



# Public Health AmeriCorps

**FY 2023 Public Health AmeriCorps Grants Competition**

Communications Templates and Resource Guide

# Table of Contents

|   |    |
|---|----|
| About AmeriCorps .....                                    | 3  |
| About Public Health AmeriCorps.....                       | 4  |
| Member Experience, Training, and Career Development ..... | 4  |
| Announcement Requirements .....                           | 5  |
| Sample Announcement Activities.....                       | 5  |
| Future Engagement Opportunities .....                     | 6  |
| Social Media Accounts .....                               | 6  |
| Sample Social Media Posts [General Announcement].....     | 6  |
| Sample Facebook Posts .....                               | 6  |
| Sample Instagram Post.....                                | 7  |
| Sample Tweets.....  | 8  |
| Recruitment.....  | 8  |
| Talking Points about Public Health AmeriCorps.....        | 9  |
| Contact Information .....                                 | 10 |
| Additional Resources.....                                 | 11 |
| Sample Press Release .....                                | 11 |

# Introduction

Congratulations on your Public Health AmeriCorps grant.

You join a network of millions of national service champions who, like you, recognize the important role service plays in addressing some of the most critical issues in their communities.

To better support your communication goals and highlight your impactful work, we are providing you with a set of resources and tips to consider as you make your own grant announcements. In the enclosed resource guide, you will find engagement and announcement ideas, social media guidance, branding and digital guidelines, and our contact information. Should you decide to plan a grant announcement and need assistance, please contact [pressoffice@cns.gov](mailto:pressoffice@cns.gov).

Keep in mind this toolkit can serve as a resource throughout the year. We understand you may not be in a position to announce new funding now, and that you may have future opportunities in mind to further amplify your Public Health AmeriCorps connection later.

**AmeriCorps will lift the embargo on all FY 2023 Public Health AmeriCorps Grants Competition grant announcements on Monday, April 24 at 2 p.m. ET.** AmeriCorps will announce and publish the full grant chart that same week. As in past years, this window of time allows AmeriCorps' Office of Government Relations to make notifications to key Members of Congress and potentially arrange for a combined announcement.

We look forward to working with you and thank you for your continued support of national service in your community!

In Service,  
Office of External Affairs

## About AmeriCorps

AmeriCorps is the federal agency for volunteerism and national service. AmeriCorps provides people power and funding to local and national partners to tackle our nation's most pressing challenges.

Through its sponsor and grantee organizations, AmeriCorps provides thousands of opportunities for individuals to serve in their communities. This includes direct service to people in need and indirect service that builds capacity within nonprofit organizations.

Adults of all ages and life experiences can serve in AmeriCorps. AmeriCorps members include recent high school and college graduates exploring career options; mid-career professionals looking to make a change; and retirees searching for ways to stay engaged in their communities.

# Introduction

## About Public Health AmeriCorps

AmeriCorps and the Centers for Disease Control launched Public Health AmeriCorps to recruit, train, and develop a new generation of public health leaders who will be ready to respond to the nation's public health needs.

Public Health AmeriCorps, as a partnership between CDC and AmeriCorps, is a shining example of the whole-of-government approach to helping this country build back better. The program leverages the collective strength of both agencies and experience to empower others and serve historically underserved communities.

Public Health AmeriCorps has two goals:

- Address public health needs of local communities by providing support in state and local public health settings and advancing more equitable health outcomes for underserved communities.
- Create pathways to good, quality public health-related careers through onsite experience and training, with a focus on recruiting AmeriCorps members who reflect the communities in which they will serve.

## Member Experience, Training, and Career Development

Our goal is to recruit up to 5,000 Public Health AmeriCorps members in four years. Thus far, we have recruited 1,100 Public Health AmeriCorps members who are providing needed capacity and support in local public health settings and are advancing more equitable health outcomes for historically underserved communities. AmeriCorps is focused on recruiting members with a range of lived experiences, including:

- People with little to no public health experience who are interested in learning more
- Individuals who may have received COVID-related certifications or training but don't have a known path forward to a career
- Anyone who studied public health at any level and wants to gain on-the-ground experience before taking next steps

Public Health AmeriCorps can serve as a steppingstone for careers in public health. Members will provide needed capacity at public health departments, Federally Qualified Health Centers, and community-based organizations, and develop their skills through activities such as:

- Health education and training
- Community outreach and engagement
- Research, data collection, analysis, and assessments
- System navigation, referrals, and linkages to care

In addition to onsite training from their host organizations, members will have access to the following career development resources and opportunities:

# Announcement of Grant

- *Foundational Training for Public Health AmeriCorps*, a new course developed by CDC exclusively for members based on Core Competencies for Public Health Professionals
- CDC's TRAIN platform, which includes dozens of public health courses
- Life After AmeriCorps career development trainings
- AmeriCorps partner-supported mentoring, networking, and communities of practice
- The [Segal AmeriCorps Education Award](#) and additional education awards available through [Schools of National Service](#)

## Announcement Requirements

- **Embargo:** This information is embargoed and should not be shared publicly (i.e., with the press, on social media, email list subscribers, elected officials, or published online) until after **Monday, April 24, 2023, at 2 p.m. ET.**
- **Quotes:** To request a quote from AmeriCorps, please send an email to [pressoffice@cns.gov](mailto:pressoffice@cns.gov). Before providing a quote from a member of leadership, the agency will need to review a draft of the press release or other announcement material.
- **Required Language:** While the agency will not require press release approval or language inclusions, please take care that your announcement materials acknowledge where this funding is coming from. (i.e., That these are federal dollars.). We know many of you have your own unique challenges when it comes to announcements, so we're here to help.

## Sample Announcement Activities

- **Press Release:** Send a release to local news desks, newspapers, and reporters. This is a great opportunity to include recruitment language and highlight the impact of your AmeriCorps State and National grant. *[See draft release copy below in this guide.]*
- **Social Media:** Announce your award and recruit members using social media. Be a part of the national service conversation online by following and tagging AmeriCorps accounts, sharing the contributions of your members throughout the year and showcasing how AmeriCorps works for your community. *[See draft social media copy below in this guide.]*
- **Blog post:** Use your blog to share the impact of your members, which you can use to briefly mention is made possible in part from an AmeriCorps State and National grant award. Or consider having one of your volunteers write a guest blog to highlight the impact service has on their own life, along with what their service looks like. Don't forget to use compelling photos with visible branding. Share it on social media and with [socialmedia@cns.gov](mailto:socialmedia@cns.gov) for possible reposting on our national service blog. Before you share it with us, be sure to check our blog for writing style and story examples: [americorps.gov/newsroom/blog](https://americorps.gov/newsroom/blog).

# Engagement

- **Newsletter:** Share your award announcement in your newsletter. Or if you have community leaders/elected officials who work with you frequently, consider using their newsletter as a channel to get your announcement to a wider audience.

## Future Engagement Opportunities

- **Site Visit/AmeriCorps Member for a Day:** Invite a local elected official or community leader to see firsthand the impact of AmeriCorps by having them shadow a member and be a member for the day. Pitch this story to a local reporter and ask them to join the site visit. If your program addresses a specific issue, find a reporter who covers that beat and invite them to be an AmeriCorps *Member for a Day*.
- **Swearing-In Ceremony:** Invite a local celebrity or elected official administer the [AmeriCorps pledge](#) at an event that you can host live or virtually with new members. Send a media advisory to local press to attend and follow up with a press release announcing your grant award.

## Social Media Accounts

Follow AmeriCorps' social media channels and tag our accounts in your posts. Also use our hashtags in your posts to help more people see your message. [#Hashtags are included the draft copy in this guide.] When crafting your social media posts, be sure to pair the copy below with an image or video, when possible. See additional resources in this toolkit on page 9 for links to AmeriCorps' ready-to-use social media graphics, Public Health AmeriCorps PSA video, and photo galleries.

- Facebook: [@AmeriCorps](#)
- Twitter: [@AmeriCorps](#)
- Instagram: [@AmeriCorps](#)
- LinkedIn: [@AmeriCorps](#)
- YouTube: [@NationalService](#)
- Blog: <https://americorps.gov/newsroom/blog>
- CEO Twitter: [@AmeriCorpsCEO](#)

## Sample Social Media Posts [General Announcement]

### Sample Facebook Posts

#### General

Big News! Public Health AmeriCorps is coming to [State, City, County, etc.]— we're joining forces with @AmeriCorps and @CDC to support COVID-19 recovery, make our nation more resilient and build the next public health workforce. Hit share to spread the word and learn more: [add press release link]  
#PublicHealthAmeriCorps #PublicHealth

We're thrilled that [enter org name] is a now part of Public Health AmeriCorps — @AmeriCorps and @CDC's new national service program! Together with [X number of] AmeriCorps members we'll help [our community, city, state, etc.] become healthier, stronger, and more resilient. Tag someone who's

# Social Media Content

interested in public health to serve with us and learn more: [add press release link]  
#PublicHealthAmeriCorps #PublicHealth

## *Member Recruitment*

Public Health AmeriCorps want you!

@AmeriCorps is recruiting 3,000 Americans who want to make a difference and build a healthier, more resilient America. Join the next generation of public health leaders. Build your resume, get paid, and earn valuable skills to kickstart your career. Get started at [AmeriCorps.gov/PublicHealth](https://AmeriCorps.gov/PublicHealth)

Public Health AmeriCorps is coming to [State, City, County] and we need you! Make a real difference and jumpstart your career in public health. Serve with us and help our community recover after COVID-19, increase access to care, fight inequity and more. Get started at [add link to org recruitment listing]

Be a part of history with Public Health AmeriCorps – a new national service program launched to empower our nation be healthier and more resilient. As an AmeriCorps member you'll help solve our community's pressing public health challenges while gaining skills vital for your future. Learn more and start your application today: [add link to org recruitment listing]

## Sample Instagram Post

### *General*

Public Health AmeriCorps is coming to [State, City, County] and we need you! Make a real difference and jumpstart your career in public health. Serve with us and help our community recover after COVID-19, increase access to care, fight inequity and more. Get started at [add link to org recruitment listing]

Be a part of history with Public Health AmeriCorps – a new national service program launched to empower our nation be healthier and more resilient. As an AmeriCorps member you'll help solve our community's pressing public health challenges while gaining skills vital for your future. Learn more and start your application today: [add link to org recruitment listing]

#Shareworthy: We've been selected as a #PublicHealthAmeriCorps grantee! Thanks to @AmeriCorps + @CDCgov funding, we'll be engaging [X number of] AmeriCorps members to support [State, City, County, etc.] with:

- ✔ [add service activity 1 e.g., COVID Relief]
- ✔ [add service activity 2 e.g., Health Equity]
- ✔ [add service activity 2 e.g., Mental Health]

Tag someone who should apply to serve with us and click the link in our bio for more!  
#PublicHealthAmeriCorps #PublicHealth

# Recruitment

## Member Recruitment

Our nation's public health workforce needs you! Take action for a healthier, more resilient America with #PublicHealthAmeriCorps. As an #AmeriCorps member, you'll make a real difference plus build the skills and network to kickstart your career. Choose your future and join the next generation of public health leaders. Follow @AmeriCorps and use their #LinkInBio to start your application, today.

***When using the copy below, remember to add your recruitment listing link to your Instagram Bio***

Public Health AmeriCorps is coming to [State, City, County] and we need you! Make a real difference and jumpstart your career in public health. Serve with us and help our community recover after COVID-19, increase access to care, fight inequity and more. Use the link in our bio to get started.

#DYK? You can kickstart your career while making a real difference in your community! Make it happen by serving with our new Public Health AmeriCorps program – combat COVID-19, promote health equity, and much more while gaining public health skills that'll propel your future. Tag a friend who should apply with you and use the link in our bio to get started.

## Sample Tweets

### General

Let's build the next generation of #PublicHealth leaders. Encourage your network to join #PublicHealthAmeriCorps; build their resume, get paid, and kickstart their careers. Follow @AmeriCorps and learn more: [AmeriCorps.gov/PublicHealth](https://AmeriCorps.gov/PublicHealth)

Big News! #PublicHealthAmeriCorps is coming to [State, City, County, etc.]— we're joining forces with @AmeriCorps + @CDCgov to continue supporting pandemic relief, while building the next #PublicHealth workforce. #RT to spread the word & learn more: [add press release link]

#Shareworthy: We've been selected as a #PublicHealthAmeriCorps grantee! Thanks to @AmeriCorps + @CDCgov funding, we'll be engaging [X number of] AmeriCorps members to support [State, City, County, etc.] with:

- ✓ [add service activity 1 e.g., COVID Relief]
- ✓ [add service activity 2 e.g., Health Equity]
- ✓ [add service activity 2 e.g., Mental Health]

Learn more: [add press release link]

## Recruitment

Whether you are recruiting two or 200 AmeriCorps members, finding the right people to support your organization through Public Health AmeriCorps will be crucial to your program's success. In addition to the example social media posts, below are some ideas and considerations for recruitment of AmeriCorps members.



## Know your audience and build your recruitment strategy:

- Identify the qualities that would make a successful Public Health AmeriCorps member at your site. This could include experience, local knowledge of your community, language skills, education level, and other skillsets
  - Be sure to review the [AmeriCorps State and National](#) eligibility page.
- Now that you've identified your ideal member, create your outreach plan:
  - Utilize your local and personal networks and make connections with local high schools, local veterans and military family communities, workforce development centers, community colleges and colleges and universities, including HBCUs and HSIs in your community.
  - Share information about your program with other influencers such as faith leaders, local public health leaders or elected officials.
  - Don't forget to tap into current and past high school or college interns or AmeriCorps members already at your organization to engage their peers on the opportunity—testimonials are powerful!
  - Partner with other nonprofits that manage volunteers. Are there organizations you can leverage to cross promote local service opportunities?
  - Post your opportunity on local and national opportunity boards focused on public health and community work.
    - Suggested post language: Gain valuable professional experience and make an impact in your community! [ORGANIZATION] is looking for [X] [FULL-TIME/PART-TIME] AmeriCorps member(s) with a passion for public health to join our team. You'll support with [PROJECT TASK, e.g. pandemic relief, improving health equity, increasing access to mental health services]. Apply today and kickstart your career through service with Public Health AmeriCorps. Start here: [LINK]
    - Avoid using 'job' as a way to talk about your service opportunities and be sure the living allowance isn't confused with a salary. This helps manage expectations for potential members.
  - Leverage social media to spread the word ([see below for sample messaging](#)).
  - Need assistance recruiting your AmeriCorps members? Email [Join@AmeriCorps.gov](mailto:Join@AmeriCorps.gov) to connect with the centralized recruitment unit.

## Talking Points about Public Health AmeriCorps

Below are some general talking points you can use when speaking or writing about your opportunities to prospective applicants or recruitment partners:

- Adults of all ages and education backgrounds are eligible to serve in Public Health AmeriCorps. We are focused on recruiting AmeriCorps members with a diverse range of lived experiences and who come from the communities or communities like the ones in which they will serve. Audiences to consider:
  - Someone who has never thought about public health as a career but is interested in learning more.
  - Someone who has a baseline knowledge of public health but does not see a way to access a job or experience without further education.

## Additional Resources

- Someone who has studied public health at the community college, undergraduate, or graduate level and/or perhaps received COVID-related certifications or training but doesn't have a known path forward to begin a career.
- Participants in Public Health AmeriCorps can gain a steppingstone into permanent jobs in the public health field.
- AmeriCorps and the CDC believe that Public Health AmeriCorps provides a unique way to expose those interested in learning more about public health and its various careers.
- As part of the national training program, we will be providing enhanced public health training and guidance and support on career pathways through our Life After AmeriCorps training modules. This is in addition to the onsite training Public Health AmeriCorps members will receive from their host site.
- You can visit our newsroom to see the press releases we've issued for other talking points: [americorps.gov/newsroom](https://americorps.gov/newsroom).
- For more information email [publichealth@americorps.gov](mailto:publichealth@americorps.gov) or visit [Americorps.gov/PublicHealth](https://Americorps.gov/PublicHealth).

### Use your resources:

- Visit the [AmeriCorps Resources for direct grantees page](#).
  - **Updated resources include:**
    - [Public Health AmeriCorps External Communications Toolkit](#)
    - [Public Health AmeriCorps Recruitment Slide Deck](#)
    - Service Opportunity Listings: Creating a Listing in eGrants
- For application and eligibility guidance for AmeriCorps member applicants in the State and National program, visit the [AmeriCorps State and National](#) page.
- Include the Public Health AmeriCorps page and the [completing your AmeriCorps application guide when recruiting](#).
- Check out the following resources created specifically for AmeriCorps member recruitment:
  - [ASC and Aligned Impact AmeriCorps Member Recruitment Resource Guide \(2019\)](#)
  - [Service Year Alliance Recruitment Best Practices](#)

## Contact Information

Stay connected! We know the best stories come from our grantees and we want to hear from you – not just during Public Health AmeriCorps grant announcements, but throughout the year. Plus, we are always on the lookout for great content that we can feature in our channels. Below are a few ways you can reach us.

- Send any impact or volunteer stories to [engagement@cns.gov](mailto:engagement@cns.gov).
- If you have a great blog post or photo, share it with [socialmedia@cns.gov](mailto:socialmedia@cns.gov).
- Send news clips and press releases or interview inquiries to [pressoffice@cns.gov](mailto:pressoffice@cns.gov).
- If you are engaging elected officials and have questions or need assistance, please contact the Office of Government Relations at [governmentrelations@cns.gov](mailto:governmentrelations@cns.gov).
- Please be sure to copy your AmeriCorps state office when reaching out. Your AmeriCorps state email is [stateabbreviation]@cns.gov. View a [complete listing](#) of addresses.

# Press Release

- Have ideas for other ways the agency can support you in recruitment of AmeriCorps members to support Public Health AmeriCorps programming? Reach out to us at [socialmedia@cns.gov](mailto:socialmedia@cns.gov)

## Additional Resources

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

- [Logos](#)
- [AmeriCorps Brand Guidelines](#)
- [National Service Reports](#)
- [Photo galleries](#)
- [Marketing materials](#)
- [National Service gear](#)
- [Public Health AmeriCorps video](#)
- [Social Media graphics](#)

If you have suggestions for other content like this that AmeriCorps can provide to help you promote your grant award, [please let us know](#).

## Sample Press Release

These are sample press releases that may help you announce your new 2023 Public Health AmeriCorps grant. For state-specific national service data, visit [americorps.gov/about/our-impact](http://americorps.gov/about/our-impact). For a quote from AmeriCorps leadership or for additional assistance, please contact the AmeriCorps Press Office at [pressoffice@cns.gov](mailto:pressoffice@cns.gov). ***This press release is embargoed until Monday, May 8 at 2 p.m. ET.***

---

FOR IMMEDIATE RELEASE

[DATE]

[CONTACT]

**[ORGANIZATION NAME] Awarded [DOLLAR FIGURE] for Public Health AmeriCorps**

Funding will support [NUMBER] AmeriCorps members to meet public health needs of local community and help rebuild the nation's public health sector

[CITY], [STATE] – [ORGANIZATION NAME] announced today that it has received a Public Health AmeriCorps grant of [DOLLAR FIGURE] from AmeriCorps, the federal agency for national service and volunteerism. The grant will expand [ORGANIZATION'S] presence in [REGION], – [OR] – where [ORGANIZATION] has been providing [SERVICES] for Americans since [YEAR].

Public Health AmeriCorps, a partnership between AmeriCorps and the Centers for Disease Control and Prevention, supports the recruitment, training, and development of a new generation of public health leaders. Supported by a five-year, \$400 million investment from the American Rescue Plan Act, Public

# Press Release

Health AmeriCorps helps meet public health needs of local communities and support while also creating pathways to public health-related careers.

[QUOTE FROM ORGANIZATION REPRESENTATIVE]

With this new funding, [ORGANIZATION NAME] will leverage the skills and experience of AmeriCorps members in the [STATE/CITY/AREA] to [PROJECT GOAL]. These AmeriCorps members will [DESCRIPTION OF ACTIVITIES].

[HOW VOLUNTEERS CAN SIGN UP]

With existing programs in nearly 40,000 locations across the country, AmeriCorps is uniquely positioned to bolster community response efforts. For the past two years, thousands of AmeriCorps members and AmeriCorps Seniors volunteers across all 50 states and U.S. territories have continued their service, quickly adapting to meet the changing needs caused by the pandemic and have provided vital support, community response, and recovery efforts, providing support to more than 12 million Americans, including 2.5 million people at vaccination sites.

###

[ORGANIZATION BOILERPLATE]

AmeriCorps, the federal agency for volunteerism and national service, provides opportunities for Americans to serve their country domestically, address the nation's most pressing challenges, improve lives and communities, and strengthen civic engagement. Each year, the agency places more than 250,000 AmeriCorps members and AmeriCorps Seniors volunteers in intensive service roles; and empowers millions more to serve as long-term, short-term, or one-time volunteers. Learn more at [AmeriCorps.gov](https://www.americorps.gov).

---