



POINTS
OF LIGHT



AmeriCorps



The President's Volunteer Service Award (PVSA) Program

BRAND GUIDELINES

September 2024

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The President's Volunteer Service Award (PVSA) brand guide is designed to support Certifying Organizations in promoting PVSA honorees. This guide provides you with the necessary tools and guidelines to highlight the achievements of your volunteers while also ensuring compliance with PVSA branding guidelines.

Thank you for your commitment to volunteer service and for being a part of the PVSA program. Together, let's celebrate the spirit of volunteerism and the impact it has on individuals, communities and society!



COMPLIANCE WITH BRANDING GUIDELINES

All Certifying Organizations are required to comply with PVSA branding guidelines. The branding guidelines apply to all instances where a Certifying Organization (CO) publicly discusses the PVSA. This includes digital materials such as social media posts, PowerPoint presentations, online flyers and announcements, as well as physical collateral like banners, invitations, signage and displays for events. Certifying Organizations that do not adhere to the branding guidelines in public materials, including social media, will be asked to remove or revise such materials. If a Certifying Organization fails to comply with requests to change public materials and/or continues to not comply with branding guidelines, suspension or permanent termination as a PVSA Certifying Organization may occur.

AWARD NAMING CONVENTIONS

When referring to the name of the award, the word “volunteer” must always be included. The use of any specific president or vice president name is not permitted.

	APPROVED LANGUAGE	EXAMPLES OF UNAUTHORIZED LANGUAGE
If referring to the Bronze, Silver or Gold award...	<ul style="list-style-type: none"> • President’s Volunteer Service Award Bronze Level • President’s Volunteer Service Award Silver Level • President’s Volunteer Service Award Gold Level 	<ul style="list-style-type: none"> • President’s Bronze Award • President’s Silver Award • President’s Gold Service Award • President’s Service Award
If referring to the Lifetime Achievement Award...	<ul style="list-style-type: none"> • President’s Volunteer Service Lifetime Achievement Award 	<ul style="list-style-type: none"> • Presidential Lifetime Achievement Award • Presidential Awards • President’s Lifetime Achievement Award • Lifetime Achievement Award from President Joe Biden
If referring to a volunteer recognition event...	<ul style="list-style-type: none"> • President’s Volunteer Service Lifetime Achievement Award Celebration (if only Lifetime Achievement Awards are being presented) • President’s Volunteer Service Award Gala 	<ul style="list-style-type: none"> • President’s Lifetime Achievement Award Celebration • Presidential Awards Celebration
If generally referring to the award...	<ul style="list-style-type: none"> • The President’s Volunteer Service Award 	<ul style="list-style-type: none"> • Joe Biden President’s Award • Joe Biden Presidential Achievement Award • Joseph R. Biden President’s Volunteer Service Award

DESCRIBING THE PRESIDENT'S VOLUNTEER SERVICE AWARD

When promoting your PVSA honorees and/or an event where your honorees will receive their awards, you may be issuing a press release or speaking to a local publication about the PVSA program. The following is approved language you can use when describing the award:

- The President's Volunteer Service Award, an initiative of AmeriCorps and administered by Points of Light, recognizes the vital role volunteers play in enhancing America's strength and national identity.
- The President's Volunteer Service Award is a prestigious civic honor bestowed by the President of the United States to individuals who have shown an exceptional commitment to volunteerism.
- The PVSA celebrates those who have made a significant impact through their dedicated volunteer service to communities and the nation, inspiring others to follow their example.

DESCRIBING YOUR ROLE AS A CERTIFYING ORGANIZATION

A Certifying Organization is an organization that has been granted authority through an application and review process to award the PVSA to volunteers. Certification to give out the PVSA is granted at the organizational, not individual, level.

APPROVED LANGUAGE	EXAMPLE OF UNAUTHORIZED LANGUAGE
We are a PVSA Certifying Organization.	Jane Doe is a certified PVSA presenter.

Points of Light administers the President's Volunteer Service Award program on behalf of AmeriCorps.

While Certifying Organizations access Points of Light administered platforms to apply for the program and purchase awards, it's important to note that there is no formal official partnership between Certifying Organizations, Points of Light and AmeriCorps.

APPROVED LANGUAGE	EXAMPLE OF UNAUTHORIZED LANGUAGE
Our organization participates in the President's Volunteer Service Award program through Points of Light.	Our organization is an official partner of Points of Light and AmeriCorps.

LOGO AND STYLE GUIDELINES

APPROVED LOGO

The PVSA logo must remain unchanged. For permission and to request the logo file, please contact support@pointsoflight.org.



UNAUTHORIZED LOGOS AND IMAGES

The use of names or images of the president, vice president or AmeriCorps in any PVSA public materials is not permitted. Additionally, use of the President's Lifetime Achievement Award image is not permitted.



SAMPLE PRESS RELEASE TEMPLATE

FOR IMMEDIATE RELEASE

[Your Organization's Name] Awards Prestigious President's Volunteer Service Award [Gold] Level to Outstanding Volunteer

[City, State] – [Date] – [Your Organization's Name] is proud to announce that [Volunteer's Name] has been honored with the President's Volunteer Service Award (PVSA) at the [Bronze/Gold, etc.] Level. This prestigious award recognizes [Volunteer's Name]'s exceptional dedication and significant contributions to our community through volunteer service.

The President's Volunteer Service Award, an initiative of AmeriCorps and administered by Points of Light, celebrates the outstanding service achievements of volunteers. The [Bronze/Gold, etc.] Level award is bestowed upon individuals who have completed [x amount of] hours or more of volunteer service over a 12-month period.

[Volunteer's Name] has been a vital part of our organization, dedicating [his/her/their] time and energy to [describe specific projects or services]. Through [his/her/their] unwavering commitment, [Volunteer's Name] has positively impacted countless lives, demonstrating the true spirit of volunteerism.

“Receiving the President's Volunteer Service Award is a testament to [Volunteer's Name]'s hard work, dedication and passion for helping others,” said [Your Name], [Your Title] of [Your Organization's Name]. “We are incredibly grateful for [his/her/their] contributions and are honored to recognize [him/her/them] with this distinguished award.”

The PVSA Gold Level award highlights the vital role of volunteers in addressing critical needs within our communities and encourages others to take action. [Volunteer's Name]'s exemplary service sets a powerful example for all, inspiring others to engage in volunteerism and make a difference.

[Optional: Include a quote from the volunteer or a beneficiary of the volunteer's service.]

For more information about the President's Volunteer Service Award and how to get involved with [Your Organization's Name], please visit the PVSA website at presidentalserviceawards.gov or contact [your contact information].

About [Your Organization's Name]

[Your Organization's Name] is dedicated to [briefly describe your organization's mission and services]. Through our programs and initiatives, we strive to [mention your goals, vision or impact on the community].

Contact:

[Your Name]

[Your Title]

[Your Contact Information]

[Your Email Address]

[Your Website]

[Your Organization's Name] congratulates [Volunteer's Name] on this outstanding achievement and thanks [him/her/them] for [his/her/their] continued service and dedication.

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SAMPLE SOCIAL MEDIA TEMPLATE

🎉 We're thrilled to announce that one of our exceptional volunteers is receiving the highest honor from the President's Volunteer Service Award – the Lifetime Achievement Award! 🏆 This prestigious recognition celebrates their unwavering dedication and profound impact on our community. Join us in applauding their commitment to volunteering and inspiring others to make a difference! 🙌🙌 #PVSA #PresidentsVolunteerServiceAward #PointsofLight

QUESTIONS?

Please contact support@pointsoflight.org.