

Questions to ask alumni, current members, and volunteers:

1. What do you like about your current program's brand (VISTA, NCCC, AmeriCorps, Senior Corps, FGP, SCP, RSVP, State and National)?
2. What are the most valuable aspects of the overall/national AmeriCorps brand?
3. What do you like most or least about our logo?
4. What do you think your program is best known for?
5. What do you believe will be the most important aspects of your program in the future?
6. What image/symbols comes to mind when you think of your program?
7. What do we need to think about when we implement a new brand?
8. What is national service best known for? Do you think it is well known?
9. What does service mean to you? (intangible benefits)
10. What motivated you to serve/volunteer every day?
11. What difference does national service make in the US?
12. What difference does national service make in the local community?
13. What difference does national service make in members' and volunteers' lives?
14. What difference does national service make in a nonprofit?
15. How would you describe the personality of AmeriCorps? Of our brand?
16. What are the core values of the work we do?
17. How do you know you're making an impact?