

Centralized Recruitment Unit (CRU) 2023/2024 Recruitment Call Calendar

Last updated: November 6, 2023

Please note, all dates and topics are subject to change based on any conflicts that arise, the evolving needs of the network, and other unforeseen circumstances. All AmeriCorps agency staff are invited to each monthly recruitment call with the field.

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Date	Topic	Intended Audience	Description
Jan. 18, 2023 2-3 p.m. ET Recording	Data for Recruitment	Commissions, National Directs	How to pull recruitment-related reports from eGrants, limitations, application, and relevant benchmarks. Recording and follow-up
Feb. 15, 2023 2-3 p.m. ET Recording	The Power of Cross Promotion	Commissions, National Directs, subgrantees welcome	Success story from the field highlighting an approach to regional coordination among programs to recruit collectively. Recording and follow-up
March 15, 2023 2-3 p.m. ET Recording	National Ad Campaign Update	Commissions, National Directs	Preview of creative and supporting research to support, target markets, PSA tracking program, metrics used to define success, where to find assets for use. Recording and follow-up
April 19, 2023 2-3 p.m. ET Recording	Lead Collection & Management	Commissions, National Directs, subgrantees welcome	Overview of agency's national lead capture and drip campaign strategy, success story from the field highlighting lead capture and follow-up approach. Recording and follow-up
May 24, 2023 2-3 p.m. ET Recording	Social Media Best Practices	Commissions, National Directs, subgrantees welcome	Success story from the field; tips and tricks from AmeriCorps' external affairs team. Recording and follow-up
June 21, 2023 2-3 p.m. ET Recording	Leveraging Current Members and/or Alumni for Recruitment	Commissions, National Directs	Success story from the field on how a grantee has utilized the talents and interests of currently serving members to support recruitment while providing professional development opportunities to enhance the member experience. Recording and follow-up



July 19, 2023 2-3 p.m. ET Recording	Referral Programs	Commissions, National Directs	Success story from the field highlighting how to design, execute, and measure a process for alumni and/or current members to refer friends and family to national service opportunities. Recording and follow-up
Aug. 16, 2023 2-3 p.m. ET Recording	Media Training	Commissions, National Directs	AmeriCorps' external affairs team to provide training on how to generate awareness and interest in service opportunities using local earned media strategies. Recording and follow-up
Sept. 20, 2023 2-3 p.m. ET Recording	Resource Review	Commissions, National Directs, subgrantees welcome	AmeriCorps agency staff and guests from the field, will be highlighting new, existing, and future recruitment resources to be utilized in recruitment efforts. Recording and follow-up
Oct. 18, 2023 2-3 p.m. ET Recording	Grassroots Recruiting	Commissions, National Directs, subgrantees welcome	A series of breakout rooms for grantees to brainstorm, share best practices, and potentially coordinate regional strategies around hyperlocal recruitment. Recording and follow-up
Oct. 25, 2023 2-3 p.m. ET Recording	AmeriCorps Seniors Recruitment Kick-off Call	AmeriCorps Seniors grantees	AmeriCorps' centralized recruitment unit will introduce current recruitment resources and discuss the recruitment needs of grantees. Grantees will have the opportunity to provide ideas on how to best use the conversations moving forward, and to provide feedback on topics of interest for future calls.
Nov. 15, 2023 2-3 p.m. ET Register	Data for Recruitment (round two)	Commissions, National Directs	Review how to utilize and access data for recruitment efforts.
Dec. 13, 2023 2-3 p.m. ET Register	Handshake Updates for the Network	Commissions, National Directs, Subgrantees	Success story from the field highlighting use of the platform to recruit; centralized recruitment unit shares high level data trends across the account and reviews ways grantees can engage.



2024 Recruitment Call Calendar

<p>Jan. 17, 2024 2-3 p.m. ET Register</p>	<p>Back to Basics: Recruitment Fundamentals</p>	<ul style="list-style-type: none"> • AC Seniors grantees • Commission • National Directs • Subgrantees • VISTA sponsors • VGF grantees 	<p>Discuss recruitment fundamentals with the AmeriCorps recruitment team and larger network.</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p>
<p>Feb. 21, 2024 2-3 p.m. ET Register</p>	<p>Maximizing Member Benefits</p>	<ul style="list-style-type: none"> • Commissions • National Directs • Subgrantees • VISTA sponsors 	<p>One larger grantee and one smaller grantee to share about the innovative strategies they are trying when it comes to providing members with benefits beyond the living allowance and ed award.</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p>
<p>March 20, 2024 2-3 p.m. ET Register</p>	<p>Digital Asset Management Tool Rollout</p>	<ul style="list-style-type: none"> • AC Seniors grantees • Commission • National Directs • Subgrantees • VISTA sponsors • VGF grantees 	<p>AmeriCorps' Communications and Marketing Office will provide an overview of this new tool and how to use it to access digital collateral for recruitment and marketing.</p>
<p>April 17, 2024 2-3 p.m. ET Register</p>	<p>Leveraging current members and alumni for recruitment</p>	<ul style="list-style-type: none"> • Commissions • National Directs • Subgrantees • VISTA sponsors 	<p>Success story from the field on how a grantee has utilized the talents and interests of currently serving members to support recruitment while providing professional development opportunities to enhance the member experience. This will also serve as a follow-up to our July 2023 referral conversation.</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p>
<p>May 15, 2024 2-3 p.m. ET Register</p>	<p>Partnership Development</p>	<ul style="list-style-type: none"> • AC Seniors grantees • Commission • National Directs • Subgrantees 	<p>Success stories from the field, tangible resources around partnership development and follow-up conversation to our Feb. 2023 call around regional coordination among programs to recruit collectively.</p>



		<ul style="list-style-type: none"> • VISTA sponsors • VGF grantees 	<p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p>
<p>June 19, 2024 2-3 p.m. ET Register</p>	<p>Rural and Native Recruitment</p>	<ul style="list-style-type: none"> • AC Seniors grantees • Commission • National Directs • Subgrantees • VISTA sponsors • VGF grantees 	<p>Hear from AmeriCorps Native American Affairs as well as a success story from the field regarding strategies for native nations and rural recruitment. There will also be a review of agency resources for rural recruitment and time for small group breakout discussions.</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p>
<p>July 17, 2024 2-3 p.m. ET Register</p>	<p>College and University Relationship Building</p>	<ul style="list-style-type: none"> • Commissions • National Directs • Subgrantees • VISTA sponsors 	<p>Discussion around how to cultivate reciprocal partnerships with colleges and universities. Hear a success story from the field and review agency resources to be utilized for college and university relationship building (focusing on MSIs, HBCUs, and Tribal Colleges and Universities).</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p>
<p>Aug. 21, 2024 2-3 p.m. ET Register</p>	<p>From Community Served to Serving</p>	<ul style="list-style-type: none"> • AC Seniors grantees • Commission • National Directs • Subgrantees • VISTA sponsors • VGF grantees 	<p>Discussion around how to cultivate prospective members and volunteers among those currently engaged with the local AmeriCorps network (e.g. tutee, mentee, parent, guardian, family member, etc.).</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p>
<p>Sept. 18, 2024 2-3 p.m. ET Register</p>	<p>Personas Training</p>	<ul style="list-style-type: none"> • AC Seniors grantees • Commission • National Directs • Subgrantees • VISTA sponsors • VGF grantees 	<p>Communications and Marketing Office will provide a training on how to build communications strategies for different target audiences (i.e. young adults, career changers, retirees, influencers, etc.).</p>



AmeriCorps Centralized Recruitment Unit (CRU) 2023 Webinar Schedule

Last updated: November 7, 2023

Please note, all dates and topics are subject to change. Additional events and opportunities will also be added regularly.

AmeriCorps Centralized Recruitment Unit (CRU) 2023 Webinar Schedule			
Date	Topic	Intended Audience	Description
May 30, 2023 4 – 5 p.m. ET Recording	Mental Health and Service with Public Health AmeriCorps	Adults 18+ interested in AmeriCorps Service, Specifically PHA	Join us for this month's Joining AmeriCorps: Special Topics discussion, Mental Health and Service with Public Health AmeriCorps . We're covering the mental health benefits of AmeriCorps service and sharing with you the ways a service year can help connect you to your community, create meaningful relationships, and improve the mental wellbeing of yourself and others.
June 13, 2023 3 – 4 p.m. ET Recording	AmeriCorps Seniors101	Adults 55+ interested in AmeriCorps Opportunities	Ready to tackle the challenges facing your community but not sure where to start? Join us for AmeriCorps Seniors 101, an interactive webinar to learn about thousands of AmeriCorps Seniors service opportunities for adults 55 and older . We'll help you find your fit and discover the service opportunity for you.
June 27, 2023 11:30 a.m. – 12:30 p.m. ET Recording	Serving with Pride: How AmeriCorps Supports LGBTQ+ Communities	Adults 18+ interested in AmeriCorps Service	Join us for this month's Joining AmeriCorps: Special Topics discussion, Serving with Pride: How AmeriCorps Supports LGBTQ+ Communities covering ways in which AmeriCorps supports LGBTQ+ communities and how you can start your AmeriCorps journey.
Aug. 29, 2023 4 – 5 p.m. ET Recording	Serving at Home or Abroad: Becoming an AmeriCorps or Peace Corps Volunteer	Adults 18+ interested in Service opportunities	Ready to tackle the challenges facing communities at home or abroad but not sure where to start? Join us for an interactive webinar to learn about thousands of AmeriCorps and Peace Corps service opportunities and the benefits of national and international service. We'll help you find your fit and discover the right opportunity for you.



Sept. 13, 2023 3 – 4 p.m. ET Recording	AmeriCorps Seniors101	Adults 55+ interested in AmeriCorps Opportunities	Ready to tackle the challenges facing your community but not sure where to start? Join us for AmeriCorps Seniors 101, an interactive webinar to learn about thousands of AmeriCorps Seniors service opportunities for adults 55 and older . We'll help you find your fit and discover the service opportunity for you.
Sept. 26, 2023 4-5 p.m. ET Recording	Joining AmeriCorps: Myths, Misconceptions, and How to Start your AmeriCorps Journey!	Adults 18+ interested in Service opportunities	Ready to tackle the challenges facing your community but not sure AmeriCorps is right for you? Join us for Joining AmeriCorps: Myths, Misconceptions, and How to Start your AmeriCorps Journey! We'll breakdown the myths and misconceptions about projects, benefits, and the AmeriCorps opportunities available to you during this interactive webinar.
Oct. 31 4-5 p.m. ET Recording	Joining AmeriCorps: Alternative Paths After Service	Adults 18+ interested in Service opportunities	Join us for Joining AmeriCorps: Alternative Paths After Service to hear about alternative ways to use your educational award, career paths after service, and the unique ways AmeriCorps prepares you for life after service.
Nov. 28, 2023 4 – 5 p.m. ET Register	AmeriCorps 101	Adults 18+ interested in AmeriCorps Service	Ready to tackle the challenges facing your community but not sure where to start? Join us for AmeriCorps 101, an interactive webinar to learn about thousands of AmeriCorps service opportunities and the benefits of national service. We'll help you find your fit and discover the service opportunity for you.
Dec. 5, 2023 4 – 5 p.m. ET Register	Joining AmeriCorps: Careers After Service	Adults 18+ interested in AmeriCorps Service	Join us fo