



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 **Tuesday, July 9 at 2:00 p.m. EST.**
- **Quotes:** To request a quote from AmeriCorps, please send an email to Press@AmeriCorps.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 material acknowledges 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.
- **Brand Requirements:** AmeriCorps grantees and sponsors are required to have the AmeriCorps logo displayed on their website. Your communications team or web developer can download the AmeriCorps [color logos here](#) and the [white logos here](#).

Sample Announcement Activities

- **Press Release:** Send a release to local news desks, newspapers, and reporters. This is a great opportunity to include some 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 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 thanks 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@AmeriCorps.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://www.americorps.gov/newsroom/Blog). For blogs to be posted on the AmeriCorps website the must follow the below guidance:

- Blogs should have a word length of 400-800 words.
 - Blogs should lift up agency or program work with anecdotes, stories, and facts.
 - Draft blogs should be submitted to [SocialMedia@AmeriCorps.gov] 10 working days before requested publication date.
 - AmeriCorps will edit for style, length and agency messaging, send back to author for final awareness before posting.
 - Please provide photos (if available).
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- **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.