opportunities including specialized access to university partners
- Discounts on products like car insurance, mortgage assistance, tax returns, and more
- Amplifying the “Voice” of Alums through advocacy, press, and government relations
- Networking and service opportunities with our online network of more than a hundred thousand alums and our ground network with 80 local chapters in 30+ states
- A critical part of our 20th anniversary activities is ensuring that all currently serving AmeriCorps members and alum know how—and why—to join our network.

Unfortunately, many graduating AmeriCorps members and alums are not aware of these resources. While they are asked on their AmeriCorps exit form if they would like to share their information with the alumni association, we do not receive their contact information—even if they’ve asked to share it with us. **With your help, we aim to double our network membership in AmeriCorps Alums in 2014, so that more corps member and alums have what they need to grow as civic leaders, for life.**

Thank you for partnering with us. We are excited to celebrate the 20th anniversary of AmeriCorps with you!



-Mary Bruce and Ben Duda

Co-Executive Directors, AmeriCorps Alums

mary@americorpsalums.org and ben@americorpsalums.org

P.S. Do you have a question, comment, or an idea about how we could grow Alums further, faster? Please feel free to reach out at any time— 617.610.9903 (Mary) or 404.979.2923 (Ben).

An Overview of 20th Anniversary Partner Opportunities

ACTIVITY	GOAL	KEY DATES & ACTIVITIES
<p>Membership Campaign</p> <p>Promote membership and registration with AmeriCorps Alums and host site alumni organizations.</p>	<p>Double AmeriCorps Alums in 2014.</p>	<p>May-Sept: Promote membership during Corps graduation season via email and social media. Key resources in this document!</p>
<p>20th Anniversary National & Local Leader Awards</p> <p>Nominate, select, and honor 20 national alumni leaders with an option for partners to run local leader awards. View our Awards Communications Guide here.</p>	<p>Recognize and promote alumni leaders and enlist them as advocates.</p> <p>Build a database of national service stories as a resource for communications, PR, and advocacy initiatives.</p>	<p>June 16 – August 1: Submit nominations via a StoryCorps online portal at twenty.americorpsalums.org; promote the awards via email and social media posts.</p> <p>August 1: Email membership@americorpsalums.org to let us know if you'll be participating in local leader awards.</p> <p>August 15: AmeriCorps Alums will send back 20th nominations related to your organization.</p> <p>Sept 12: Announcement of award recipients (local and national)</p>
<p>Pledge Renewal & 20th Events</p> <p>Renew your pledge by saying it with the newest AmeriCorps class, pledge to serve 20 hours this summer, and find an event near you to celebrate the 20th</p>	<p>Reaffirm the pledge</p> <p>Honor 20 years of alumni service by celebrating leadership awards</p> <p>Feature alums in 20th Anniversary Events</p>	<p>Sept. 12: Reaffirm the pledge (stay tuned to twenty.americorpsalums.org for a virtual way to participate).</p> <p>June 16-Sept 12: Serve 20 hours this summer</p> <p>Sept. 8-13: Hold 20th Anniversary Events and let us know about them so we can add them to our Events Calendar.</p>

Membership Campaign Project Details

GOAL
We aim to <u>double</u> membership in AmeriCorps Alums in 2014.

Suggested Participation Checklist

This checklist offers suggestions for how and when you can promote registration with AmeriCorps Alums through emails, newsletter inserts, a PowerPoint presentation, a one page flyer, and social media posts. **We encourage you to share this with currently serving members as well as alumni of your program.**

Suggested Dates	Activities
May	<ul style="list-style-type: none"> • Post the AmeriCorps Alums Registration Link on your website homepage. • Email the Newsletter – Long Version for Current Corps Members and the Newsletter – Long Version for Alumni. • Hand out the One Page Flyer. • Present the Introductory PowerPoint highlighting how and why to register with AmeriCorps Alums and, if applicable, your alumni association. • Promote Membership Campaign 3-5 times on your social media platforms using our Suggested Weekly Social Media Posts.
June	<ul style="list-style-type: none"> • Include the Newsletter – Short Version for Current Corps Members in your June newsletter. • Promote Membership Campaign 3-5 times on your social media platforms using our Suggested Weekly Social Media Posts.
Throughout the Year	<ul style="list-style-type: none"> • Connect with your local chapter, if one exists. Check HERE for a full list. Invite the chapter to speak at your Corps member graduation, at “life after AmeriCorps” professional development events, or social activities with your Corps. • Continue promoting how and why to register with AmeriCorps Alums using our Suggested Weekly Social Media Posts. • Join our peer network of national service staffers that engage alumni to share best practices and content via quarterly conference calls and other communications. We’ll email additional details on this group soon. • Create mechanisms for Corps members to opt-in to AmeriCorps Alums (e.g. on an exit form), including direct list shares. Mary and Ben would love to discuss ways that make the most sense for your organization, and share best practices from other host sites.

Communication Resources/Templates

Target Audience: Currently serving AmeriCorps members and recent alums

Resources: [AmeriCorps Alums Registration Link for Your Website](#)
[Newsletter – Long Version \(Dedicated E-blast\) for Current Corps Members](#)
[Newsletter– Long Version \(Dedicated E-blast\) for Alumni of Your Program](#)
[Newsletter – Short Version for Current Corps Members](#)
[Introductory PowerPoint](#)
[Suggested Weekly Social Media Posts](#)
[One Page Flyer](#)

AmeriCorps Alums Registration Link for Your Website



Did you serve with AmeriCorps? Are you registered with the alumni association? Join—for free!—today at <http://www.americorpsalums.org/Login.aspx>.

Newsletter – Long Version (Dedicated E-blast) for Current Corps Members

Subject line: **Join AmeriCorps Alums Today: A Network that Gets Things Done for You!**

Dear Corps Members,

Thank you for your service with AmeriCorps. You are joining a network of more than 820,000 Americans who have served more than 1 billion hours at more than 15,000 community-based organizations since 1994. We invite you to take 5 minutes and register today (it's FREE!) with AmeriCorps Alums at <http://www.americorpsalums.org/Login.aspx>. By registering, you gain access to professional development resources, networking and volunteering opportunities, member discounts, and the resources you deserve to kickstart your life after AmeriCorps.

We know when we completed AmeriCorps we had a lot of questions. How would I talk about AmeriCorps to future employers? Do any colleges or grad schools care that I did AmeriCorps? Is it true that I have to pay taxes on my education award? AmeriCorps Alums is here to help you answer these questions. Register today at <http://www.americorpsalums.org/Login.aspx>. We are committed to helping you get the resources and support you need to navigate "life after AmeriCorps."

When we graduated from AmeriCorps, we also knew we wanted to stay involved by volunteering, advocating for policy issues we cared about, and connecting with other alums. We do that, too! We have over 80 chapters across the country. And this summer, we're joining together to contribute 20,000 hours of service. **Join today and learn more at:** <http://www.americorpsalums.org/Login.aspx>.

Thank you for your service, and welcome to AmeriCorps Alums!



-Mary Bruce & Ben Duda
Co-Executive Directors
AmeriCorps Alums

P.S. Did you know by registering you'll be eligible for discounts on car insurance as well as other benefits? Register today at <http://www.americorpsalums.org/Login.aspx>.

Newsletter – Long Version (Dedicated E-blast) for Alumni of Your Program

Subject line: **Join AmeriCorps Alums Today: A Network that Gets Things Done for You!**

Dear Alum,

You are part of a network of more than 820,000 Americans who have served more than 1 billion hours at more than 15,000 community-based organizations since 1994. If you haven't yet, we invite you to take 5 minutes and register today (it's FREE!) with AmeriCorps Alums at <http://www.americorpsalums.org/Login.aspx>. By registering, you gain access to professional development resources, networking and volunteering opportunities, member discounts, and the resources you deserve to support your success after AmeriCorps.

We have opportunities for alumni of all backgrounds and at all stages of their career. You can serve as a mentor and role model to currently serving AmeriCorps members and young alums to help them learn from you and your career path after AmeriCorps. We are launching affinity groups for alumni who work in corporate social responsibility, international development, and other fields. And we're always looking for spokespeople to share their stories of impact and service with press, funders, and public officials.

AmeriCorps Alums also offers ways to stay involved by volunteering, advocating for policy issues you care about, and connecting with other alums. We have a robust online network on LinkedIn, Twitter, and Facebook—as well as 80 chapters in 30+ states. And this summer, we're joining together to contribute 20,000 hours of service. **Join today and learn more at** <http://www.americorpsalums.org/Login.aspx>.

In service,



Mary Bruce & Ben Duda
Co-Executive Directors
AmeriCorps Alums

P.S. Did you know by registering you'll be eligible for discounts on car insurance as well as other benefits? Register today at <http://www.americorpsalums.org/Login.aspx>.

Newsletter – Short Version for Current Corps Members

Register with AmeriCorps Alums Today! It's FREE and takes less than 5 minutes.

Congratulations on completing your term of service with AmeriCorps! You are part of a network that includes more than 820,000 Americans who have served more than 1 billion hours at more than 15,000 community-based organizations since 1994. Take five minutes and register today (it's FREE!) with AmeriCorps Alums at <http://www.americorpsalums.org/Login.aspx>.

Key benefits to members of the alumni association include:

- Professional development through our Career Center and virtual events like the Virtual Resume Review and Virtual Career Fair
- Higher education connections, including the chance to engage with recruiters at a Virtual Grad School Fair
- Discounts on essentials like car insurance, mortgage assistance, tax returns, and more
- Advocacy, government relations, and storytelling; shape the "Voice" of AmeriCorps Alums in the press and to public officials
- Networking online with our LinkedIn, Facebook, and Twitter communities and with our local chapters for service and social events

We're committed to making sure you're connected to the ideas, people, and resources you need to support your commitment to a lifetime of service.

Join for free today by registering at <http://www.americorpsalums.org/Login.aspx>.

Introductory PowerPoint

A simple 5-slide PowerPoint is available on this page of our website:
<http://www.americorpsalums.org/?Membership20th>.

Suggested Weekly Social Media Posts

1. Join a network 1 million strong by registering with AmeriCorps Alums at <http://www.americorpsalums.org/Login.aspx>.

Twitter version: Join a network #1millionstrong by registering with [@AmeriCorpsAlums](http://bit.ly/1gOKDAP) at <http://bit.ly/1gOKDAP>.

2. You got things done for America. AmeriCorps Alums gets things done for you. Register at www.AmeriCorpsAlums.org.

Twitter Version: The above social media blurb is short enough for Twitter.

3. Are you an alum of AmeriCorps? Are you registered? Join—for free—today at <http://www.americorpsalums.org/Login.aspx>.

Twitter Version: Are you an AmeriCorps alum? For free career support, alumni perks, and networking, register with [@AmeriCorpsAlums](http://bit.ly/1gOKDAP) @<http://bit.ly/1gOKDAP>.

4. Looking for Job Opportunities? Learn how to maximize your AmeriCorps experience in the job hunt here! [View career webinars](#).

Twitter Version: Calling all AmeriCorps Alum job seekers. [@AmeriCorpsAlums](http://bit.ly/1gOKDAP) Career Center accelerates positive outcomes. Register @<http://bit.ly/1gOKDAP>.

5. Committed to lifelong service? So are we. Register w/[@AmeriCorpsAlums](http://bit.ly/1gOKDAP): <http://bit.ly/1gOKDAP>.

Twitter Version: The above social media blurb is short enough for Twitter.

6. With 79 local AmeriCorps Alums chapters in 38 states and the District of Columbia, AmeriCorps alums have the ability to network and engage with their community across the nation. Stay connected! [Find your local chapter](#).

Twitter Version: With 79 Alums chapters, [@AmeriCorpsAlums](http://bit.ly/1nvNcwj) network and engage across the nation. Find your local chapter <http://bit.ly/1nvNcwj>.

7. [Register](#) with AmeriCorps Alums and find us on [LinkedIn](#), [Twitter](#), and [Facebook](#).

Twitter Version: Register w/ [@AmeriCorpsAlums](http://bit.ly/1gOKDAP) @<http://bit.ly/1gOKDAP> and find news, resources, and connections with us on LinkedIn & Facebook.

One Page Flyer

On the following page, find a sample flyer to use during our Membership Campaign. It is also posted as a .pdf on this page of our website:

<http://www.americorpsalums.org/?Membership20th>.

AmeriCorps Alums Welcomes You. Join today—for FREE!

AmeriCorps Alums is dedicated to getting things done for AmeriCorps alums like you. We are the only national network that connects the nearly **1 million alumni** of all AmeriCorps programs to the people, ideas, and resources that support their commitment to a lifetime of service

How to Join:

Register today (for FREE!) at

<http://www.americorpsalums.org/Login.aspx>.

It takes less than 5 minutes!



Why Join?

- **NETWORK** Connect with hundreds of thousands of alumni like you—on the ground and online. We have 80 chapters and an active community on Facebook, Twitter, and LinkedIn.
- **FIND A JOB** We offer a monthly career newsletter, a Career Center and Coach, professional development webinars, virtual resume reviews, and more.
- **FIND—AND FINANCE—THE SCHOOL OF YOUR CHOICE** Our partner schools and innovative programs like the Virtual Grad School Fair attract schools that value your national service experience.
- **SERVE** Continue a “lifetime of service” through local volunteering, service campaigns, and skills-based volunteering.
- **GET DISCOUNTS** Take advantage of free tax returns and other member discounts from national partners.

<http://www.americorpsalums.org/Login.aspx>

Thank You Membership Campaign Partners!

- ACE: A Community for Education
- America Forward
- America's Promise Alliance
- Arizona Governor's Commission on Service and Volunteerism
- ASC
- California Volunteers
- Cities of Service
- Citizen Schools
- City Year
- Collective Action Training
- College Possible
- Communities in Schools
- Community Health Corps
- Delaware Governor's Commission on Community & Volunteer Service
- FoodCorps
- Habitat for Humanity
- HandsOn Network
- HIPPY USA
- Iowa Commission on Volunteer Service
- Jesuit Volunteer Corps NW
- Jumpstart
- Kentucky Commission on Community Volunteerism and Service
- LIFT
- LISC
- Maryland Governor's Office on Service and Volunteerism
- Mass Service Alliance
- Mercy Corps Northwest
- Michigan Community Service Commission
- Minnesota Alliance with Youth
- Minnesota Commission on National and Community Service
- Minnesota Reading Corps
- NACHC
- NDMVA - Notre Dame Mission Volunteers AmeriCorps
- Nevada Volunteers
- New Yorkers Volunteer
- NGS Movement
- NYC Service
- Office of Volunteerism and Community Service, Virginia Dept. of Social Service
- Ohio Association of Foodbanks
- One Star Foundation

- Oregon Volunteers
- PennSERVE: The Governor's Office of Citizen Service
- PLAYWORKS
- Points of Light
- Public Allies
- Reading Partners
- Rebuilding Together
- Rochester Youth Year
- Serve Alabama -- the Governors Office of Faith-based and Volunteer Service
- Serve Alaska
- Serve Colorado Governor's Commission on Community Service
- Serve CT
- Serve DC - The Mayor's Office on Volunteerism
- Serve Illinois
- Serve Rhode Island
- ServeNebraska
- ServeOhio
- SerVermont
- ServiceNation
- St Bernard Project
- Teach For America
- The Corps Network
- The Service Collaborative of Western New York
- United Way
- Vet Corps of Washington State Department of Veterans Affairs
- Voices for National Service
- Volunteer Florida
- Volunteer Tennessee
- Volunteer West Virginia
- Washington Commission on National and Community Service
- Youth Volunteer Corps
- YouthBuild USA