

Centralized Recruitment Unit (CRU) 2025 Recruitment Call Calendar

Last updated: October, 2024

Please note, all dates and topics are **subject to change based on any conflicts** that arise, the evolving needs of the network, and other unforeseen circumstances. All AmeriCorps agency staff are invited to each monthly recruitment call with the field.

Find **2023 Recruitment** call topics and recordings [here](#) and **2024 Recruitment call** topics and recordings [here](#).

Centralized Recruitment Unit (CRU) 2025 Recruitment Call Calendar

| Date | Topic | Intended Audience | Description |
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| Oct. 16, 2024 2-3 p.m. ET Register | Best Practices in Virtual Events | <ul style="list-style-type: none"> • AC Seniors grantees • Commission • National Directs • Subgrantees • VISTA sponsors • VGF grantees | <p>Discuss fundamentals and best practices of virtual events with the AmeriCorps recruitment team and larger network.</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p> |
| Nov. 20, 2024 2-3 p.m. ET Register | Identifying Unique Member Benefits | <ul style="list-style-type: none"> • AC Seniors grantees • Commissions • National Directs • Subgrantees • VISTA sponsors | <p>Discuss ways to identify unique member benefits programs can offer in addition to basic AmeriCorps benefits.</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p> |
| Dec. 18, 2024 2-3 p.m. ET Register | Recruiting Older Adults | <ul style="list-style-type: none"> • AC Seniors grantees • Commission • National Directs • Subgrantees • VISTA sponsors • VGF grantees | <p>Share tips and tactics for recruiting older adults, with a focus on our AmeriCorps Seniors programs. Share stories and best practices for recruitment from the field.</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p> |
| Jan. 15, 2025 2-3 p.m. ET Register | Hyper-local Recruitment Efforts | <ul style="list-style-type: none"> • AC Seniors grantees • Commissions • National Directs • Subgrantees • VISTA sponsors | <p>Discuss and share how to utilize the unique benefits of your community to aid in recruitment efforts, as well as share stories from programs utilizing a hyper local approach.</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p> |
| Feb. 19, 2025 2-3 p.m. ET | | <ul style="list-style-type: none"> • AC Seniors grantees • Commissions • National Directs | <p>Discussion around how to cultivate reciprocal partnerships with other AmeriCorps programs in your community, state, and region to boost recruitment across programs.</p> |

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| Register | Cross Program and Collaborative Recruitment Efforts | <ul style="list-style-type: none"> • Subgrantees • VISTA sponsors | <i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i> |
| March 19, 2025 2-3 p.m. ET Register | Rural and Native Recruitment | <ul style="list-style-type: none"> • AC Seniors grantees • Commission • National Directs • Subgrantees • VISTA sponsors • VGF grantees | Hear from AmeriCorps Native American Affairs as well as a success story from the field regarding strategies for native nations and rural recruitment. There will also be a review of agency resources for rural recruitment and time for small group breakout discussions. <i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i> |
| April 16, 2025 2-3 p.m. ET Register | Recruitment Policies, Procedures, and Supporting Agency Resources | <ul style="list-style-type: none"> • AC Seniors grantees • Commission • National Directs • Subgrantees • VISTA sponsors • VGF grantees | Hear from agency office representatives and ask questions about policies and procedures impacting recruitment. <i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i> |
| May 21, 2025 2-3 p.m. ET Register | Social Media Best Practices/ Branding Guides Resources | <ul style="list-style-type: none"> • AC Seniors grantees • Commission • National Directs • Subgrantees • VISTA sponsors • VGF grantees | Hear from our AmeriCorps Office of Marketing and Communications about social media best practices and learn where to find tools for branding resources. <i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i> |
| June 18, 2025 2-3 p.m. ET Register | Engaging with Accepted Members Prior to Service | <ul style="list-style-type: none"> • AC Seniors grantees • Commission • National Directs • Subgrantees • VISTA sponsors • VGF grantees | Discussion around how to keep confirmed members and volunteers engaged leading up to their start date. Hear some best practices from the Centralized Recruitment Unit (CRU) and from the field on how to keep accepted applicants excited and engaged leading up to their orientation/member of volunteer start-date. <i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i> |
| July 16, 2025 2-3 p.m. ET Register | Data for Recruitment | <ul style="list-style-type: none"> • AC Seniors grantees • Commission • National Directs • Subgrantees • VISTA sponsors • VGF grantees | Hear best practices from the field on how to leverage data for AmeriCorps member and volunteer recruitment. The Centralized Recruitment Unit (CRU) will also share some updated high-level AmeriCorps member and volunteer recruitment data from FY24. |

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| <p>Aug 20, 2025 2-3 p.m. ET Register</p> | <p>College and University Partnership Development</p> | <ul style="list-style-type: none"> • Commission • National Directs • Subgrantees • VISTA sponsors • VGF grantees | <p>Discussion around how to cultivate reciprocal partnerships with colleges and universities. Hear a success story from the field and review agency resources to be utilized for college and university relationship building (focusing on MSIs, HBCUs, and Tribal Colleges and Universities).</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p> |
| <p>Sept. 17 2025 2-3 p.m. ET Register</p> | <p>Streamlining the Application Process</p> | <ul style="list-style-type: none"> • Commission • National Directs • Subgrantees • VISTA sponsors | <p>Discussion around the application process, modernization, the My.AmeriCorps portal and other application tools.</p> <p><i>*This call will have optional breakout room discussion time from 2:45pm – 3pm EST</i></p> |