



#ChangedbyService Story Collection Campaign

Goal: Voices for National Service is looking to collect stories from the national service field focused on the transformative experience of service.

We want to hear from programs, alums, and currently serving AmeriCorps members and Senior Corps volunteers about how their service experience made a lasting impact on their lives and the communities they served.

Select submissions will be highlighted on our social media channels, on our website, and will also be considered for inclusion in a service story book to be published in early 2017. Some standout stories will also be recognized at the Friends of National Service Awards on Tuesday, February 14th in Washington, DC.

Key Dates:

October 13th:

- First day story submissions are accepted at voicesforservice.org
- Share the provided infographics and social media posts to your networks to encourage story submissions
- Include a blurb in any weekly/monthly newsletters, as well as alumni pages or chapters

Month of October:

- Retweet and share the images/story highlights we post on Twitter, Instagram, and Facebook
- Encourage your members and alums to submit stories
- Send us the names of some of your current/past service members that you think would be a great fit for this campaign or stories you already have, and we will follow-up with them for more details

February 14th:

- Friends of National Service Awards – Union Station, DC
- Service story book published and available for sale, online and in-person
- Public recognition of select stories

FAQs:

1. Who can submit a service story?

Any current or former national service member is welcome to submit a story from their year(s) of service.

2. How long will it take to complete?

The form should only take about 10 minutes (maximum) to fill out and submit. We ask for a sentence or two response to each of the four questions. If we need additional information or want to hear more about the story, we will reach out.

3. What questions are asked on the form to submit the story?

- Where and why did you serve?
- What kind of impact did you have?
- How has your service changed you?
- Is it important to you that others have similar service opportunities available to them?

4. What happens to the stories once collected?

The stories are reviewed and some will be highlighted using social media graphics and/or on the Voices for National Service blog page. Other opportunities for reviewed stories are inclusion in an upcoming "Service Story" book as well as possible recognition at the Friends of National Service Awards Reception. Additionally, these stories will serve as a strong database of voices from the field that will help to strengthen the case for national service, and may be featured in future Voices for National Service projects and collateral.

5. What kind of story are you looking for?

We are looking for stories of impact – we want to know how a year of service has changed the individual who served, as well as the people and communities that were served.

How did a year of service change or supplement your future jobs/career? What kind of leadership did you develop as a result of your service? How do you know you made an impact in the community? What is now possible for the community because of your service that they may not have thought possible before?

6. What are the benefits of a story being selected?

All of the stories submitted are appreciated and will be reviewed. Throughout the month we will highlight impact quotes and photos from the stories through social media, and some stories will be featured on our blog. We will also have various promo items that we will be given away at random for great stories!

Additionally, all stories submitted will be under consideration for both an upcoming book we are publishing and for recognition at our annual Friends of National Service event in DC on February 14th.

7. How long will you accept submissions?

For the entire month of October, beginning Thursday, October 13th.

Newsletter Blurb

Our partner, Voices for National Service, is [collecting stories that showcase how national service alums and the communities they served have been #changedbyservice](#). Select stories will be shared via their social media channels, website, and included in a service stories book being published in early 2017.

We know that your service has deeply impacted communities across the nation, but it's also important to showcase how your time with us has impacted your life, prepared you for your career, and/or changed your vision on the world. Sharing your story will only take 10 minutes. [Submit today!](#)

Email to Alumni Community

Subject: How were you #ChangedByService?

Dear ORGANIZATION Alums,

I'm writing to let you know about an exciting new campaign being launched by our partner, Voices for National Service. [They are collecting stories that showcase how national service alums and the communities they served have been #changedbyservice](#). Select stories will be shared via their social media channels, website, and included in a service stories book being published in early 2017.

We know that your service with us deeply impacted communities across the nation, but it's also important to showcase how your time with us has impacted your life, prepared you for your career, and/or changed your vision on the world. Sharing your story will only take 10 minutes. [Submit today!](#)

If you have any questions or need more information, check out the campaign toolkit, or feel free to direct additional questions to info@voicesforservice.org

Yours in Service,

YOUR NAME

Sample Social Media

- How did your service year change your professional life? Were your career plans #ChangedByService? <http://bit.ly/2dgfrQu>
- Did your service year spark an interest in public service? Tell us how you were #ChangedByService <http://bit.ly/2dgfrQu>
- Are you an @AmeriCorps alum? What are you doing now? Tell us how were you @ChangedByService <http://bit.ly/2dgfrQu>
- How did your service year inspire you professionally? #ChangedByService <http://bit.ly/2dgfrQu>
- Did completing a service year in a school inspire you to keep teaching? Tell us how you were #ChangedByService <http://bit.ly/2dgfrQu>
- Did your service year lead you somewhere different than what you had planned? How were you #ChangedByService? <http://bit.ly/2dgfrQu>
- Tell us how your year of service changed a community in need. #ChangedByService <http://bit.ly/2dgfrQu>