

MICHIGAN'S AMERICORPS WEEK

MAY 12-19, 2012



Michigan Community Service Commission Involvement / Activities:

- An AmeriCorps Week Toolkit for grantees posted on the MCSC web site. Toolkit will include:
 - Sample press release
 - Governor's Proclamation declaring Michigan's AmeriCorps Week
 - Tips on how to engage the media
 - AmeriCorps for a Day Flyer
 - Project Planning Tips
 - Michigan's AmeriCorps publication that will highlight recent statistics, data, and accomplishments.
- Weekly AmeriCorps Week email updates to AmeriCorps members beginning in mid-April
- Special edition MCSC e-newsletter highlighting AmeriCorps Week activities.
- Social media messaging via facebook and Twitter about AmeriCorps Week resources and events.
- Provide programs with an AmeriCorps Week proclamation from the Governor declaring Michigan's AmeriCorps Week.
- Educate federal and state legislators about AmeriCorps in Michigan.
- Invite MCSC Commissioners to attend AmeriCorps Week projects and events. Commissioners will be asked to formally present the Governor's proclamation for programs holding a project kickoff or closing.
- AmeriCorps Week will culminate with the Russ Mawby Signature Service Project in Traverse City, where more than 300 AmeriCorps members, alums, and volunteers from across the state will participate in a two-day service project with several nonprofit partners (*see below*).

AmeriCorps for a Day

One of the recommended activities for programs to pursue during Michigan's AmeriCorps Week is to sponsor "AmeriCorps for a Day" events, in which local officials, community leaders, well-known individuals, and/or media representatives are invited to serve as an AmeriCorps member for a period of time—an hour, a morning, or even a day. The primary goal is to raise public awareness about the role played by AmeriCorps in the local community.

Michigan's AmeriCorps Program Involvement:

Michigan's AmeriCorps programs are planning various AmeriCorps Week projects and events throughout the state. All projects will showcase the power of AmeriCorps and AmeriCorps alums through service in Michigan, as well as to educate key stakeholders on the role, impact, and potential of national service. These projects will engage Michigan's AmeriCorps*State, National, and VISTA members, Senior Corps volunteers, AmeriCorps Alums, and other community partners. In April, programs will be asked to complete a project/event description form, detailing information on each AmeriCorps Week project/event in Michigan. The MCSC will compile this information into a comprehensive list and distribute it to all programs. It will also be posted on the MCSC website.

AmeriCorps Week Closing Event – Russ Mawby Signature Service Project:

On May 18 and 19, more than 300 Michigan's AmeriCorps members from across the state will come together in Traverse City for the annual Russ Mawby Signature Service Project. AmeriCorps members will assist with various community projects and work with several organizations to make a significant impact on the Grand Traverse region. Each year, the Signature Service Project brings hundreds of AmeriCorps members to one Michigan community for two days of intensive service. By the end of the second day, several projects are completed, visibly demonstrating the power of Michigan's AmeriCorps members in action. The 2012 project is a partnership with the Michigan Community Service Commission, Habitat for Humanity Grand Traverse Region, SEEDS, Grand Traverse Regional Land Conservancy, Conservation Resource Alliance, United Way of Northwest Michigan, and Elemental Media.

