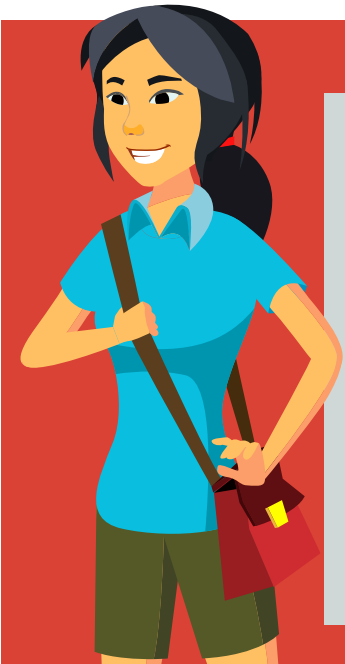


KEY RECRUITMENT PERSONAS



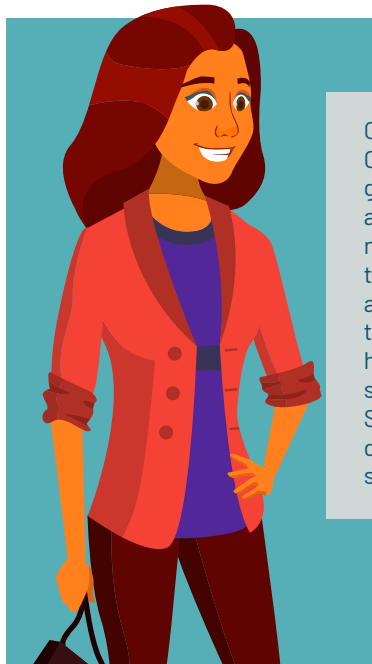
Use these key recruitment personas to better understand your potential members and volunteers. Put yourself in their shoes and build recruitment efforts that speak to them, on their platforms. These are fictional characters we formed based on information we collected from grantees and sponsors, and data collected by CNCS.

ALTRUISTIC AMY



Altruistic Amy is educated and has a save-the-world mentality. She has considered Peace Corps or volunteering abroad, but values her community. She wants to make immediate and sustainable change and thinks this can be achieved by connecting the dots and utilizing resources on the local level.

CAREER-FOCUSED CHRISTINA



Career-focused Christina is about to graduate from college and is looking for the next step. She wants to build her resume and gain experience that will help her on her way to graduate school or a career. She is eager to develop leadership skills and network.

RESILIENT RUS



Resilient Rus is a hard worker and wants a little more support and structure. He is open to new experiences, wants to explore different career paths, and is looking for leadership opportunities.

HOW TO REACH HER

Online: blogs, articles, podcasts, influencers

In-Person: sororities, clubs, volunteer groups, campaigns, and community organizations

Social media: Instagram, use **#americorps** or branded hashtags posted by AmeriCorps members or alumni

Gatekeepers: college advisors, parents

HOW TO REACH HER

Online: LinkedIn, job posting sites, Handshake

In-Person: job fairs on community college and university campuses

Gatekeepers: college advisors, employers

Collateral on campus: pamphlets in career centers, coffee sleeves at coffee shops, stickers for water bottles

HOW TO REACH HIM

In-Person: YMCA, Big Brothers Big Sisters, Boys & Girls Clubs, community and recreational centers

Gatekeepers: high school counselors, guidance counselors, community center administrators

Social media: platforms like TikTok, Snapchat, or Twitch are great places to plant seeds in a fun way. Target gatekeepers as well as individual.

MESSAGES TO USE

Be the solution

Pick your passion: fight poverty, alleviate homelessness, build low-income housing, support veterans, keep students on track to graduate high school, combat the opioid crisis, save the forest

Serve alongside like-minded individuals, be part of a team

MESSAGES TO USE

Do good while getting ahead, build your career and build your community

Get a foot in the door (VISTA alumni receive Non-Competitive Eligibility for federal employment, FEMA Corps can lead to FEMA employment, all members are exposed to the nonprofit sector)

AmeriCorps makes a great gap year

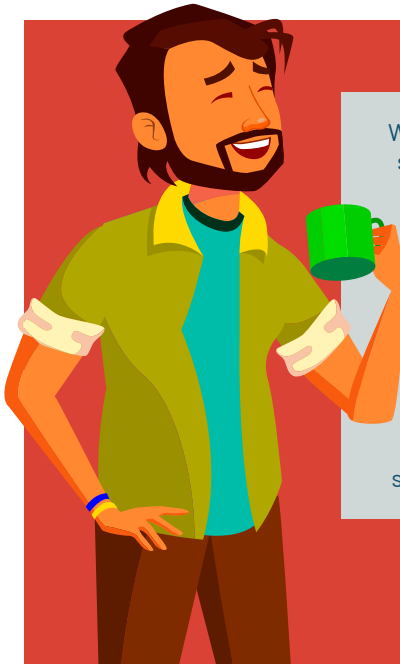
MESSAGES TO USE

No barriers to service: no education requirement, can earn GED, childcare and housing provided (in select programs), team-based (NCCC)

Discover your purpose, discover your passion, begin your career

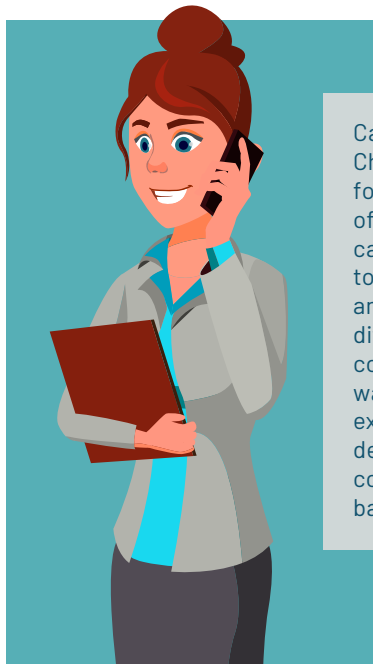
Network with members, alumni, and organizations while you serve

WANDERER WESTON



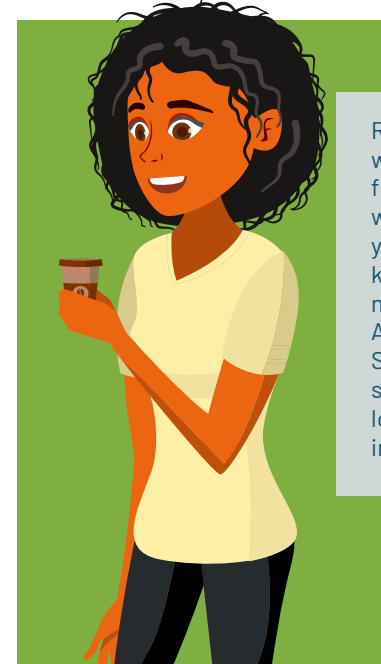
Wanderer Weston seeks adventure and wants exposure to different work environments and experiences. He wants to travel, meet new people, and get some assistance planning his next step.

CAREER-CHANGER CHARLENE



Career Changer Charlene is looking for a newfound sense of purpose in her career life. She wants to stay close to home and make a difference in her community. She wants more experience in her desired field and is considering going back to school.

RETIREE RUTH



Retiree Ruth has a wealth of knowledge from being in the workforce for 35 years. She has two kids in college and a niece who is an AmeriCorps member. She has lived in the same community for a long time and is invested in its growth.

HOW TO REACH HIM

Online: Instagram, Reddit, travel and outdoor blogs

Print collateral: eye-catching posters, stickers, "AmeriCorps Serving Here" signs

In-Person: set up a table at job fairs, college campuses, or local chapters of FFA or 4-H

Gatekeepers: alumni/friends, college advisors, parents

HOW TO REACH HER

Online: LinkedIn, community forums, blogs, online newspapers

In-Person: libraries, days of service, community centers, community colleges, and career centers

Gatekeepers: churches, volunteer groups

HOW TO REACH HER

Print collateral: distribute posters, flyers, and pamphlets at community centers, coffee shops, and places of worship

In-Person: set up an information booth at a farmers market or give a presentation at a volunteer club (e.g. Rotary, Lion, Unidos US)

Online: community boards, local newsletter, Facebook

MESSAGES TO USE

Relocation assistance, housing provided in some programs

Not all who wander are lost

Hardest job you'll ever love

Travel the country while making a difference

MESSAGES TO USE

Service is a stepping stone or gap year at any age

AmeriCorps VISTA members earn Non-Competitive Eligibility (NCE) for federal employment

Earn an Education Award for graduate school

Share the local impact of service "member/volunteer X did Y in her hometown. Join AmeriCorps/Senior Corps and make a difference in your hometown too."

MESSAGES TO USE

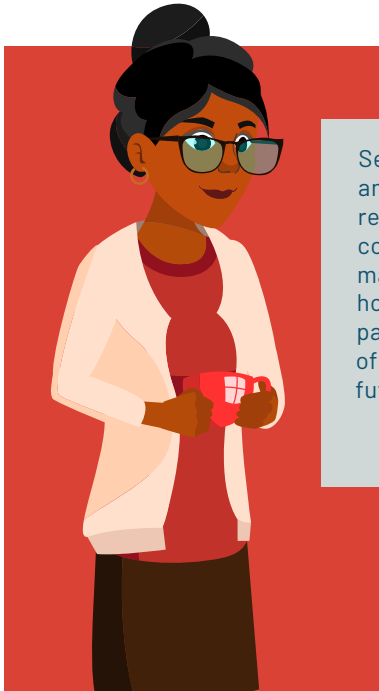
Help one person in your community today

Put skills and expertise to use and learn new skills

AmeriCorps and Senior Corps are both options

Flexible time commitment and benefits

SENIOR SADIE



Senior Sadie is single and wants to reconnect with her community. She has many skills and hobbies, and wants to pass down her wealth of knowledge to future generations.

GATEKEEPER GARY



Gatekeeper Gary is a college counselor who cares a lot about his students and is always on the lookout for new resources to share with them. He has collaborated with AmeriCorps representatives before and thinks service is a great after-college opportunity.

PARENTS PAT & PENELOPE



Parents Pat and Penelope are service-minded and volunteer locally. Their kid has been talking about taking a gap year between high school and college, which they are open to, but want to make sure she doesn't get off track.

HOW TO REACH HER

Print collateral: distribute posters, flyers, and pamphlets at community centers or places of worship

In-Person: direct mail, give a presentation at a volunteer club (e.g. Rotary, Lions, Unidos US)

Gatekeepers: adult children seeking opportunities for their parents and grandparents

HOW TO REACH HIM

In-Person: higher education conferences, college career fairs, set up a one-on-one meeting or schedule a presentation for career center staff

Online: email marketing, digital recruitment package, 101 webinars for students

Print collateral: distribute posters, flyers, and pamphlets at career centers and on campus

HOW TO REACH THEM

Online: op-eds and blogs explaining why service is a good choice for their child, Facebook, email marketing

In-Person: PTA, high school and college job fairs, direct mail, set up a table at a community festival, parade, or farmers market

Gatekeepers: community leaders like elected officials, faith leaders, teachers, coaches, and school counselors

MESSAGES TO USE

Leave a legacy

Senior Corps volunteers report being happier and healthier after one year of service

It's never too late to serve

Some AmeriCorps programs offer Education Award transfer to grandchildren

MESSAGES TO USE

Service is an opportunity for all, whether you're in high school, college, or returning from the military

AmeriCorps makes a great gap year

AmeriCorps is a resume builder and stepping stone for your career

Match the AmeriCorps Education Award or host AmeriCorps members on your campus

MESSAGES TO USE

Education Award helps make college affordable

"Mom-approved"

If you're a fan, spread the word to other parents

AmeriCorps has a strong reputation and is credible

AmeriCorps service can unlock career opportunities for your child