



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.
 - Attend local events hosted by local organizations and programs and to network with and talk to potential applicants.
 - Share information about your program with other influencers such as faith leaders, local community leaders, or elected officials and ask them to promote your opportunities with their stakeholders. Consider sharing the [Recruitment Champions Toolkit](#) with influencers within your network.
 - 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.
- Be sure to highlight [benefits](#) of the Public Health AmeriCorps program, including the [Segal Education Award](#) and the *role-specific* training opportunities. Some applicants might also be drawn to the childcare benefits offered members serving in a full-time capacity.
 - Also consider the benefits offered to Public Health AmeriCorps members that are specific to your program. Are there additional benefits offered? Training opportunities? Certifications? Tangible skills that will be developed? Consider the question “what’s in it for me?”
- Leverage social media to spread the word ([see below for sample messaging](#)).
- Need assistance recruiting your AmeriCorps members? Email 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.
- 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.



Additional Resources

- 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.
- For more information email publichealth@americorps.gov or visit 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](#).
- Review the AmeriCorps Agency Recruitment Resources:
 - [Choose AmeriCorps Social Press Kit](#)
 - [Recruitment Champions Toolkit](#)
 - [Outreach and Recruitment Tips](#)
 - [Onboarding and Retention Strategies](#)
- Utilize AmeriCorps digital collateral found on the [Communication Resources](#) page. These materials include:
 - Public Health AmeriCorps Post Card | [Digital](#) | [Print-Ready](#)
 - AmeriCorps Recruitment Flyer: [English](#) | [Spanish](#) | [Spanish \(Print-Ready\)](#)
 - AmeriCorps Recruitment Flyer for Younger Adults: [English](#) | [English \(Print-Ready\)](#)
- 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 Toolkit](#)
- [Service Year Alliance – Strategies to Develop Your Recruitment Plan](#)



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

- [Communication Resources](#) > AmeriCorps Brand Assets > Logos > Zip files for download
- [AmeriCorps Brand Guidelines](#)
- [National Service Reports](#)
- [Photo Galleries](#)
- [Marketing Materials](#)
- [National Service Gear](#)
- [Public Health AmeriCorps video](#)

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