

AMERICORPS\*TEXAS

# OPENING DAY 2018



I WILL GET THINGS DONE FOR AMERICA - TO MAKE OUR PEOPLE SAFER,  
SMARTER, AND HEALTHIER. I WILL BRING AMERICANS TOGETHER TO  
STRENGTHEN OUR COMMUNITIES. FACED WITH APATHY, I WILL TAKE ACTION.  
FACED WITH CONFLICT, I WILL SEEK COMMON GROUND. FACED WITH  
ADVERSITY, I WILL PERSEVERE. I WILL CARRY THIS COMMITMENT WITH ME  
THIS YEAR AND BEYOND. I AM AN AMERICORPS MEMBER, AND I WILL

# GET THINGS DONE

COMMUNICATIONS TOOLKIT

OneStar Foundation



## HOW TO USE THIS TOOLKIT

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We have included both a press release template and a media advisory template. Press releases can and should be sent out 3-5 days before you want the coverage to appear. Media advisories are aimed to encourage members of the press to attend your event so please send them 5-7 days before your event. Social media templates and hashtags should be used on the day of the event as well as days prior to the event to build interest. We have designed the talking points and templates to highlight members themselves so please encourage pictures and personalization when possible.

We encourage all programs to work with other AmeriCorps programs in their region to hold joint Opening Day events. To this end, the templates can easily be modified to include the region instead of local area/community, multiple organizations instead of one organization, and more than one type of member activity.

**For example**, this excerpt is designed for one organization: This year XYZ organization will recognize 100 members who will spend 170,000 hours providing job placement and housing support to individuals experiencing homelessness in Williamson County, TX.

**It can easily become** this excerpt designed for multiple organizations in the same region: This year XYZ and 123 organizations will recognize 250 members who will spend 425,000 hours providing needed services within the Austin area including housing support for those experiencing homelessness and mentoring for at-risk youth.



## TALKING POINTS/KEY MESSAGES

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- The purpose of the AmeriCorps\*Texas Opening Day Ceremony is to recognize and celebrate the new class of AmeriCorps members as they embark on their year of national service.
- AmeriCorps members possess a commitment to national service and the drive to make a difference in Texas. This year members serving with [ORGANIZATION NAME] will spend [TOTAL NUMBER OF HOURS ALL MEMBERS WILL SERVE] [DESCRIPTION OF ACTIVITIES]. (Example: This year members serving with XYZ organization will spend 170,000 hours providing job placement and housing support to individuals experiencing homelessness in Williamson County, TX).
- AmeriCorps members bring people together, strengthen communities, take action in the face of apathy, seek common ground during conflict, and above all, they persevere.
- AmeriCorps members address local challenges by investing their time and energy to build community relationships and foster empathy and understanding, which are critical when tackling the complex issues facing Texas communities today.
- Across the State of Texas, AmeriCorps\*Texas engages more than 3,200 men and women in meaningful service each year at hundreds of nonprofits, schools, public agencies, and community and faith-based groups.
- AmeriCorps members will provide services to more than 109,000 at-risk children and youth through AmeriCorps\*Texas programs this year including tutoring, intensive mentoring and programs to increase college readiness.
- More than 2,700 Texan adults will receive services through AmeriCorps\*Texas programs, including job training, literacy skills, housing services, job placement services and services to alleviate food insecurity and long-term hunger.



PRESS RELEASE TEMPLATE



FOR IMMEDIATE RELEASE

Date:

Contact: [MEDIA CONTACT]

Telephone: [PHONE]

Email: [EMAIL ADDRESS]

Website: [ORGANIZATION WEBSITE]

## **[ORGANIZATION NAME] Announces Next Class of AmeriCorps Members**

### **Members Recognized at Opening Day and Swearing-In Ceremony**

City, State —[ORGANIZATION NAME] announced the next class of AmeriCorps members who will start their service on [DATE], made possible by federal AmeriCorps funds administered by OneStar Foundation. Each year, AmeriCorps members serving with [ORGANIZATION NAME] make a powerful impact on critical issues facing the community of [LOCAL COMMUNITY OR 'OUR COMMUNITY']. This year, [ORGANIZATION NAME] will recognize [NUMBER OF MEMBERS] as they begin their year of national service.

AmeriCorps members tackle pressing needs locally while also learning valuable skills and gaining experience to grow professionally. Members come to [ORGANIZATION] with a commitment to service and with the drive to make a difference in Texas. [ORGANIZATION NAME] is honored to have the opportunity to nurture those qualities and help them gain the tools they need to launch into their futures. This year members serving with [ORGANIZATION NAME] will spend [TOTAL NUMBER OF HOURS ALL MEMBERS WILL SERVE] [DESCRIPTION OF



ACTIVITIES]. (Example: This year members serving with XYZ organization will spend 170,000 hours providing job placement and housing support to individuals experiencing homelessness in Williamson County, TX).

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[ADD ORGANIZATIONAL BOILERPLATE MESSAGE]

OneStar Foundation is the Governor-designated National Service Commission in Texas and administers the AmeriCorps State grant program. Governor-appointed board members oversee the legal and policy governance of the AmeriCorps\*Texas program portfolio. Learn more at [www.onestarfoundation.org](http://www.onestarfoundation.org).

AmeriCorps is administered by the Corporation for National and Community Service, a federal agency that engages millions of Americans in service through AmeriCorps, Senior Corps, the Social Innovation Fund, and the Volunteer Generation Fund, and leads the President's national call to service initiative, United We Serve. For more information, visit [www.NationalService.gov](http://www.NationalService.gov).

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# AMERICORPS\*TEXAS OPENING DAY 2018



## MEDIA ADVISORY TEMPLATE

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FOR IMMEDIATE RELEASE

Date:

Contact: [MEDIA CONTACT]

Telephone: [PHONE]

Email: [EMAIL ADDRESS]

Website: [ORGANIZATION WEBSITE]

**[ORGANIZATION] to recognize new class of AmeriCorps members in [AREA]**

**Who:**

**What:**

**Where:**

**When:**

**Why:** AmeriCorps members tackle pressing needs locally while also learning valuable skills and gaining experience to grow professionally. Members come to [ORGANIZATION] with a commitment to service and with the need to make a difference in Texas. This year, [ORGANIZATION NAME] will recognize [NUMBER OF MEMBERS] who will spend [TOTAL NUMBER OF HOURS ALL MEMBERS WILL SERVE] [DESCRIPTION OF ACTIVITIES]. (Example: This year XYZ organization will recognize 100 members who will spend 170,000 hours providing job placement and housing support to individuals experiencing homelessness in Williamson County,

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TX). On [DATE], [ORGANIZATION NAME] will recognize AmeriCorps members' commitment to their community as they start their service year.

[INSERT LANGUAGE WITH SPECIFICS OF AGENDA/ACTIVITIES FOR THE EVENT]

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### **SOCIAL MEDIA GUIDANCE:**

Please tag OneStar or AmeriCorps\*Texas in your social media posts so we can assist in amplifying your message.

- OneStar Foundation
  - o Facebook: [@OneStarFoundation](#)
  - o Twitter: [@OneStarFdn](#)
  - o Instagram: [@OneStarFoundation](#)
  - o Flickr: <https://www.flickr.com/photos/89699113@N03/sets/>
  - o [LinkedIn: OneStar-Foundation](#)
- AmeriCorps\*Texas
  - o Facebook: [@AmeriCorpsTexas](#)
- CNCS
  - o Facebook: [@AmeriCorps](#) and [@NationalService](#)
  - o Twitter: [@AmeriCorps](#) and [@NationalService](#)
  - o Instagram: [@NationalService](#)
  - o Tumblr: [NationalService.Tumblr.com](#)
  - o Snapchat: [NationalService](#)
  - o LinkedIn: [Corporation for National and Community Service](#) and [AmeriCorps](#)

Please use the following hashtags:

- #ServeTX (For Opening Day Ceremonies Only)
- #AmeriCorpsTX (For all AmeriCorps\*Texas related posts)

**\*\*We encourage you to post photos of your AmeriCorps members (with their permission) at the ceremony. We also encourage you to include visible AmeriCorps logos in the composition of the photos\*\***



**SAMPLE SOCIAL MEDIA TEMPLATES** (change organization names and descriptions as appropriate)**Facebook or Instagram:**

- AmeriCorps members at XYZ will be taking their oath of national service today! “Faced with apathy, I will take action. Faced with conflict, I will seek common ground. Faced with adversity, I will persevere.” #ServeTX!
- Today is Opening Day for our AmeriCorps members! With their commitment to national service and their desire to make a difference in the lives of Texans, we can’t wait to see what great things they will accomplish this year! #ServeTX
- Today we recognize and celebrate our new class of AmeriCorps members! Our members will serve a total of 170,000 hours (100 members at 1700 hours) in the next year, providing job placement and with individuals experiencing homelessness in Williamson County. We can’t wait to see what they accomplish! #ServeTX
- Encourage your members to post pictures of themselves during the ceremony along with a brief description of what they will be doing for the next year and why they are excited about it. #ServeTX

**Twitter:**

- “Faced with apathy, I will take action. Faced with conflict, I will seek common ground. Faced with adversity, I will persevere.” #ServeTX (with picture of members)
- Welcome new AmeriCorps members! We can't wait to see what you will accomplish this year! #ServeTX
- AmeriCorps members get things done for Texas! #ServeTX
- Post pics of members with a short description of why they serve #ServeTX