



AmeriCorps

Sharing Your National Service Story

Centralized Recruitment Unit
Last updated November 22, 2022

Storytelling is one of the main methods prospective members learn about AmeriCorps. Sharing personal experiences about why you decided to serve can be instrumental in driving others to act and serve. It is important to speak from your own experience and emphasize that experiences may look different depending on a few factors, including program focus area, location, and time commitment.

You can share your story online and in person. Here are some questions to consider as you prepare to share your story and tips for prospective applicants.

Preparation before sharing your story:

- Who is my target audience?
- How will I share my story? Online or in-person?
- If sharing online, where will my story be shared?
- What do I want to focus on while sharing?

Questions to consider while sharing your story:

- Why did I choose service?
- What program did I serve in and how did I impact my community?
- How did service impact my life?
- What skills did I gain from service? Professional and personal.
- What advice would I give to someone considering service with AmeriCorps?

Here are some quick tips for sharing your story online and in person:

Online

- **Create** a blog to document your service. Encourage your friends and family to follow you during your service journey. They can learn firsthand about your service projects.

- **Share** photos from service via social media platforms. Include teammates, project sponsors, or other community members in your photos.
- **Vlog** your experience and share it on YouTube. Take live videos of the various projects you're assigned and be careful not to include any clients or customers in the videos or photos without explicit permission. You can also answer any questions you may have received about your experience.
- **Utilize** hashtags in your posts to connect people to the AmeriCorps brand. (#AmeriCorps #SeniorCorps etc.)
- **Ensure** messaging is simple and relatable. Avoid acronyms, as they may confuse your audience.
- **Lead** with AmeriCorps. Utilize [communications resources](#) to ensure your message is on brand.
- **Direct** individuals interested in learning about AmeriCorps programs to sign up for more information at AmeriCorps.gov/Serve

In Person

Be sure to use our Recruitment PowerPoint (*insert link once complete*) when presenting to groups.

List of potential groups:

- High schools and college classrooms or career centers
- Community service organizations
- After-school programs and youth groups
- Days of service, such as 9/11 Day of Remembrance or MLK Day of Service, or other volunteer events
- Senior living centers
- Libraries or community centers
- Sororities or fraternities

Public speaking can be nerve-racking at times. It's important to remember three things: relax, breathe, and have fun! This is an opportunity to speak passionately about your experience in service and its benefits.

Use the tips below to prepare and present your presentation:

- **Discuss** the importance of service and why you chose to serve. Share some of the reasons why you decided to serve in AmeriCorps. Think about using the [Fit Finder](#) questions as a guide.
 - What was your time commitment?
 - Your age at the time?
 - What type of service interested you?

- **Make it** a conversation and be engaging. Throw in a funny moment from your service that may be relatable to your audience.
- **Be prepared** for questions. Include a few FAQs and answers in your presentation. If you don't know the answer, be honest and tell the audience you will follow up with them.
- **Share** photos and memorabilia from your service. If you were required to wear a uniform during your service and still have your gear, bring it!
- **Inform** the group that what you share is based on your experience in the program. Everyone's experience will be different based on the program they join and their assigned duties.
- **Rehearse** your presentation. There is no need to read word for word from a script but be familiar with your presentation to make the transition between slides seamless.
- **Direct** individuals interested in learning about AmeriCorps programs to sign up for more information at AmeriCorps.gov/Serve