



Serve Washington

Changing Communities. Changing Lives.

Planning Grants – AC Events/Initiatives/Branding

April 15 – 10:00AM

Please sign-in via the chat box:

- Organization/Program
- Name(s)
- Do you have a favorite mantra or motivational phrase to share?

Learning To Date

Previous Content

- Quarter 1 Content
- Quarter 2 Content
- Policies/Procedures and Volunteer Plan

Today's Agenda

- **AmeriCorps Events and Initiatives**
- **AmeriCorps Marketing and Branding**

Next Up (*May 20*)

- Reporting and Records Retention



Quarterly Questions

- *What “gear” will be provided to AmeriCorps members.*
- *How will the program educate the community and potential service recipients on availability of services?*
- *How will the program educate local leaders, state/congressional delegates, and other VIPs on the value of AmeriCorps?*
- *Where will records be stored? Who will manage records retention?*
- *How does this new knowledge change the budget/match in order to run a successful program?*



Events/Initiatives

Notable events include:

- [9/11 National Day of Service and Remembrance](#) (Sept)
- AmeriCorps Swearing-In Ceremony (Oct)
- [MLK Day of Service](#) (Jan)
- Leader Corps (February and May)
- AmeriCorps Week (Second Full Week of March)
- National Service Recognition Day (First Tuesday of April)
- Volunteer Week (April)
 - Governor's Volunteer Service Awards
 - Seattle Mariners Salute to Volunteers Night



Using the AmeriCorps Brand

CNCS AmeriCorps Terms & Conditions (sec. III)

...the recipient shall identify the program as an AmeriCorps program and members as AmeriCorps members...

...websites shall clearly state that they are an AmeriCorps recipient and shall prominently display the AmeriCorps logo. Recipients and subrecipients shall use the AmeriCorps name and logo on service gear and public materials...

Serve WA Terms & Conditions (sec IX)

...expand on CNCS terms with more detail and to include the use the Washington AmeriCorps logo.



Using the AmeriCorps Brand

GEAR/MATERIALS

- Programs can opt to create their own apparel and materials, but must use the [AmeriCorps Washington logo](#) when doing so
- AmeriCorps gear and apparel is also manufactured by two vendors: [Good Deed](#) and [National Service Gear](#) (general logo, some items may be customizable)

MARKETING/MEDIA

- [AmeriCorps Branding Guide](#)
- [CNCS Communication Resources](#)

RECRUITMENT

- Valuable Resources in the [Handbook](#) (pgs24-25)



“Homework”

- *Continue any unfinished objectives from Quarter 1 and 2.*
- *Continue any unfinished objectives; such as, Member/Site Position Descriptions, Member/Site Agreements, Time Tracking Systems, Member File Checklists, Member Performance Reviews, Policies and Procedures, and Volunteer Plan.*
- *Continue budget adjustments as necessary.*
- **Prepare for National Days of Service.**
- **Prepare for Serve WA events and initiatives.**
- **Develop a plan for branding (or co-branding) your program.**
- ***If applied to RFGA, respond to any application requests.**
- ***Register/Prepare for National Service Regional Training Conference**



Deliverables

- Member Position Description
- Member Service Agreement (Host Site Agreement, if applicable)
- Timesheets/Time Tracking Tools (if electronic, description of system)

Submit to Program Officer anytime through April 30 (end of quarter) for general feedback.

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Robyn Harris – robyn.harris@ofm.wa.gov

Mary Van Verst – mary.vanverst@ofm.wa.gov



Highly Suggested Deliverable

- NSCHC Policy/Procedure
- Set Up and Test Truescreen Account
- Set Up and Test Fieldprint Account
- Run Staff Checks (even if duplicative to test the system)

Jenny Benson – jenny.benson@ofm.wa.gov

Robyn Harris – robyn.harris@ofm.wa.gov

Mary Van Verst – mary.vanverst@ofm.wa.gov

***Once you have a Truescreen account, please give the TS Division number and Organization EIN to your PO.**



Closing

Questions?

