



AmeriCorps Washington

Planning Grants – AC Initiatives/Events/Branding

June 9 – 10am

Please sign-in via the chat box:

- Organization/Program
- Name(s)
- What was the first musical album (record/tape/CD) you bought?

Announcement(s)!

On3Learn AmeriCorps e-Learning

Built by AmeriCorps Alumni for AmeriCorps Programs

Courses for AmeriCorps Staff, Sites, Members

New all access pass for Planning Grants only \$500

Self-paced Learning during Gap Period

Allowable Grant Expense



Announcement(s)!

Serve WA Annual Subgrantee Meeting

Required if Funded for Operational Grant

June 13-15

Virtual

Draft Agenda Soon



Announcement(s)!

NSCHC Vendors – Truescreen & Fieldprint

Staff Checks!

Reminder, adjudication in the system is the final step.

Reminder, you cannot adjudicate yourself.



Learning To Date

Previous Content

- AC 101/Locating/Reviewing/Reading AmeriCorps Guidance
- Theory of Change/Logic Models/Performance Measures/Data
- Member/Site Development Series
- Policies/Procedures
- Volunteer Planning

Today's Agenda

- **AmeriCorps Events/Initiatives**
- **AmeriCorps Marketing/Branding**

Next Up (*June 23*) – *Last Webinar!* ☹️

- Reporting, Records Retention, Close-out



Questions to Consider

- **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 for Members (February and May)
- AmeriCorps Week (Second Full Week of March)
 - Program Recognition
 - Member Recognition
 - Member Virtual Networking Event
- Volunteer Week (April)
 - Governor's Volunteer Service Awards
 - Seattle Mariners Salute to Volunteers Night



Using the AmeriCorps Brand

AmeriCorps Terms & Conditions (sec. III)

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

...websites and social media 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 AmeriCorps 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](#)
- [AmeriCorps Communication Resources](#)

RECRUITMENT & AFFILIATION

- Valuable Resources in the [Handbook](#) (pgs24-25)(pgs33-34)



Questions?



“Homework”

- *Continue reviewing and reading AmeriCorps guidance documents*
- *Continue developing ToC, LM, PMs, Data Plan*
- *Continue Member/Site Development*
- *Continue Policies & Procedures/Volunteer Plan*
- **Prepare for National Days of Service.**
- **Prepare for Serve WA events and initiatives.**
- **Develop a plan for branding (or co-branding) your program.**
- **Update budget framework**



Deliverables

- NSCHC Policy/Procedure – have you successfully adjudicated and documented staff in Truescreen & Fieldprint?

Submit to **Robyn** anytime (through end of June) for general feedback.

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Closing

