



Choose AmeriCorps Latino Engagement Toolkit Key Messaging & Example Copy

Key Messaging

Use the value propositions outlined below to craft your own copy for your own posts.

Value Proposition for 18-26 year old Latino Audiences.

1. AmeriCorps is a productive way to fill the gap between high school and college, college and grad school, or to get the experience you need to launch your career. You can do all of that and more by applying to serve with AmeriCorps.
2. AmeriCorps has an array of service opportunities for yourself, your parents, and your grandparents.
3. AmeriCorps is a way to set your life up for success and ensure you get the experience you need to land the job you want.
4. Joining AmeriCorps is a means to set your life up for success and can make your families proud (of particular importance to the Latino audience which tends to live in tight-knit family units).
5. Becoming an AmeriCorps member means being able to make a difference in *your own* community with service opportunities in places with Latino roots such as Puerto Rico.
6. AmeriCorps provides both a living allowance and an education award. You can use the funds for things like trade schools or paying off previously accrued educational debt.
7. In addition to financial resources, you will build a network and gain valuable experience applicable to the rest of your life.
8. Serving increases your likelihood of gaining employment at a later date.

Value Proposition for Latino Older Adults (55+)

1. AmeriCorps Seniors is a great way to make a transition to a new career, or retirement.
2. You can apply your skills and talents in a direct service opportunity in your community.
3. Joining AmeriCorps Seniors is an opportunity to make actual change within your own community.
4. Some AmeriCorps programs can directly provide supplemental healthcare benefits to older adults which will not impact any benefits you currently receive.
5. Research shows that volunteering improves physical and mental health for older adults.
6. There is never a fee to serve with AmeriCorps or AmeriCorps Seniors programs.

Example Copy

Instagram post for 18-26 Audience

- **English:** Serving with AmeriCorps equips you with the tools and resources you need to get ahead in life. From boosting your resume to earning money for school, AmeriCorps is there to help set you up for success while contributing positively to your community.



AmeriCorps offers a wide range of service opportunities with time commitments ranging from a year to a month. The impact you make in your community with AmeriCorps can make your family proud. Learn more and join the 200K current members and volunteers at <https://bit.ly/3BQmHzb>. #ChooseAmeriCorps #MakeADifference

- **Español:** Aproveche la oportunidad de crecer personal y profesionalmente mientras logra resultados en su comunidad con AmeriCorps. Además de reunir los requisitos para recibir una beca educativa, un seguro de salud complementario y la opción de diferir los pagos de un préstamo, AmeriCorps le ofrece la oportunidad que ha estado buscando para prepararse para tener éxito personal y profesionalmente.

AmeriCorps ofrece una amplia gama de oportunidades con diferentes tiempos de dedicación entre un mes y un año y le permite lograr resultados reales en su propia comunidad y como a usted más le convenga.

Obtenga más información en <https://bit.ly/43n2aOq> y sea parte de los más de 200 000 miembros y voluntarios actuales. #HazLaDiferencia #ChooseAmeriCorps

Facebook/LinkedIn post for 18-26 Audience

- **English:** You can make an impact in your community with AmeriCorps while growing personally and professionally. Serving with AmeriCorps is the opportunity you've been looking for to set your life and career up for success.

AmeriCorps offers a wide range of opportunities with varying time commitments making it possible to have a real impact in your own community and on your own terms. Learn more and join the 200K current members and volunteers at <https://bit.ly/3MxFpAu>. #ChooseAmeriCorps #MakeADifference

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AmeriCorps ofrece una amplia gama de oportunidades con diferentes tiempos de dedicación entre un mes y un año y le permite lograr resultados reales en su propia comunidad y como a usted más le convenga. Obtenga más información en <https://bit.ly/420Lmvj> y sea parte de los más de 200 000 miembros y voluntarios actuales. #HazLaDiferencia #ChooseAmeriCorps

Facebook/Instagram post for 55+ Audience

- **English:** AmeriCorps Seniors gives you the opportunity to put your life skills to good use and make a positive impact in your own community. Serving with AmeriCorps Seniors means connecting with others, giving back, and staying physically and mentally active. You may be



eligible to receive financial benefits through service with AmeriCorps, which will not impact any benefits you currently receive. Learn more and join the 140K+ current AmeriCorps Seniors volunteers at <https://bit.ly/3MShLjw> or call the hotline to speak to someone in English or Spanish 1-800-942-2677. #ChooseAmeriCorps #MakeADifference

- **Español:** AmeriCorps Seniors le da la oportunidad de poner en práctica todas sus habilidades cotidianas y lograr resultados positivos en su comunidad. Prestar servicios con AmeriCorps Seniors significa conocer gente para hacer buenas obras, y mantenerse activo física y mentalmente. También podría reunir los requisitos para recibir beneficios financieros por prestar servicios con AmeriCorps, los cuales no afectarán a ningún otro beneficio que reciba en la actualidad.

Obtenga más información y sea parte de los más de 140,000 voluntarios actuales de AmeriCorps Seniors: visite <https://bit.ly/3q7Chni> o llame a la línea directa 1-800-942-2677 para hablar con alguien en inglés o español. #HazLaDiferencia #ChooseAmeriCorps

Facebook/Instagram post for 55+ Audience

- **English:** Serving with AmeriCorps means connecting with others, giving back, and staying physically and mentally active. AmeriCorps Seniors gives you the opportunity to put all your life skills to good use and make a positive impact in your own community. You may also be eligible to receive financial benefits through service with AmeriCorps, which will not impact any benefits you currently receive.

Learn more and join the 140k+ current members and volunteers at <https://bit.ly/3MShLjw> or call the hotline to speak to someone in English or Spanish **1-800-942-2677**. #ChooseAmeriCorps#MakeADifference

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