



# **AmeriCorps Seniors Recruitment Champions Communications Toolkit**

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# Introduction

## Dear Partner,

Through your work with older adults, you make an impact on their lives and encourage they stay involved in their communities. AmeriCorps Seniors can be a great way for older adults to share their talents, stay active, and make a positive impact on the lives of others.

AmeriCorps Seniors volunteers serve with organizations dedicated to helping others. Through service, AmeriCorps Seniors volunteers foster new relationships and connections in their communities. They pass on their personal and professional skills while supporting projects that address the critical needs of communities across the United States. AmeriCorps' mission is to improve lives, strengthen communities, and foster civic engagement through service and volunteering. Your engagement can help us spread the word about AmeriCorps Seniors programs and inspire others to serve.

This guide is designed to make it easy for you to learn and share knowledge about what our AmeriCorps Seniors programs offer adults 55 years or older.

We look forward to sharing our resources and connecting with you in the future. Thank you for supporting AmeriCorps!

Yours in Service,  
**AmeriCorps Recruitment Team**



# Our Opportunities

## What is AmeriCorps Seniors?

- AmeriCorps Seniors is part of AmeriCorps, the federal agency for volunteerism and national service. AmeriCorps provides the people power and funding to local and national partners to tackle our nation's most pressing challenges.
- Through its grantee organizations, AmeriCorps Seniors provides thousands of opportunities for adults 55 and older to serve in their communities. This includes direct service to people in need and indirect service that builds capacity within nonprofit organizations.
- Older adults of all life experiences can serve in AmeriCorps Seniors. AmeriCorps Seniors volunteers include 55-year-old individuals looking for volunteer opportunities, recently retired adults volunteering to stay active and connected with others, and 70+ year old adults who are volunteering to pass their knowledge onto the next generations.
- Some AmeriCorps Seniors volunteers may receive benefits during their service. Our stipend programs offer a modest stipend to qualified, low-income volunteers. Most programs offer accident, personal liability, and excess automobile liability insurance.



## Our Stipend Programs

AmeriCorps Seniors has two programs providing modest living stipends to qualified, low-income volunteers, AmeriCorps Seniors Foster Grandparent program and AmeriCorps Seniors Senior Companions program. Foster Grandparents and Senior Companion Programs income eligibility is within 200% of the poverty line. The modest stipend is a per service hour stipend. The current amount of \$4.00 per service hour (as of April 1, 2023).

## AmeriCorps Seniors Foster Grandparent Program

In the AmeriCorps Seniors Foster Grandparent Program, volunteers work in an educational or other child-centered setting. Volunteers will mentor, teach, or act as role models to young people in the local area. They may serve children who are homeless or youth at local community centers. They may assist and support students with schoolwork through one-on-one tutoring at local schools or afterschool programs or provide mentoring to teens.

## Our Opportunities

- The Foster Grandparent program offers project-specific training to all volunteers and modest stipends to income-eligible volunteers to help offset the cost of volunteering.
- This is not a traditional foster experience where you host a child in your home – all volunteer service happens at the service site, which could be a school or community center.

### [AmeriCorps Seniors Senior Companion Program](#)

- The AmeriCorps Senior Companion Program engages volunteers in service to help older adults in their communities to live independently longer. Volunteers assist with daily living tasks such as driving to doctor appointments, supporting with errands and chores, and generally lending their company and friendship.
- The Senior Companion Program offers project-specific training to all volunteers and modest stipends to income-eligible volunteers to help offset the cost of volunteering.



## Our Non-Stipend Program

AmeriCorps Seniors has one program that does not provide a living stipend to volunteers. Our AmeriCorps Seniors RSVP program is open to all adults 55 and older. There is no income restriction or requirement for the AmeriCorps Seniors RSVP program.

### [AmeriCorps Seniors RSVP](#)

- Volunteers with AmeriCorps Seniors RSVP do a wide range of tasks such as recruiting and managing other volunteers, mentoring and tutoring children, supporting workforce development and training, helping with food security, providing disaster preparedness and mitigation assistance, supporting veterans and military families, and addressing a host of other critical community needs. Volunteers can lend their skills and experience to the projects they're most passionate about.

# Our Opportunities

- Volunteers in the RSVP program do not receive any financial compensation, but may be reimbursed for meals, mileage, and other cost related to their service.



## Benefits

- AmeriCorps Seniors volunteers are driven by their motivation to make a difference. The impact volunteers make will be felt by their organization, the community, and the individuals they are serving. Altruism is the main reason people serve with AmeriCorps Seniors.
  - AmeriCorps Seniors volunteers can see the daily impact of their service as they build on skills they already have and develop new ones.
- 
- Service can help improve the health and wellbeing of volunteers. Volunteers have experienced decreased anxiety, depression, and loneliness. 84% of volunteers report stable or improving health after one year of service.<sup>1</sup>
  - Service with AmeriCorps Seniors provides volunteers with the chance to forge new friendships and build relationships with individuals of all ages throughout their community. 88% of volunteers who felt a lack of companionship reported fewer feelings of isolation after becoming an AmeriCorps Seniors volunteer.

## Volunteer Experience and Training

- Individuals interested in volunteering with AmeriCorps Seniors programs will find opportunities in their county using the [Pathfinder Tool](#) on the AmeriCorps website. The Pathfinder provides the name of the program, the senior program the opportunity is provided by, and contact information for the program. There is no central application for any AmeriCorps Seniors program. Interested volunteers will contact the program directly using the contact information listed on the Pathfinder.



<sup>1</sup> Georges, A., Fung, W., Smith, J., Liang, J., Sum, C., & Gabbard, S. (2018). Longitudinal Study of Service in Foster Grandparent and Senior Companion Programs: Service Delivery Implications and Health Benefits to the Volunteers. North Bethesda, MD: JBS International, Inc.

## Our Opportunities

- Volunteers will receive onsite training from their host organizations before beginning their volunteer service. The training received will depend on the volunteer location and project.
- AmeriCorps Seniors volunteers who serve in the RSVP program choose how, where, and when they want to serve, with commitments ranging from a few hours to 40 hours per week. You can find an opportunity with any of the thousands of organizations we work with that see service as a solution to local, regional, and national challenges. AmeriCorps Seniors volunteers report better health and longevity having served their community.
- AmeriCorps Seniors volunteers who serve with the Foster Grandparent Program and the Senior Companion program are required 20 service hours for orientation and an additional 24 hours for training annually.
- AmeriCorps Seniors volunteers serving with the Seniors Companion Program and Foster Grandparent program commit to serving a minimum of five hours weekly or 260 hours annually.
- AmeriCorps Seniors volunteers who serve with the Foster Grandparent Program may follow the school calendar, having time off during holidays, teacher workdays, and summer.

*When you help others and do for others, you enrich your life and it's not about me because you are totally giving. That is the real meaning of life.*



**Carmen Swanson**  
AmeriCorps Seniors Volunteer



## How to Get Involved

This toolkit provides you with resources to share our opportunities with your community. We have included social media and newsletter content ready for you to share, information on how to join our recruitment webinars and subscribe to our newsletters, and details on obtaining promotional materials. We encourage you to share these materials with your network and help inspire Americans 55 and older to serve.

# Our Opportunities

Here are five ways you can help spread the word about AmeriCorps:

## 1. Follow us on social media.

- Be sure to like, share, and retweet our content!
  - Facebook: [@AmeriCorpsSr](#)
  - Twitter: [@AmeriCorps Sr](#)
  - Blog: [AmeriCorps.gov/Newsroom/Blog](#)
  - CEO Twitter: [@AmeriCorpsCEO](#)

## 2. Share our messages with your network.

- Do you manage a listserv or social media channels for your organization? Use our sample language to quickly inform your network about the opportunities AmeriCorps Seniors offers.
- You can use the [AmeriCorps official Flickr](#) account to find inspiration and compelling images to share. (Please credit “AmeriCorps” for all photo use.)

## 3. Keep up to date on AmeriCorps Seniors.

- Website: [AmeriCorps.gov/Seniors](#)
- Subscribe to our [Recruitment Champions newsletter](#) to receive more information about how you can inspire others to serve and connect with us.
- Know someone who might be interested in serving? Encourage them to subscribe to our [Prospective AmeriCorps Members & Volunteers newsletter](#), and we'll send them information about our opportunities, benefits of service, and the application process.



## 4. Order Promotional Materials.

- Check out [our online ordering system](#), where you can order AmeriCorps Seniors promotional materials, including flyers, brochures, posters, and more. They'll be shipped to your door free of charge so you can share them with your community.

## 5. Reach out to our Recruitment Team.

- Have other ideas for how we can partner? Email us at [Join@AmeriCorps.gov](mailto:Join@AmeriCorps.gov), and let's find the best way to share the power of service with your network.



# Social Media and Promotional Messaging

## Sample Copy

### *Newsletter*

#### SAMPLE 1

Make giving back your second act with [AmeriCorps Seniors](#)! Get involved and make a positive impact on your community by volunteering with hundreds of organizations dedicated to helping others. Find us on social media @AmeriCoprSr and join our [newsletter](#) to learn how you can pass on your talents through volunteering.

#### SAMPLE 2

Pass on your knowledge and skills to the next generation with [AmeriCorps Seniors](#). Volunteer in schools, community centers or nonprofit organizations and use your talents to help build up your community. Find us on social media @AmeriCoprSr and join our [newsletter](#) to see the seniors volunteers who are serving as role models in their communities.

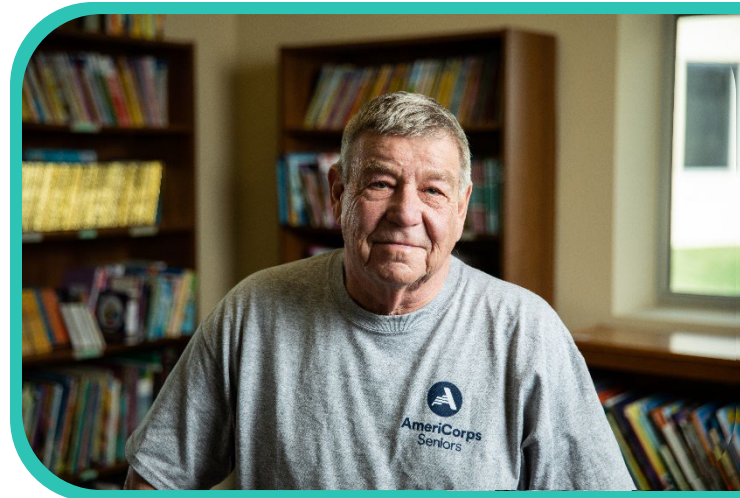
## Sample Copy

### *Recruitment Video Content*

#### SAMPLE 1

Enrich your life while enriching the lives of others with the [AmeriCorps Seniors Foster Grandparent Program](#). Meet Priscilla, an AmeriCorps Seniors volunteer whose service with the Foster Grandparent Program helps her pass along traditions and inspire elementary students. Watch the video below to learn about Priscilla's volunteer journey and see the impact you can make on students with [AmeriCorps Seniors](#).

[Meet Priscilla Tsethlikai, an AmeriCorps Seniors volunteer.](#)



#### SAMPLE 2

Stay connected to your community and create new friendships with [AmeriCorps Seniors RSVP](#). Meet Srimi, an AmeriCorps Seniors volunteer building relationships and enriching the lives of others through his service in the RSVP program. Watch the video below to hear Srimi's volunteer story and learn how you can pay it forward in your own community with [AmeriCorps Seniors](#).

[Meet Srimi Srinivas, an AmeriCorps Seniors volunteer](#)

# Social Media and Promotional Messaging

## SAMPLE 3

Serve as a companion and help older adults stay independent with the AmeriCorps Seniors Senior Companion Program. Rhonda's service journey helped her empower and provide friendship to seniors. Watch Rhonda's volunteer story and learn how you can build new friendship and aid seniors in need with [AmeriCorps Seniors](#).

[Meet Rhonda Brooks, an AmeriCorps Seniors volunteer](#)



## Sample Copy

### *Recruitment Webinars*

#### SAMPLE 1

Learn how you can make new friends while making a difference with AmeriCorps Seniors! Join our AmeriCorps Seniors 101 webinar and learn how to empower your community and improve your own health with volunteer service. Follow the link and sign up to find the service opportunity fit for you.

[Sign up today!](#)

#### SAMPLE 2

Foster new friendships, pass on your skills, and create lasting change in communities with AmeriCorps Seniors! Join our AmeriCorps Seniors 101 webinar to learn about the hundreds of service opportunities across the United States looking for talented American adults over the age of 55 who are ready to help solve America's toughest challenges. Sign up to discover the impact you can create through volunteering with AmeriCorps Seniors.

[Sign up today!](#)

#### SAMPLE 3

Kickoff your next adventure with AmeriCorps Seniors! Join an AmeriCorps Seniors 101 and discover how you can make service your second act with the hundreds of AmeriCorps Seniors opportunities. Sign up to learn how you can create a lasting impact on communities across the United States through service.

[Sign up today!](#)

*My favorite part of volunteering with AmeriCorps Seniors is the people. It has giving me a community of people to work with on a weekly basis.*



**Wilie Mouat**  
AmeriCorps Seniors Volunteer

# Social Media and Promotional Messaging

## Sample Copy

### Facebook

#### Our Posts

- [Make a Difference](#)
- [Fight Hunger](#)



#### SAMPLE 1

Be a role model and guide students to higher academic achievement with AmeriCorps' Foster Grandparent Program! Inspire youth and enrich your life through volunteer service. You can make a difference in the lives of students. You have what it takes. Make a difference. #ChooseAmeriCorps.

Start mentoring the next generation today: [americorps.gov/americorpsseniors](http://americorps.gov/americorpsseniors)

#### SAMPLE 2

Uplift your community and improve your life with AmeriCorps Seniors RSVP. You'll use the skills and talents you've learned over the years and develop new ones during your volunteer journey! you can make a difference in your community. You have what it takes. Choose community. #ChooseAmeriCorps.

Share your passion with your community: [americorps.gov/americorpsseniors](http://americorps.gov/americorpsseniors)



#### SAMPLE 3

Your friendship can help change the lives of others! AmeriCorps Seniors' Senior Companion Program lets you befriend seniors in need and helps you empower their independence.

Build new friendships today: [americorps.gov/americorpsseniors](http://americorps.gov/americorpsseniors)

# Social Media and Promotional Messaging



## Sample Copy

*Twitter*

### Our Posts

- [Senior Independence](#)
- [Helping in the classroom](#)

### SAMPLE 1

Inspire the next generation with @AmeriCorpsSr! You'll get the chance to:

- ✓ Mentor youth
- ✓ Be a role model for students
- ✓ Assist in the classroom

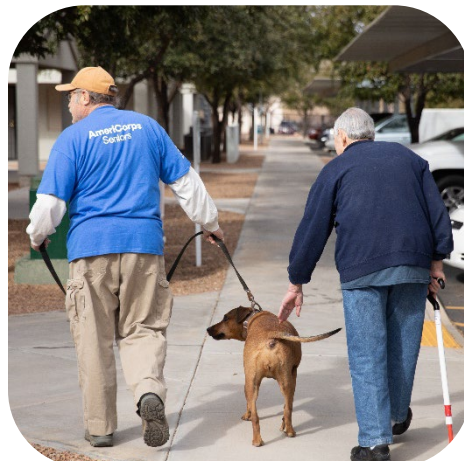
Tag someone who should apply to serve and click the link in our bio for more! #AmeriCorpsSr

### SAMPLE 2

Make a difference with @AmeriCorpsSr. Use the valuable skills you've developed throughout your life to create change in your community. Choose to make an impact. #ChooseAmeriCorps: [AmeriCorps.gov/Seniors](https://www.americorps.gov/Seniors)

### SAMPLE 3

Uplift your neighbors with @AmeriCorpsSr. Make new friends and help older community members with their daily tasks. Choose community. #ChooseAmeriCorps: [AmeriCorps.gov/Seniors](https://www.americorps.gov/Seniors)



# Social Media and Promotional Messaging

## Sample Copy

### *Events and Celebrations*

#### Our Posts

- [Volunteer Week](#)
- [Reading Month](#)

#### SAMPLE: Global Volunteer Month: April

It's Global Volunteer Month! Celebrate by finding volunteer opportunities with AmeriCorps Seniors! You'll find new ways to showcase your passions and pass down your knowledge through volunteer service. Check out the hundreds of volunteer opportunities and find ways to give back to your community this week at [AmeriCorps.gov/Pathfinder](https://www.americorps.gov/pathfinder)

#### SAMPLE: Older Americans Month: May

May is Older Americans Month! Celebrate by passing on your knowledge and skills to your community with AmeriCorps Seniors! Find opportunities to educate and inspire the others at [AmeriCorps.gov/Pathfinder](https://www.americorps.gov/pathfinder)



#### SAMPLE: Grandparents Day: September 10

Happy Grandparents Day! Be a grandparent to children in need with the AmeriCorps Seniors Foster Grandparent program. Help struggling children learn to read, work alongside students to achieve their goals, and be a mentor to young people with exceptional needs. Start helping students today at: [AmeriCorps.gov/Pathfinder](https://www.americorps.gov/pathfinder)

#### SAMPLE: Make a Difference Day: October 22

Happy Make a Difference Day! Celebrate by volunteering with AmeriCorps Seniors and find opportunities to mentor students, assist your elderly neighbors, or support the families in your community. You can make a difference in lives of others! Choose community. #ChooseAmeriCorps

*They are teaching me and at the same time I am teaching the children.*



Priscilla Tsethlikai  
AmeriCorps Seniors Volunteer

# Social Media and Promotional Messaging

## SAMPLE: National Mentoring Day: October 27

Today is National Mentoring Day! AmeriCorps Seniors volunteers mentor students and young people with exceptional needs in their communities. Learn how you can be the mentor the next generation needs at: [AmeriCorps.gov/Pathfinder](https://www.americorps.gov/Pathfinder)

## SAMPLE: Veterans Day: November 11

Happy Veterans Day! We honor the thousands of men and women who protected our nation as members of the armed forces. Help make a difference in the lives of veterans everyday through volunteer service. AmeriCorps Seniors works help and support veterans and their families. Get started today: [AmeriCorps.gov/Pathfinder](https://www.americorps.gov/Pathfinder)



## Digital Resources

Explore our website and find digital resources to share with your community

- PowerPoint Slide
- [Flyer](#)

## Contact Information

Stay connected, receive up-to-date information, and ask questions directly to our recruitment team at [Join@AmeriCorps.gov](mailto:Join@AmeriCorps.gov). We'd also love to hear from you! Reach out to our team if you have:

- An impact or success story to share;
- A great blog post or photo from AmeriCorps Seniors volunteers in your community;
- Ideas for other ways we can support you and your community; and
- Questions or need additional information about our programs.

## Additional Resources

Digital and printed resources also are available for use. The following [communications resources](#) may be helpful in your efforts and can be found on [AmeriCorps.gov](https://www.americorps.gov).

- [Logos](#)
- [AmeriCorps Brand Guidelines](#)
- [National Service Reports](#)
- [YouTube Playlist](#)