



## General AmeriCorps Messaging

Updated May 5, 2026

*Before a meeting, site visit, interview, or other engagement, it is important to build in time to prepare. Think about who you will be speaking with and what questions they may ask. Make sure that you are clear on your goals and the key messages you want to communicate about AmeriCorps and your organization.*

### **Lead Message: AmeriCorps is a Model of Efficient and Effective Government**

*Use this framing when engaging elected officials to clearly convey the core case for AmeriCorps – its impact, efficiency, and bipartisan value. The supporting messages below provide additional detail and can be used to reinforce or tailor your conversation.*

For the last three decades, AmeriCorps members and AmeriCorps Seniors volunteers have responded to our country's most immediate and critical needs. They provide the "people power" that local nonprofit, faith-based, and community organizations rely on to deliver services and make a difference in local communities.

Each year, 200,000 AmeriCorps members and AmeriCorps Seniors serve in rural and urban communities across all 50 states, supporting disaster response, education, public health, veterans' services, fighting the opioid epidemic, and much more.

While serving, AmeriCorps members gain in-demand job skills and complete their service with increased employability and pathways to higher education, preparing a cohort of Americans to succeed in the workforce. AmeriCorps Seniors volunteers experience meaningful benefits, including reduced isolation and increased community connection.

AmeriCorps delivers measurable results through a cost-effective, public-private partnership model that has earned strong bipartisan support. Supporting AmeriCorps is an investment in workforce development, community resilience, responsible stewardship of taxpayer dollars, and American values.

### **Supporting Messages**

**17-to-1 Return on Investment:** AmeriCorps is a unique example of federal government efficiency and tax dollar stewardship. Economists have found that, for every federal dollar invested, AmeriCorps generates \$17 in economic value through private matching funds and the services its members provide.

- **Financial Accountability & Private Sector Engagement:** As a public-private partnership, AmeriCorps grantees must secure matching funds from the private sector, foundations, nonprofits, and/or state and local governments.
- **Strengthening Workforce Readiness:** As the economy evolves and AI reshapes entry-level work, AmeriCorps provides a critical pathway for individuals to gain the skills and experience needed to succeed. AmeriCorps:
  - Develops durable human-centered skills - such as teamwork, communication, and adaptability - that employers increasingly value and automation cannot replace.
  - Provides hands-on experience in high-demand fields like education, public safety, disaster response, and healthcare.
  - Prepares participants gain practical for private-sector careers with practical, mission-driven experience.
  - Connects individuals - especially those early in their careers - to pathways for upward mobility.
- **Supporting Local & Faith-Based Solutions:** AmeriCorps ensures services are tailored to community needs by partnering with local nonprofits, businesses, and faith-based organizations, rather than dictated by a one-size-fits-all model from Washington.
- **Bipartisan Governance and Congressional Support:**
  - AmeriCorps has long received strong bipartisan support in Congress, as members of both parties recognize the program's efficiency, ability to address critical community needs, and significant return on investment.
  - State and local leaders from both sides of the aisle also rely on AmeriCorps as an essential partner in strengthening their community.
- **Strengthening Communities, Reducing Long-Term Costs:** AmeriCorps strengthens communities by addressing the root causes of challenges such as education gaps, housing instability, and disaster preparedness - helping reduce long-term costs and strains on public systems.

## **Because of AmeriCorps/Without AmeriCorps Framework**

*One of the most effective ways to communicate impact is the “Because of / Without AmeriCorps” framework.*

It can be helpful to answer the questions:

- How does AmeriCorps help your organization deliver impact for the American people?
- How would – or how has - reduced AmeriCorps funding impacted your organization?

By highlighting what you are able to do “Because of AmeriCorps” and what services would be lost “Without AmeriCorps,” you can help your lawmakers clearly understand the direct impact in their district or state - and what’s at stake.

Some examples include:

- *Because of AmeriCorps, we were able to provide nearly 300 unhoused individuals with access to services in the first quarter of 2025.*
- *Without AmeriCorps, our community would lose over 20 tutors serving more than 500 children in low-income communities - leaving an entire school without the support needed to stay on track in reading.*

### **Tailor Your Message to Your Audience**

While these messages provide a strong foundation, they are most effective when tailored to your audience. Local relevance is one of the most powerful tools you have when communicating with public officials. Whenever possible:

- Reference programs, partners, or impact in the policymaker’s district or state,
- Use specific data and real examples from your community, and
- Connect your message to issues the lawmaker prioritizes.