

## Website, Days of Service & Service Year Initiative

Slideshow Link: <http://virginiaservice.virginia.gov/wp-content/uploads/2016/03/DaysofServiceServiceYear.pdf>

Gail Doyle

[patricia.doyle@dss.virginia.gov](mailto:patricia.doyle@dss.virginia.gov)

804-502-7553

Virginia's Service Commission has a new website! The new site is connected to our social media networks with shareable content.

### [VirginiaService.virginia.gov](http://virginiaservice.virginia.gov)

AmeriCorps program information can be located under the large AmeriCorps button or under the Programs Tab dropdown to AmeriCorps.

- **AmeriCorps Funding Opportunities:** RFP information is located here, as well as the Application Process and FAQs
- **Virginia National Service Programs:** Lists of all streams of National Service in Virginia with searchable locations and contact information for AmeriCorps State and Volunteer Generation Fund programs.
- **Be An AmeriCorps Member:** How to apply to be an AmeriCorps member with Eligibility Requirements and Benefits
- **Service Year Alliance:** Information the Service Year Initiative and how to register your program on the Service Year Exchange
- **AmeriCorps Program Resources:** Bookmark this page for Quick Links to OnCorps, eGrants, CNCS Knowledge Network, Resources and Tools (including all the information from this training), Marketing Tools and more.  
<http://virginiaservice.virginia.gov/ameri-corps-national-service/ameri-corps-program-resources/>
- **Life After AmeriCorps:** Information on AmeriCorps Alums Chapters in Virginia and the Employers of National Service Program.

## National Days of Service

CNCS requires all AmeriCorps programs to participate in four National Days of Service and an annual **Launch Event** (October):

- **January 16, 2017 - Martin Luther King, Jr., National Day of Service**
- **March 6-11, 2017 (tentative) – AmeriCorps Week**
- **April 4, 2017 (tentative) – Mayor and County Recognition Day for National Service**
- **September 11, 2016 – 9/11 National Day of Service and Remembrance**

### Make a Plan

- Make sure your members and staff know their “elevator speech” about your program.
- Members are required to wear their AmeriCorps gear.
- Invite your target audiences to be a part of events and activities. If you’re having a service project out in the community, invite key community leaders to participate or stop by.
- Document your impact! If you can show how you impacted your community, you will get more attention.
- Share Your Results!
  - Encourage your members, volunteers, and staff to share impactful stories online.
  - Take as many photos as possible during service and utilize those photos on your social media posts. Having a good selection of good photos will also be important when you begin to make your own promotional materials and presentations as well. One important note: if your service project works with kids, do not post photos without their written consent. It’s important to take pictures of your teams doing things in the community – swinging hammers, shoveling dirt, tutoring AND smiling faces.
  - Share your posts with your partners – including OVCS and CNCS.
    - **OVCS**
      - <https://www.facebook.com/Virginia-Service-225415284282593/?fref=ts>
      - <https://twitter.com/VAservice>
      - <https://www.instagram.com/servevirginia/>
      - <https://www.youtube.com/channel/UCBkyC4gnC-tzkQ7HUQ2MAkA>
      - <https://www.flickr.com/groups/2918567@N20/>
    - **CNCS**
      - facebook.com/NationalService
      - facebook.com/Serve
      - facebook.com/AmeriCorps
      - @americorps
      - @NationalService
      - @Servedotgov
      - @WendyCNCS

- [NationalService.tumblr.com](http://NationalService.tumblr.com)

## Service Year Alliance

Service Year Alliance is committed to making a service year a common expectation and opportunity for young Americans of all backgrounds! A service year, or year of full-time service, has the power to address our country's most pressing challenges, change the lives of those who serve, and unite our nation.

Virginia is the first state in the nation where the higher education community has come together to commit to integrating service years on their campuses. More than 50 higher education institutions, including all Virginia public colleges and community colleges, have signed on to "[Virginia's College Compact](#)." Each of these institutions have committed to service year support tactics, including:

- Creating service year opportunities for undergraduate/graduate students
- Linking service years to academic credit
- Valuing and encouraging service years through admissions
- Financial aid
- Career services
- Designations on diplomas or graduation certificates

Service Year Alliance is the result of the merger between the Franklin Project, ServiceNation, and the Service Year Exchange, and is a joint venture between Be The Change, Inc. and The Aspen Institute.

AmeriCorps and Volunteer Generation Fund programs can now [register on the Service Year Exchange](#) ([https://serviceyr.org/hosting/?utm\\_source=EmailCapture&utm\\_medium=Email&utm\\_content=AutoReply\\_032216&utm\\_campaign=CMRecruitment](https://serviceyr.org/hosting/?utm_source=EmailCapture&utm_medium=Email&utm_content=AutoReply_032216&utm_campaign=CMRecruitment)) You'll be able to list open National Service member positions, search from possible candidates, and more!

Are you an individual looking for a service year opportunity? Visit <https://serviceyr.org/serving/>.

For more information on the Service Year Alliance visit, [www.serviceyr.org](http://www.serviceyr.org).

