



Connecticut Commission on Community Service



Promoting AmeriCorps

The Connecticut Commission on Community Service (CCCS) provides AmeriCorps Connecticut logos in various formats to use for print, web and promotional items. Contact the Corporation for National and Community Service to obtain an AmeriCorps logo with your program name embedded within or below the AmeriCorps logo if you do not have a program logo.

Web Pages

Your legal applicant's web site **must** have a page specific to your AmeriCorps program. The program tab/link **must** display the AmeriCorps Connecticut logo next to your program link or state your program name including AmeriCorps to identify it as an AmeriCorps program.

Web Pages must include: the AmeriCorps Connecticut logo with a link to www.americorps.gov, and the CCCS logo with a link to www.ctohe.org. Program web pages should have a Corporation for National and Community Service logo with a link to www.nationalservice.gov.

Your AmeriCorps program web page **must** contain information on your program's mission and current information about the program and recruitment status. It should have as much information as you can think of to promote your program, including links to social media if you have FB, twitter, etc.

You should think of key words for search engines also. If someone is interested in AmeriCorps programs in Hartford, you want your program web page to come up at the top of the search.

Promoting Your AmeriCorps Program

IV. B. AFFILIATION WITH THE AMERICORPS NATIONAL SERVICE NETWORK

1. Identification as an AmeriCorps Program or Member. The grantee **must** identify the program as an AmeriCorps program and eligible members as AmeriCorps members. All partnership agreements/MOUs related to the AmeriCorps program **must** explicitly state that the program is an AmeriCorps program and AmeriCorps members are the resource being provided.

2. The AmeriCorps Name and Logo. AmeriCorps is a registered service mark of the Corporation for National and Community Service. The Corporation provides a camera ready logo. Grantees and subgrantees except for Education Award Programs (EAPs) **must** use the AmeriCorps name and logo on service gear and public materials such as stationery, application forms, recruitment brochures, on-line position posting or other recruitment strategies, orientation materials, member curriculum, signs, banners, press releases and publications related to their AmeriCorps program in accordance with Corporation requirements. EAPs are strongly encouraged to use the AmeriCorps name and logo on such materials.

To establish the relationship between the program and AmeriCorps, the grantee should use the phrase, **“The AmeriCorps National Service Network” or “an AmeriCorps program” or “a proud member of the AmeriCorps national service network.”**
Example: [LEAP] “an AmeriCorps Program”.

Grantees are strongly encouraged to provide information or training to their AmeriCorps members about how their program is part of the national AmeriCorps program and the other programs of the Corporation for National and Community Service. Example: “I am serving with [MYO], an AmeriCorps Program.

Grantees are strongly encouraged to place signs that include the AmeriCorps name and logo at their service sites and may use the slogan **“AmeriCorps Serving Here.”** AmeriCorps members should state they are AmeriCorps members during public speaking opportunities. Example: “I am serving the [New Haven] area through [Experience Corps], a program of the AmeriCorps National Service Network.”

The grantee may **not** alter the AmeriCorps logo, and **must** obtain the written permission of the Corporation before using the AmeriCorps name or logo on materials that will be sold, or permitting donors to use the AmeriCorps name or logo in promotional materials.

The grantee may **not** use or display the AmeriCorps name or logo in connection with any activity prohibited in these grant provisions.