



COMMUNICATIONS TOOLKIT

PEACE CORPS: REVITALIZING RECRUITMENT & MODERNIZING THE APPLICATION PROCESS

The Peace Corps has made historic changes to its recruitment, application, and selection process, giving Americans from all backgrounds a greater opportunity to reimagine their future and define their impact on the world. The Peace Corps is revitalizing its recruitment and outreach to cast a wider net than ever before so all Americans know about opportunities for Peace Corps service. Our vision is a Volunteer force that represents the best and the brightest our country has to offer and reflects the rich diversity of the American people.

Choice. Beginning this summer, candidates for Peace Corps service can choose where they most want to serve and apply to specific jobs that meet their personal and professional goals.

Shorter application. The new Peace Corps application can be completed online in about an hour. We're focusing solely, but rigorously, on the most relevant information that will help us select the very best candidates.

A clear path. The new application and selection process is more efficient, transparent, and personalized from start to finish. For the first time ever, each Peace Corps position will have clear *Apply By* and *Know By* deadlines. If you apply on time, you'll know if you were selected on time—just like applying to college or for a job.

As a member of the Peace Corps family, we invite you to share the news about these exciting changes. Please consider sharing any of the tools below with your networks!

- New Application & Selection Process Press Release: <http://1.usa.gov/1qb4fbQ>
- Video from President Obama Calling Americans to Service as Peace Corps Volunteers: <http://1.usa.gov/Ua0sge>
- New Application Infographic: <http://1.usa.gov/1oYHvqa>
- New Application Highlights: <http://1.usa.gov/1jsfz0d>
- Blog Post from Peace Corps Associate Director of Volunteer Recruitment & Selection Helen Lowman: <http://1.usa.gov/1n3lOqX>
- Application Gateway: <http://1.usa.gov/1kWVI4o>

Top Tips for Making an Impact

- **Pick the platform that works for you.** There are many ways to share this information, from social media to letters to the editor. All will make a difference.
- **Don't wait.** Share this news as soon as you can.
- **Speak plainly.** Try not to use Peace Corps acronyms or jargon.
- **Pictures are worth a thousand words.** Use images wherever possible.
- **Grammar matters.** Give your writing a second look before hitting send.
- **Make it your own.** Sharing your personal story will connect best with your audience.

Sample Tweets

Share the news on Twitter! Don't forget to use the hashtag #ApplyPC. Here are some sample Tweets to get you started:

President Obama is calling you to serve. Now you can choose where you'll go & what you'll do! <http://1.usa.gov/1oB62jO> #ApplyPC

President Obama wants YOU to be a Peace Corps Volunteer. Now it's easier than ever to apply! <http://1.usa.gov/1oB62jO> #ApplyPC

Got an hour? Apply to be a Peace Corps Volunteer! <http://1.usa.gov/1oB62jO> #ApplyPC

Choose your Peace Corps future w/ the new application & selection process <http://1.usa.gov/1oB62jO> #ApplyPC

Sample Facebook Posts

Share the news on Facebook! Here are some sample posts to get you started:

Watch this message from President Obama inviting you to consider making a difference as a Peace Corps Volunteer <http://bit.ly/1wnjKLa>

“Life as a Peace Corps Volunteer isn't always easy, but for many Americans it is a life-changing experience. One that offers a chance to live and work in communities around the world, tackling some of the most pressing challenges of our time.” – President Barack Obama in a new public service announcement <http://bit.ly/1wnjKLa>

Peace Corps' new application process makes applying simpler, faster and more personalized. Choose your country of service and apply to specific programs through a new, shorter application! <http://1.usa.gov/1qBk4Eu>

Peace Corps is launching a gateway to service for the next generation of global leaders. Got an hour? Apply to serve! <http://1.usa.gov/1qBk4Eu>

Write a Letter to the Editor

If a reader wants to share their opinion on a newspaper article, they can submit a letter to the editor. If your local paper runs a story about the changes to the Peace Corps' application process, you can write a letter to the editor sharing your views. Letters are usually between 150–250 words. Visit your favorite paper's website to see how to submit a letter to the editor. Learn more about letters to the editor [here](#). Below, please find a few sample letters to help you get started. Don't forget to make it your own!

To the Editor,

As a returned Peace Corps Volunteer [*include country and years of service*], I know that serving abroad can be the experience of a lifetime. This summer, the Peace Corps made historic changes to its application process to make it easier than ever to make a difference in a community abroad. Now, potential Volunteers can apply to a job and a country of service that fits their personal and professional goals. Volunteers learn a new language and gain technical skills in the field they choose—such as teaching or working in a health clinic—and join a network of more than 215,000 Americans who have served with the Peace Corps. It can put you on the path to the career of your dreams, and now it's easier than ever to apply.

Sincerely,
Your Name
Your City

Dear Editor,

I work regularly with young people who want to find a way to make a difference. One thing I often recommend is the opportunity to live and work in a community abroad with the Peace Corps. This summer, the Peace Corps announced dramatic changes to its application to make the process faster, simpler, and more transparent. Applicants can go online and browse job listings in more than 65 countries around the world, including jobs such as helping farmers in Ghana use GPS to increase crop production and starting camps to empower girls and young women in Peru. These opportunities can help the young people I work with meet their personal and professional goals, and set them up for a lifetime of success and service. The new Peace Corps application process is easier than ever, and that's a good thing for my students.

Sincerely,
Your Name
Your City

Write an Opinion Editorial

Opinion editorials, usually known as op-eds, are newspaper columns that express the viewpoint of the author. Learn more about op-eds [here](#). Top tips for a successful op-ed include:

- *Take a stand:* Op-eds are designed to express an opinion, such as why it's important to serve.
- *Keep it brief:* Stick to the word lengths provided by editors. In general, newspaper op-eds run between 600–800 words.
- *Use examples:* Anecdotes and personal stories are persuasive tools. They help explain and bring issues to life.
- *Make a specific recommendation:* State your opinion, provide examples based on experience, and make a recommendation. In this case, you can encourage readers to learn more about the Peace Corps today and apply to serve.
- *Draw the reader in:* Your first paragraph should draw in the reader by using a dramatic vignette or a well-stated argument. End with a bang. Your final paragraph is as important as your opening paragraph.

The best way to submit your op-ed is almost always via email. Most newspapers print their contact information on their opinion or editorial pages. Otherwise, visit your newspaper's website and look in the "Contact Us" section. Here are some ideas to help you get started. Don't forget to make it your own!

On July 15, the Peace Corps announced historic changes to its recruitment, application, and selection process, giving Americans from all backgrounds greater opportunity to reimagine their future define their impact on the world.

Candidates for Peace Corps service can now choose where they most want to serve and apply to specific jobs that meet their personal and professional goals. The new application is significantly shorter, with clear deadlines to apply by and to find out if you've been selected. The Peace Corps is cutting red tape to deliver a better experience for applicants and ensure it is the service opportunity of choice for all Americans.

The Peace Corps is the gold standard for Americans who are drawn to volunteering abroad—those who don't want to just imagine a better world, but want to roll up their sleeves and do something about it. The Peace Corps is unlike other service organizations because Peace Corps Volunteers live and work in the communities they serve. It's a people-to-people form of public service at the grassroots level.

Volunteers return home as global citizens, with intercultural, leadership, language, teaching, and community development skills that position them well for advanced education and professional opportunities in today's global job market. The Peace Corps prepares young leaders to handle challenging life experiences, both in the field and at home, and returned Volunteers go on to succeed across a number of fields. If you're interested in applying to Peace Corps, don't wait. The new application can be completed online in about an hour.