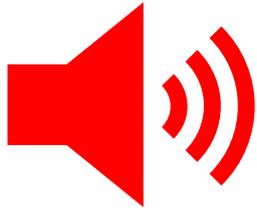




AmeriCorps VISTA Sponsor Call

September 16, 2020



Access the audio through the computer or on the phone: 877-853-5257, meeting ID 983-1819-1877



The Chat will be monitored throughout our meeting; please test it now with a short greeting.



The recording and slides will be posted on the VISTA Campus in the next week.

Objectives



Address
sponsor
questions

Provide
program
updates

Unveil new
agency branding

Agenda

Corporation for
NATIONAL &
COMMUNITY
SERVICE



Welcome and Introductions

VISTA Director Remarks

VISTA Updates

CNCS New Branding Reveal

Q&A

Webinar Evaluation

Closing Comments



VISTA Program Updates

Corporation for
NATIONAL &
COMMUNITY
SERVICE



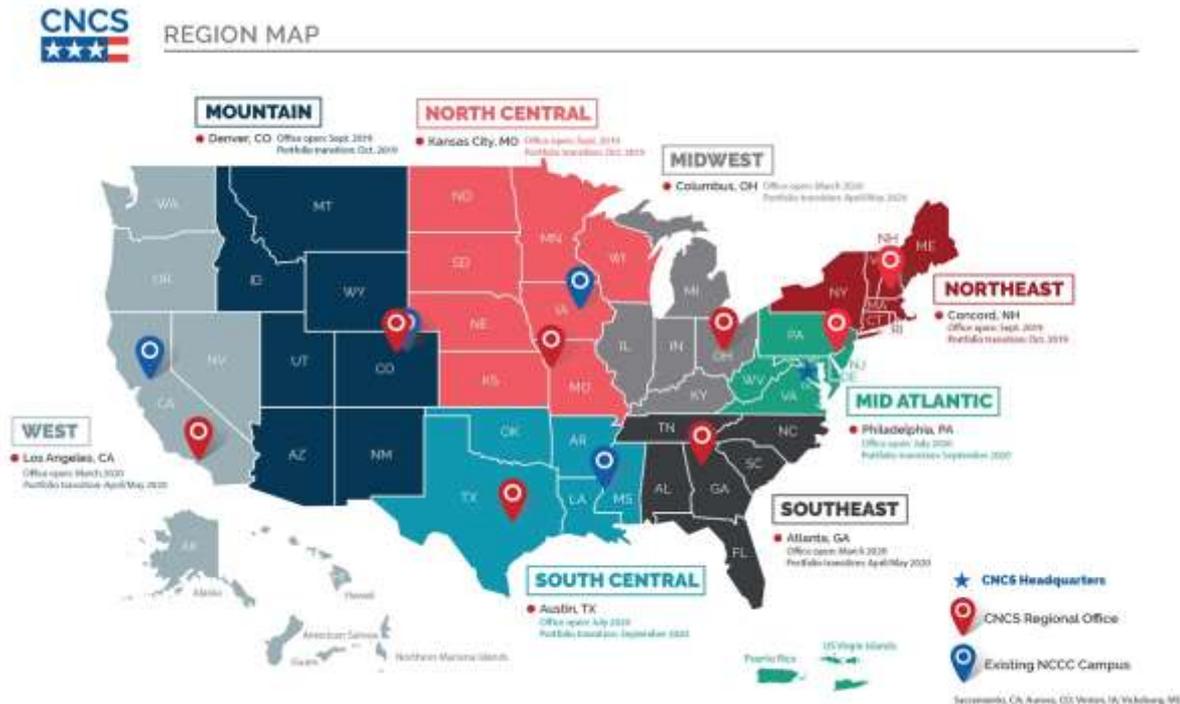
- CNCS Regional Office Update and Connecting with VISTA Sponsors
- VISTA Progress Report Supplement

CNCS Regional Office Openings

- Final phase of regional office openings
- September kick-offs for the last two regions
- All sponsors will now work directly with regional office staff
- Regional staff will support the work of all programs

Phase 3 Openings

Mid-Atlantic Region – Philadelphia, PA
South Central Region – Austin, TX



VISTA Progress Report Supplement

Corporation for
NATIONAL &
COMMUNITY
SERVICE



- **Coming in October:** Share your VISTA accomplishments!
- Complete the VISTA Progress Report Supplement (VPRS) for the reporting period October 1, 2019 to September 30, 2020
- Deadline is November 13, 2020
- Webinar on October 13, 2020, 2-3:00 p.m. ET



ANNUAL IMPACT OF AMERICORPS VISTA

- 1 **8,100+** Members Serving
- 2 **4,200+** Locations Across the U.S.
- 3 **550,500+** Volunteers Leveraged
- 4 **\$173M** Raised From Other Sources
- 5 **3.9M** Volunteer Hours



BRAND PROMOTION **MARKETING** RECOGNITION
CORPORATE RESEARCH **TRADEMARK** MEDIA
SYMBOL JINGLE **FRANCHISE** AWARENESS
MANAGEMENT **IMAGE** LABEL PERSONALITY
TAGLINE **BRANDING** MARKET
LOGO **CONCEPT**
BUSINESS
CUSTOMER DESIGN NAME **PUBLICITY** GLOBAL
PRODUCT IDENTITY **ADVERTISING** SLOGAN
RETAIL TRUST QUALITY DEVELOPMENT
ECONOMY TARGET WATERMARK VALUE
EXPERIENCE ELEMENT



AmeriCorps



AmeriCorps

**To bring out the
best of America**



**Make service to others
a cornerstone of our
national culture and an
indispensable part of the
American experience**





**We are uniting America
by bringing people together
to serve communities.**



Communicating the New AmeriCorps

Corporation for
**NATIONAL &
COMMUNITY
SERVICE**



AmeriCorps



Organization

National service and volunteerism, Federal agency

Think **Unity**

AmeriCorps

AmeriCorps
Seniors



Brands

Service opportunities for all ages, Funding opportunities

Think **Public Awareness**

Grantee Organization



Partners

Co-branding with partner organizations

Think **Partnership**

RSVP, SCP, FGP
S&N, VISTA, NCCC

VGF, 9/11, MLK



Programs

Specific selling points, Benefits
Program models

Think **Find Your Fit**

Key Initiatives

Legacy and strategic initiatives

Think **Impact & Flexibility**

Old Brand Architecture

Organization



Highlighted Brands



National Service Programs



Initiatives & Programs

Other



Days of Service



State Commissions - Part of the National Service Structure



New Brand Architecture

Organization



Highlighted Brand



National Service Programs (name only)

AmeriCorps **State & National**
 AmeriCorps **VISTA**
 AmeriCorps **NCCC**
 AmeriCorps **NCCC-FEMA Corps**

AmeriCorps Seniors **RSVP**
 AmeriCorps Seniors **Foster Grandparents**
 AmeriCorps Seniors **Senior Companions**

Initiatives & Programs

Other

Volunteer Generation Fund
Social Innovation Fund (sunsetting)
Disaster Response Team
Employers of National Service

Days of Service



State Commissions - Part of the National Service Structure



How to Communicate with New Brand Architecture

Corporation for
NATIONAL &
COMMUNITY
SERVICE 



Lead with AmeriCorps and AmeriCorps Seniors.

- I am an AmeriCorps grantee.
- I am an AmeriCorps member.
- I am an AmeriCorps Seniors grantee.
- I am an AmeriCorps Seniors volunteer.

- I am an AmeriCorps member serving in the VISTA program.
- I am an AmeriCorps member serving in the NCCC program.
- I am an AmeriCorps Seniors volunteer serving with Foster Grandparents of Henry County.

How to Communicate with New Brand Architecture

Corporation for
NATIONAL &
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SERVICE 



Program names still exist; they are de-emphasized when communicating publicly.

- I am an AmeriCorps alumni and I served through their VISTA program at United Way.
- I am an AmeriCorps grantee and receive funds as part of their State and National program.
- I am an AmeriCorps Seniors grantee and receive funds through their RSVP program.
- I am an AmeriCorps Seniors volunteer and serve as a part of their Senior Companions Program.



Visualizing the new brand architecture

BEFORE:

AmeriCorps grantee with a VISTA project or grant



Housing Coalition Organization

We help put people into homes

[About](#) ▾

[Programs](#) ▾

[Events](#) ▾

[News](#) ▾

[Join](#) ▾

[Resources](#) ▾

[Donate](#)

AmeriCorps VISTA Network

Housing Action Org manages a network of 30 full-year AmeriCorps VISTA Members and 30+ VISTA positions with our member organizations around the state. AmeriCorps VISTA is a national service program designed specifically to end poverty. Our VISTAs fill a wide variety of roles, but all are aimed at helping our communities thrive. We're very proud of what our current and past VISTAs have accomplished.

Apply Today to **Serve as a VISTA** in Our Network

Many of our host sites are now accepting applications for their full-year or summer VISTA positions.

[See Openings](#)



Become a VISTA

- [See our openings](#)
- [Email our VISTA Leaders](#)

AFTER:

AmeriCorps grantee with a VISTA project or grant



Housing Coalition Organization

We help put people into homes

[About](#) ▾

[Programs](#) ▾

[Events](#) ▾

[News](#) ▾

[Join](#) ▾

[Resources](#) ▾

[Donate](#)

JOIN OUR AMERICORPS NETWORK

Housing Action Organization manages a network of 30 full-year AmeriCorps Members and 30+ AmeriCorps Summer Associates who are placed with our member organizations around the state. These individuals are part of AmeriCorps's VISTA program which is focused on ending poverty. Our AmeriCorps Members fill a wide variety of roles, but all are aimed at helping our communities thrive. We're very proud of what our current and past AmeriCorps members have **accomplished**.

Apply Today to **Serve as an AmeriCorps Member** in Our Network

Many of our host sites are now accepting applications for their full-year or summer positions.

[See Openings](#)



AmeriCorps

Become an AmeriCorps Member

- [See our openings](#)
- [Email our project leaders](#)

BEFORE:

AmeriCorps grantee with a national direct, state, tribes, or territories grant

The image shows a screenshot of a website header and navigation menu. The header is teal and contains two buttons: "DONATE" (yellow) and "TAKE ACTION" (teal). Below the header is a dark blue navigation bar with the text "DABO ORGANIZATION" on the left. On the right side of the navigation bar, there are links for "CAREER OPPORTUNITIES", "CONTACT", "MEDIA INQUIRIES", "PRIVACY POLICY", "TERMS OF USE", and "LOG IN". On the left side of the navigation bar, there is a vertical list of menu items: "ABOUT YOUTHBUILD", "WHAT WE DO", "GET INVOLVED", "STORIES", "UPDATES", "PROGRAM DIRECTORY", "ALUMNI SUPPORT", and "COVID-19 RESPONSE". In the center of the page, there is a yellow-bordered box containing the AmeriCorps logo (a circular seal with "AMERICORPS STATE & NATIONAL" and a large "A") and the text "DABO is a National Direct AmeriCorps grantee."

AFTER:

AmeriCorps grantee with a national direct, state, tribes, or territories grant

The screenshot displays the DABO website interface. At the top, there are two buttons: "DONATE" (orange) and "TAKE ACTION" (teal). Below these, the text "DABO ORGANIZATION" is visible. A navigation menu on the left includes links for "ABOUT YOUTHBUILD", "WHAT WE DO", "GET INVOLVED", "STORIES", "UPDATES", "PROGRAM DIRECTORY", "ALUMNI SUPPORT", and "COVID-19 RESPONSE". A top navigation bar contains links for "CAREER OPPORTUNITIES", "CONTACT", "MEDIA INQUIRIES", "PRIVACY POLICY", "TERMS OF USE", and "LOG IN". A yellow-bordered box highlights the AmeriCorps logo and the text "DABO is an AmeriCorps grantee." in the center of the page.

BEFORE:

AmeriCorps Seniors grantee with the Foster Grandparents program

BECOME A FOSTER GRANDPARENT

Foster Grandparents Program of United Way of Example County

*United Way of
Example County*



Use the skills and talents you've gained over the years, or develop new ones, to make a difference in our community today. As an **Example County Foster Grandparent** in United Way of Example County's Foster Grandparents Program, you'll join one of the largest volunteer networks in the nation for people 55 and over.

The Foster Grandparent Program puts role models like you in classrooms and other learning environments to care for students with exceptional or special needs. Stay active and vibrant as you mentor and guide students to higher academic achievement. Help students develop life skills critical to their development and future success, tutor students at risk of falling behind, and help educators create and execute exciting curriculum.

There are over 15 locations in need of volunteers like you. The time commitment is flexible, ranging from 5-20 hours per week.

- **You have so much to give.** There's never been a more meaningful way to put your years of experience to use. Strengthen your community by addressing their immediate needs and make a lasting impact by uniting people through service.
- **Giving back is good for you.** Enrich the lives of others while improving your own health and well-being. AmeriCorps Seniors volunteers live happier, healthier lives while making a difference in their communities.
- **Leave a legacy.** Inspire students and pass down a culture of service to future generations. You will build relationships that unite you with those you serve and see the immediate and lasting impact of your service.

The Foster Grandparents Program is a program of the United Way of Example County. It is partially funded through a grant from AmeriCorps Seniors; local funding through other grants and donations are used for programing and projects.

To learn more about how you can be an **Foster Grandparent volunteer**, contact us at 123-456-7890 or by email at fostergrandparentsprogram@example.org

AFTER:

AmeriCorps Seniors grantee with the Foster Grandparents program

HELP KIDS LEARN

Foster Grandparents Program of United Way of Example County

United Way of
Example County



Use the skills and talents you've gained over the years, or develop new ones, to make a difference in our community today. As an **AmeriCorps Seniors volunteer** in United Way of Example County's Foster Grandparents Program, you'll join one of the largest volunteer networks in the nation for people 55 and over.

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BEFORE:

AmeriCorps grantee with a Volunteer Generation Fund grant



FY 2020 Volunteer Generation Fund Grant



Request for Applications

RFA Release Date: Thursday, April 30, 2020

Grant Application Due Date: Friday, May 29, 2020 by 5:00pm

AFTER:

AmeriCorps grantee with a Volunteer Generation Fund grant



**FY2020
Volunteer Generation Fund
Grant**

Request for Applications

RFA Release Date: Thursday, April 30, 2020

Grant Application Due Date: Friday, May 29, 2020 by 5:00pm

Standard Uniforms

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



Front



Back



Front



Back



Cobranding Guidance for Uniforms

- Logo must be on uniforms at least once. Flexibility will be provided based on grantees' current designs.



Brand Launch – What to Expect

Corporation for
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- September 29, 2020
- Brand launch video
- Brand and messaging guidelines available
- Website lite

Resources Available Now

Corporation for
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COMMUNITY
SERVICE 



<https://www.nationalservice.gov/about-cncs/transformation-and-sustainability-plan/strengthening-our-brand/american-corps-brand-preview>

Please send all photos and stories to
engagement@cns.gov



Questions about branding?

Please email
transform@cns.gov



**Wednesday,
October 21, 2020
3-4:00 p.m. ET**

Meeting Evaluation

Corporation for
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SERVICE 



Please take a few minutes to provide feedback on today's meeting:

<https://www.surveymonkey.com/r/SponCall>
Sept16



Thank

You!

