

January 23, 2025

Dear Public Service Director,

Did you know that the demographic makeup of the U.S. is turning upside down, and older adults will soon outnumber youth for the first time in our history? AmeriCorps Seniors is part of AmeriCorps, the federal agency for national service and volunteerism, and connects Americans aged 55 and above with local volunteer opportunities. Organizations in your community need and greatly benefit from the time, skills and wisdom of this large and growing population.

Volunteers serve where the need is greatest—helping those facing food security issues, tutoring and mentoring our youth, providing companionship and assistance to other older adults, aiding veterans and their families, supporting disaster relief and much more. Older adult volunteers are people we can count on, and they sincerely aim to leave their communities a better place with positive benefits seen today and in the future.

We ask for your help to boost awareness of AmeriCorps Seniors and reverse the decline in volunteer recruitment caused by the COVID-19 pandemic.

**Here's how you can help.**

AmeriCorps Seniors has launched a national campaign titled "Your Moment." The enclosed PSA seeks to educate the public about AmeriCorps Seniors and the importance of volunteering in their communities.

- **"Seize the Moment"** aims to connect with those aged 55 and above and motivate them to volunteer.

The PSA is available in four formats and accessible via Extreme Reach and here: <https://psaconnect.c360m.com/AmeriCorpsSeniors/>

- :15, :30 and :60 video English
- :15, :30 and :60 video Spanish
- :30 and :60 audio English
- :30 and :60 audio Spanish

**The PSA has no end date for use.**

Help us tackle our nation's most pressing challenges by airing our new PSA featuring our AmeriCorps Seniors "stars." Together, we'll motivate people nationwide to learn about the thousands of programs that need compassionate, dedicated volunteers.

Sincerely,  
Atalaya Sergi  
National Director, AmeriCorps Seniors

