



**Learn and Serve America
Communicators Institute**

**October 23, 2008
Arlington, VA**

Learn & Serve America Communicators Institute

Background

Corporation for National and Community Service

Created in 1993, the Corporation for National and Community Service manages more than 1.5 million Americans annually in improving communities through service. The Corporation supports service at national, state, and local levels through:

AmeriCorps, whose members serve with local and national organizations to meet community needs while earning education awards to help finance college or training;

Learn and Serve America, which helps link community service and learning objectives for youth from kindergarten through college as well as youth in community-based organizations; and the

Senior Corps, the network of programs that helps Americans age 55 and older use their skills and experience in service opportunities that address the needs of their communities. Senior Corps includes the Retired and Senior Volunteer Program (RSVP), Foster Grandparent Program, and Senior Companion Program.

This manual is offered to further the training and technical assistance supported by the Corporation for National and Community Service under Cooperative Agreement No. 05TAHMD002 with:

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Learn & Serve America Communicators Institute

Campaign Consultation, Inc.

Founded in 1988, Campaign Consultation, Inc. works with individuals and organizations – at the local, state, national, and international levels – to advance community development, fund raising, corporate citizenship, diversity, issue advocacy, media & marketing, public policy, and organizational & business development campaigns.

Campaign Consultation, Inc. has extensive experience in helping people acquire the confidence, skills, and resources to design and advance “out of the box” strategies for goal achievement.

Since 1998, Campaign Consultation, Inc. continues to serve as the training and technical assistance provider for all areas related to resource gathering for the Corporation for National and Community Service. Campaign Consultation is currently providing technical assistance for the Specific Learning Communities and the Resource and Fund Development Initiatives.

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Learn & Serve America Communicators Institute

Welcome ...

This special hands-on learning program is sponsored by the Corporation for National & Community Service (CNCS) and is being held in conjunction with the Learn and Serve America Grantee Meeting, Arlington, VA.

The Institute is designed for those who are working to build public awareness and visibility in order to advance national and community service program goals.

Working with issue experts and peers, you will have the opportunity to explore such topics as:

Telling Your Story: the Art and Science of Powerful Presentations

Refresh and strengthen your story by creating value-based messages which highlight program impact. You will also discover effective ways to deliver your story and message to various target audiences, both internally [within the workplace] and externally [with public stakeholders]. Improve your public speaking and media presentation techniques, as well as learning some “tricks of the trade”.

Building Partner Relations

Learn about how to develop and sustain partnerships with non-profits, for profit organizations and other segments of the community that will benefit your service-learning program and the local community.

Cutting-Edge Media: Social Networking & Web 2.0

Hear about and examine web and internet-based media and marketing applications from a social movement practitioner who uses e-resources.

Material Makeover: Publication & Website Critique Clinic

Learn how to liven up your publications, URLs, direct mail pieces, annual reports, newsletters, and other products during an open, safe critique clinic with a creative design studio executive. Discover what works and ways to make significant improvements to your publications, products and websites.

Branding: Image, Idea & Ideal

Find new ways to distinguish your program from the competition and get both your internal and external, primary and secondary audiences energized, intrigued, reminded, and reinforced by our co-brand.

Communications Action Planning

Review, revise and/or rebuild your current communications plan and use a variety of resources to create synchronized and complementary national and community service messages, events, and promotion programming.

Learn & Serve America Communicators Institute

Media and marketing are powerful techniques to help your national and community service program mobilize volunteers, partners, funding and support.

We look forward to working with you to help you increase your visibility and advance your communications agenda.

–The CNCS and Campaign Consultation Teams

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Session Evaluation

Service Program (please check the ONE that best applies):

SEA Other K-12 Higher Ed Community-Based Indian Tribes

Other: _____

Please rate the session using the scale below, where 1="strongly disagree" & 5="strongly agree"

1. The subject matter was presented effectively	1	2	3	4	5
2. The trainer was knowledgeable	1	2	3	4	5
3. The trainer responded to questions	1	2	3	4	5
4. There were enough opportunities for discussion	1	2	3	4	5
5. The written materials are useful	1	2	3	4	5
6. The session met its stated learning objectives	1	2	3	4	5
7. As a result of this training I gained new knowledge applicable to my work	1	2	3	4	5
8. I plan to apply what I learned at this session	1	2	3	4	5

Briefly describe significant knowledge and skills you gained from this session:

How will you use the knowledge and skills acquired?

How could this session be improved?