

Share Your Story: We Are Experience Corps

2023

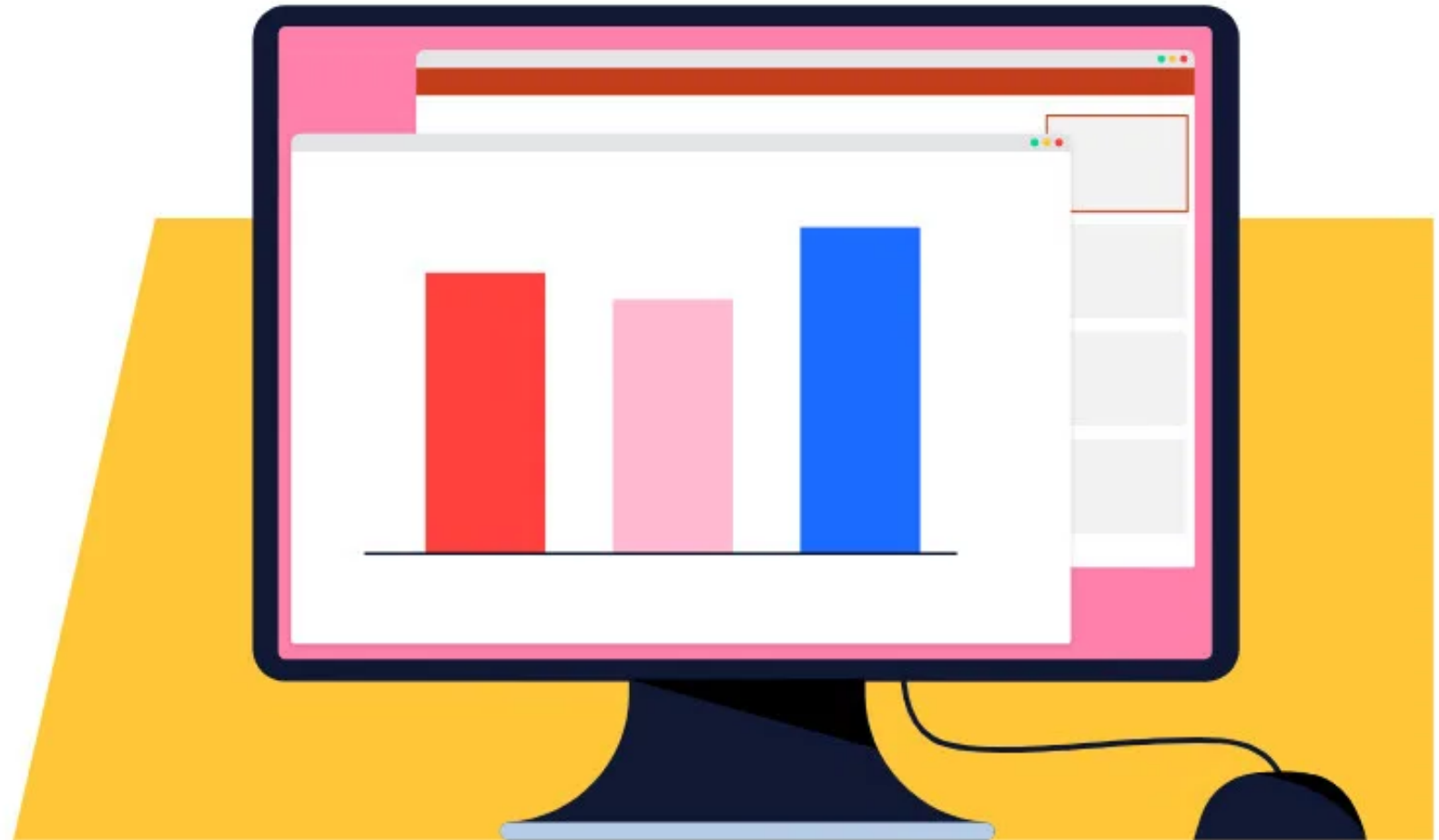
AARP Foundation[®]
Experience Corps

We Are
**Experience
Corps!**



Poll

What is the most effective way to recruit fellow volunteers?



Poll



Trusted Messengers

88%

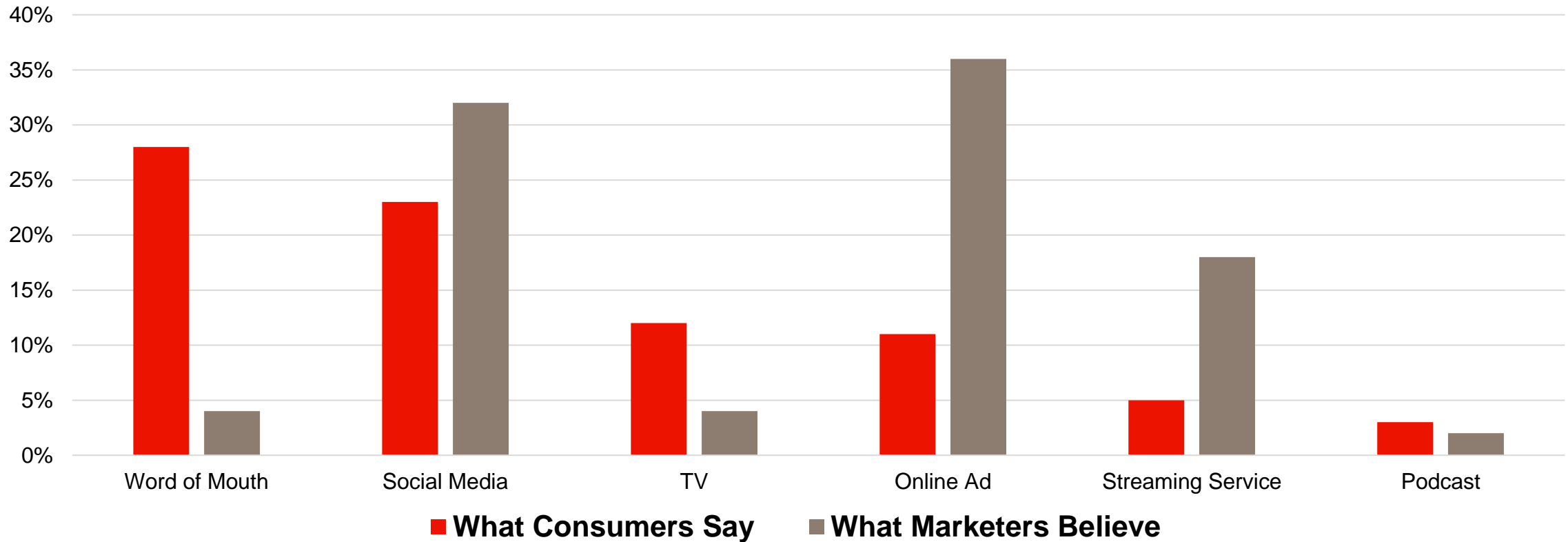
of people had the highest level of trust in a brand when a friend or family member recommended it.

26%

of people will completely avoid a brand if their friend or family tells a negative story about their experience.

Consumers Preferred Method

Learning About Brands, Services or Products



Word of Mouth Success For Experience Corps

33%

of Experience Corps tutors are recruited through word of mouth.



Sections

1. General Guidance
2. Messaging Resources
3. Recruitment Assets
4. Discussion

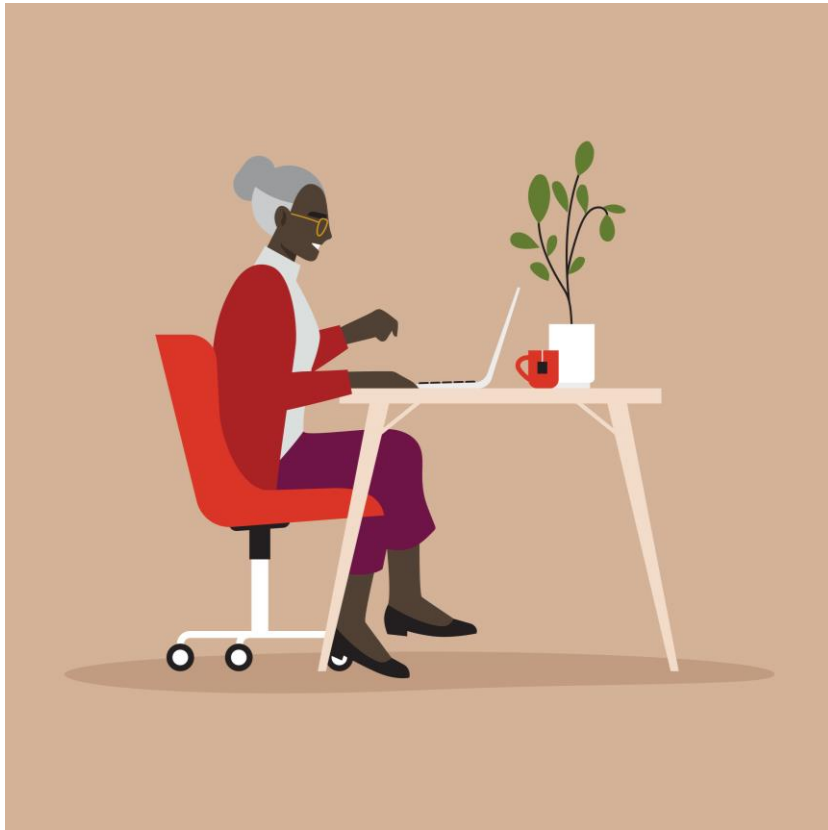
We Are.
Experience
Corps!

SECTION 1

General Guidance

General Guidance: Getting Started

Five Ws and H



- Who? What? Where? When? Why? How?
- **Who** is you
- **Why** is the impact Experience Corps makes
- **What** should you include in your story?
- **How** do you to create your story?
 - Do you need an 'elevator pitch'?
 - And what is that, really?
- **Where** to share your story?
 - What are the best ways to share your story?

General Guidance: WHAT to Share

The Reason to Volunteer



- Our Motto: The Triple Win
- Our Key Messaging
- Our Testimonial
- Your Direct Experience with Benefits
 - Meet new people
 - Get more involved in your/ new neighborhood
 - Rebuild your routine
 - Use/learn skills
 - Reduce loneliness

General Guidance: HOW to Share Your Elevator Pitch

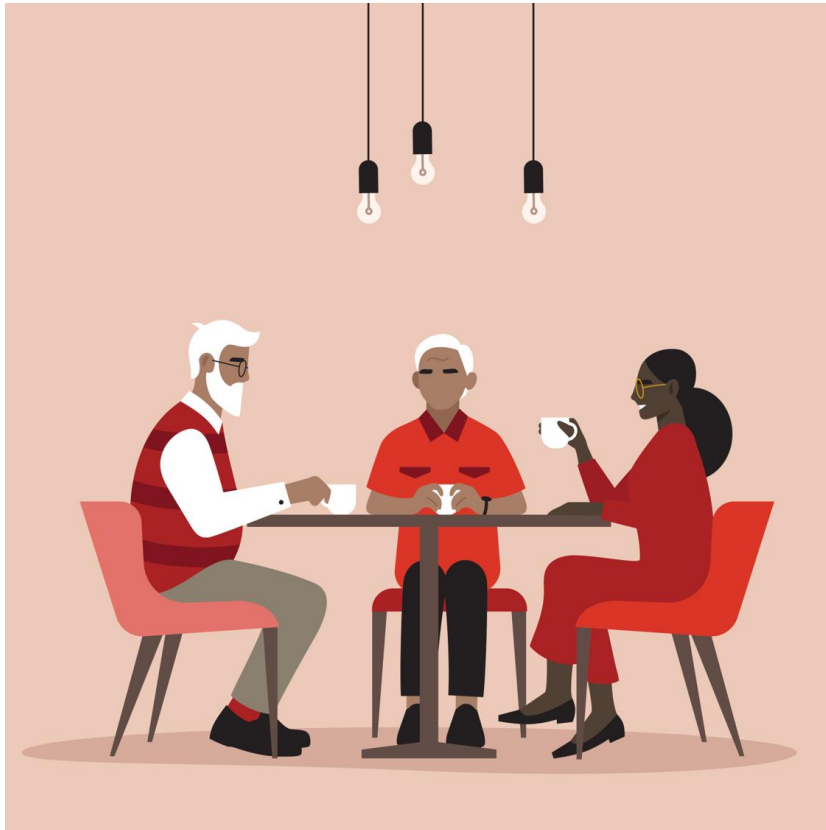


To create your story, you need 1-3 statements about your volunteer experience.

- **Why you serve**
- **Who you serve**
- **Call to action** - Ask if you can introduce them to Experience Corps program staff, give them a bookmark, and/or send them more info

General Guidance: WHERE to Share

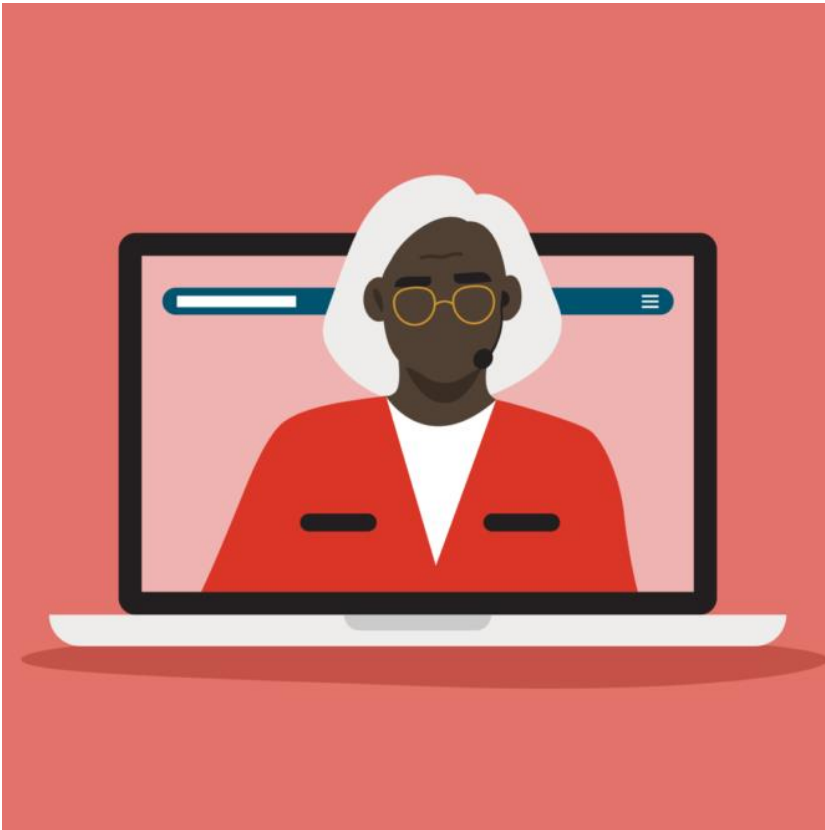
POLL



What skills are needed for volunteers?

General Guidance: WHERE to Share

LinkedIn

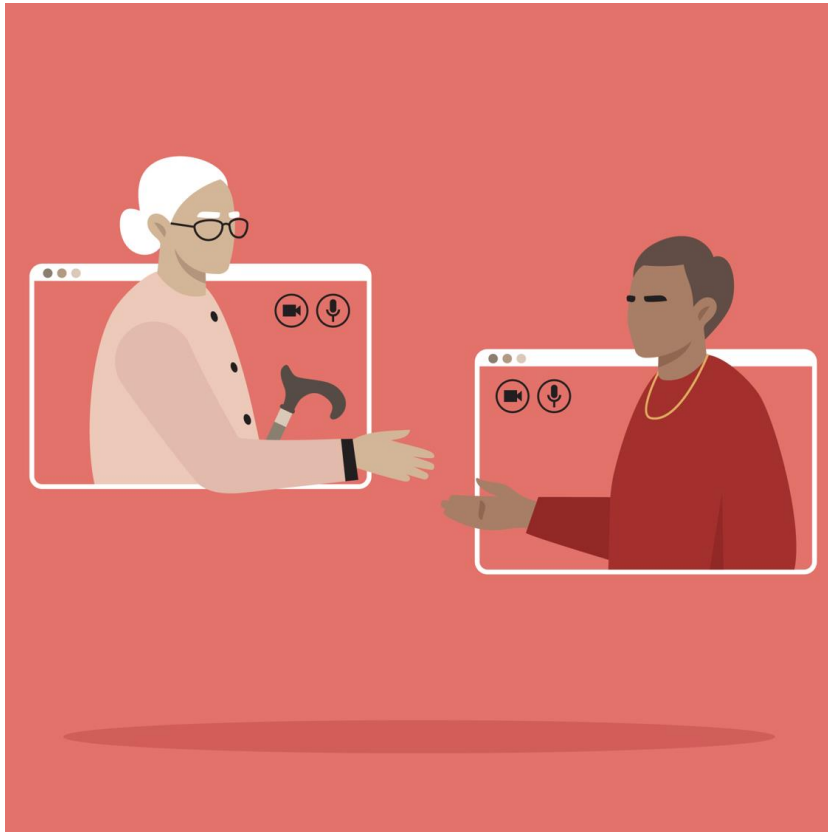


Make AARP Experience Corps a more permanent part of your profile.

- Title: Volunteer Literacy Coach or Volunteer Tutor
- Description: Provide reading practice to young learners through the AARP Foundation Experience Corps intergenerational literacy tutoring program with [Program Partner name].
- Accomplishments: Contribute approximately [# of hours] with [# of students] at [school].
- Learn about our impact: [link]

General Guidance: WHERE to Share

Facebook



Facebook is the leading social platform for adults 55 and older.

Create a new post

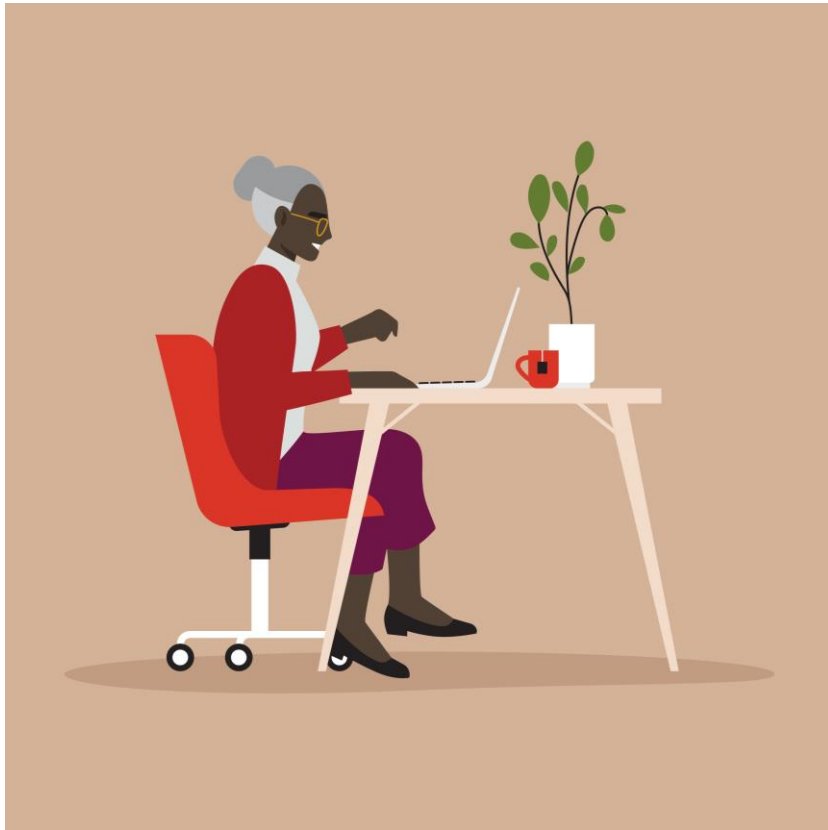
- Share an approved photo (preferably of you)
- Edited “elevator pitch”
- Tag your program and AARP using @[their handle]

Comment on your program or AARP Foundation posts

- Show your support with an encouraging sentence and/or sharing their post on your feed.

General Guidance: **WHERE** to Share

Local Newspaper/Long Form



Write a Letter to the Editor and/or blog post.

- Tie your service to current news
- Draft a letter of support for Experience Corps
 - Letter – 100-250 words
 - Blog – 250-600 words
- Use key messaging to tie in the important points
 - Why Experience Corps is important
 - Who it helps and how
 - What you get out of your service
 - Call to action

General Guidance: **WHERE** to Share

In-Person



Everywhere! Anywhere!

- Standing in line at the grocery store or bank
- Coffee with friends
- Family gatherings
- When you meet new friends
- Day at the beach, museum, gallery, park, garden, doctor's office, gym, etc.

General Guidance: WHERE to Share

Our Online Form



- Help us increase our ability to tell stories
- Stories might be shared via AARP Foundation and partner channels
- About 7 minutes to complete
- Can't share all stories
- More information on the Volunteer Resource Center

<https://forms.office.com/r/gj2f059DMa>

SECTION 2

Messaging Resources

Messaging Resources

Key Messaging



- Overview
- Emphasizing Outcomes
 - Students
 - Volunteers
 - Communities
- Why it Matters
- How it Works
- Key Benefits
 - Students
 - Volunteers
 - Communities

Messaging Resources

Testimonial

Example: Overcoming the Odds

Stories of how anyone can experience personal revolutions by volunteering. Share this story along with your own anecdote about how you've experienced a major change in your life.

"During my short time with Experience Corps I've felt like my life has meaning. I have a reason for getting up in the morning, knowing that I am going to help a child. When they say, "Miss Bell, I need some help," or "Miss Bell, will you help me," it gives me a feeling that I am needed. You cannot imagine the joy that it brings me. I now have a purpose to get up in the morning, knowing that there are children waiting for me. - Dolores, Volunteer

Messaging Resources

Email Template

Help A Student Learn to Read: Join Me and the Experience Corps Today!

Dear (Recipient Name),

I hope you and the family are doing well. This year has been a whirlwind and, with all that's going on, one thing that has brought me joy has been volunteering with AARP Foundation Experience Corps with (Program Partner Name).

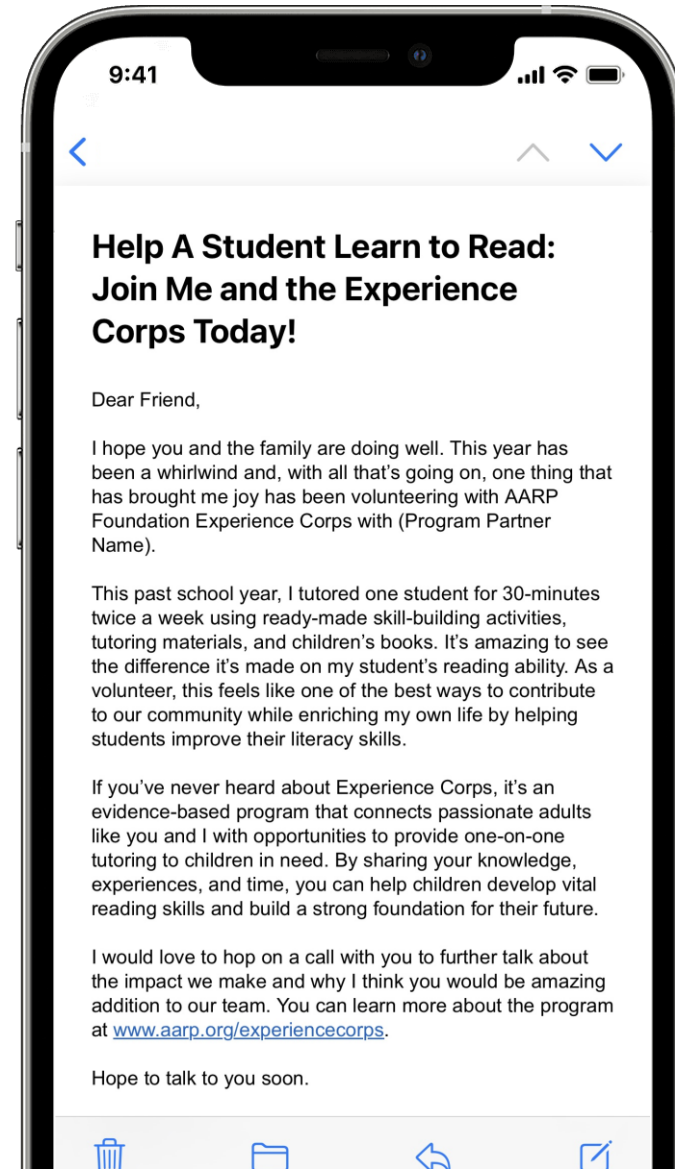
This past school year, I tutored one student for 30-minutes twice a week using ready-made skill-building activities, tutoring materials, and children's books. It's amazing to see the difference it's made on my student's reading ability. As a volunteer, this feels like one of the best ways to contribute to our community while enriching my own life by helping students improve their literacy skills.

If you've never heard about Experience Corps, it's an evidence-based program that connects passionate adults like you and I with opportunities to provide one-on-one tutoring to children in need. By sharing your knowledge, experiences, and time, you can help children develop vital reading skills and build a strong foundation for their future.

I would love to hop on a call with you to further talk about the impact we make and why I think you would be amazing addition to our team. You can learn more about the program at www.aarp.org/experiencecorps.

Hope to talk to you soon.

Warm regards,
(Your Name)

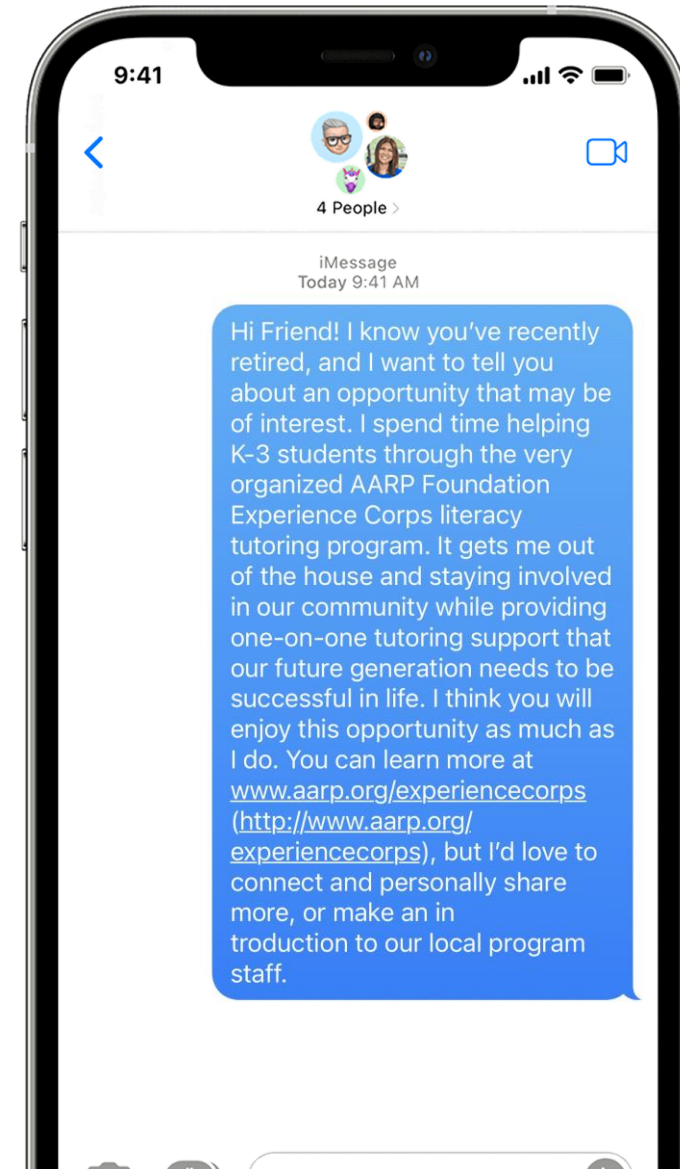


Messaging Resources

Text Message Templates

Example: To Someone Who Recently Retired

Hi (Name)! I know you've recently retired, and I want to tell you about an opportunity that may be of interest. I spend time helping K-3 students through the very organized AARP Foundation Experience Corps literacy tutoring program. It gets me out of the house and staying involved in our community while providing one-on-one tutoring support that our future generation needs to be successful in life. I think you will enjoy this opportunity as much as I do. You can learn more at www.aarp.org/experiencecorps, but I'd love to connect and personally share more, or make an introduction to our local program staff.



Messaging Resources

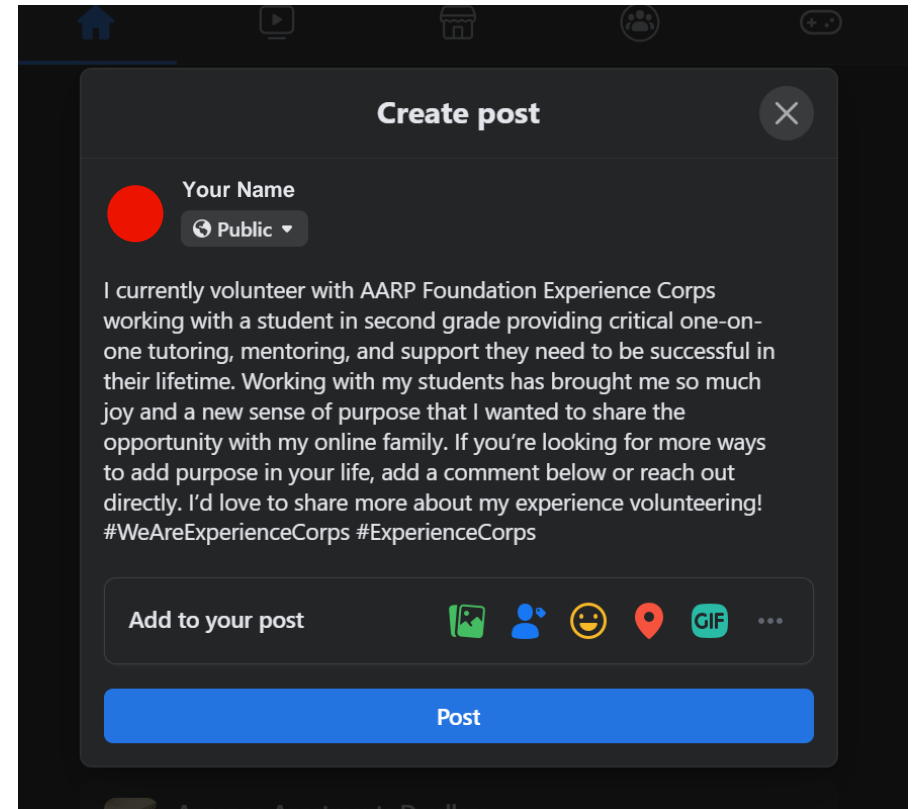
Social Media Language

Example: New Sense of Purpose

Post a picture of yourself in your tutoring location or reading with student.

I currently volunteer with AARP Foundation Experience Corps with (Program Partner Name). I work with a student in (grade level) grade providing critical one-on-one tutoring, mentoring, and support they need to be successful in their lifetime.

Working with my students has brought me so much joy and a new sense of purpose that I wanted to share the opportunity with my online family. If you're looking for more ways to add purpose in your life, add a comment below or reach out directly. I'd love to share more about my experience volunteering! #WeAreExperienceCorps #ExperienceCorps



SECTION 3

Recruitment Assets

Recruitment Assets

Media Gallery



Recruitment Assets

Giveaways

- We created new bookmarks to hand out to potential volunteers and bags to thank our current volunteers for getting involved.
- Contact your local program staff to see if these resources are available in your area.



Recruitment Assets

Primary Colors

AARP Foundation uses five primary colors for fonts, backgrounds, illustrations, etc.

Red

CMYK 0 93 95 0
RGB 239 19 0
HEX #EC1300

Warm Gray

CMYK 48 46 52 12
RGB 140 125 112
HEX #8C7D70

White

CMYK n/a
RGB 255 255 255
HEX #FFFFFF

Black

CMYK 0 0 0 100
RGB 0 0 0
HEX #000000

Cool Gray

CMYK 0 0 0 15
RGB 230 230 230
HEX #E6E6E6

Secondary Colors

Secondary colors are reserved only for template backgrounds and illustrations and cannot be used in fonts or on any materials that do not contain images.

Salmon

CMYK 0 73 55 0
RGB 247 93 89
HEX #F75D59

Pink

CMYK 0 39 19 0
RGB 255 197 192
HEX #FFC5C0

Peach

CMYK 0 21 45 0
RGB 255 201 171
HEX #FFC9AB

Maroon

CMYK 21 100 19 47
RGB 92 0 51
HEX #5C0033

Medium Red

CMYK 20 100 100 13
RGB 178 0 26
HEX #AB2125

Recruitment Assets

Fonts

- Use *Arial* and *Georgia* when using the Microsoft Office suite.
- **Georgia is used for headings and subheadings.**
- Arial is used for all body copy
 - Arial Regular
 - **Arial Bold**
 - **Arial Black**

Logos

Our logo is a key part of our look and feel, driving consistency and focus across our products and services, and should be used on all print and digital communications. This builds our brand and ensures our audiences see our “signature” on all the important work we do.

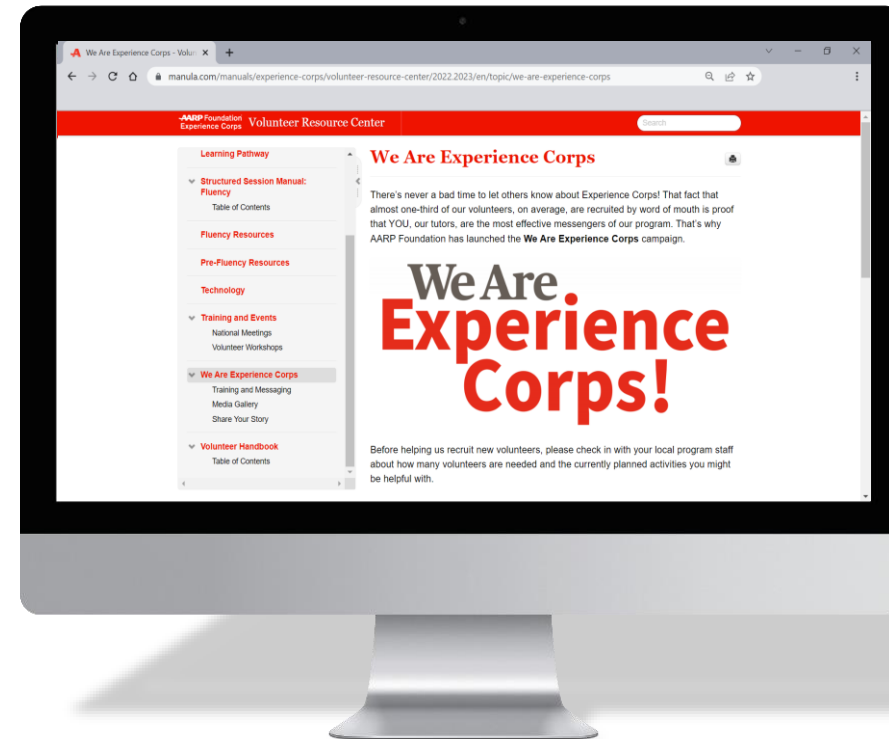
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We Are Experience Corps

Campaign Resources

All information including recorded training, messaging resources, recruitment assets, and more are available on the Volunteer Resource Center!



<https://www.manula.com/manuals/experience-corps/volunteer-resource-center/>

SECTION 4

Discussion

Discussion

Sharing Experiences

1. What obstacles do you need to overcome to tell your story?
2. What methods have worked well for you?
3. What additional information or tools would be helpful?

We Are. Experience Corps!



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Experience Corps

WITH SUPPORT FROM

 **AmeriCorps**