



Civilian Climate Corps

Poll results & message testing
to ensure a successful CCC



SERVICE YEAR ALLIANCE

Timeline for Polling & Message Testing

January 2022:

- **Polling:** Conducted a quantitative poll of 18-28 year olds to understand young people's attitudes towards the Civilian Climate Corps and climate-related service years

February-March 2022:

- **Social Media Message Testing:** Drafted and began testing new climate messaging via social media ad campaigns targeting 18-28 year olds
- **Focus Group Message Testing:** Coordinated a qualitative focus group of 16-28 year olds to gather additional insights into poll results, feedback on messaging and campaign concepts, and overall learnings on recruitment for service years.

Poll Background and Results

Poll conducted by:

 DATA FOR **PROGRESS**

Poll Overview

Goal: Understand young people's attitudes towards the CCC, workforce development, and climate service years

- Conducted by Data for Progress
- January 21-26, 2022
- Respondents:
 - 711 people
 - Ages 18-28
 - An oversample of:
 - Black and Latino respondents
 - 18-21-year-olds
 - Representative samples of urban, suburban, and rural voters

Topline Findings

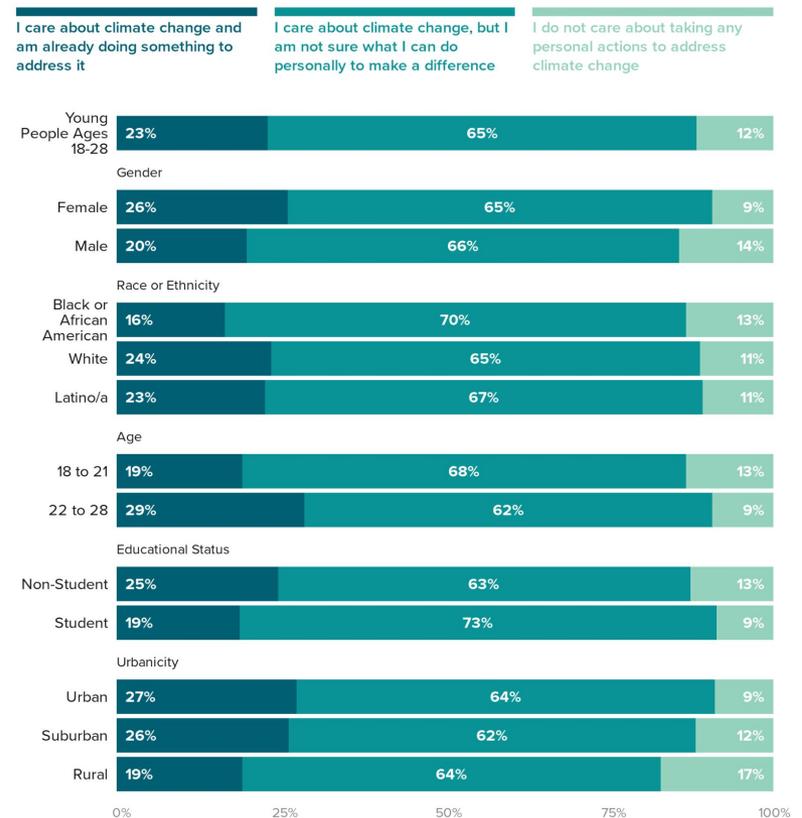
- 65% of young people care about climate change but are not sure what they can do personally to make a difference
- 45% of young people say they would “strongly” or “maybe” consider doing a service year
- 72% of young people support the Civilian Climate Corps as proposed by Congress and the White House
- 38% of young people say they would “strongly” or “maybe” consider joining the CCC

Young people are concerned about climate change

- 91% of young people are at least a little concerned about climate change
- 65% of young people care about climate change but are not sure what they can do personally to make a difference

While Concerned About Climate Change, Young People Aren't Sure How to Make a Difference

Which of the following best describes the actions you are taking in your own life to address climate change?



DATA FOR PROGRESS

Young people widely support the CCC

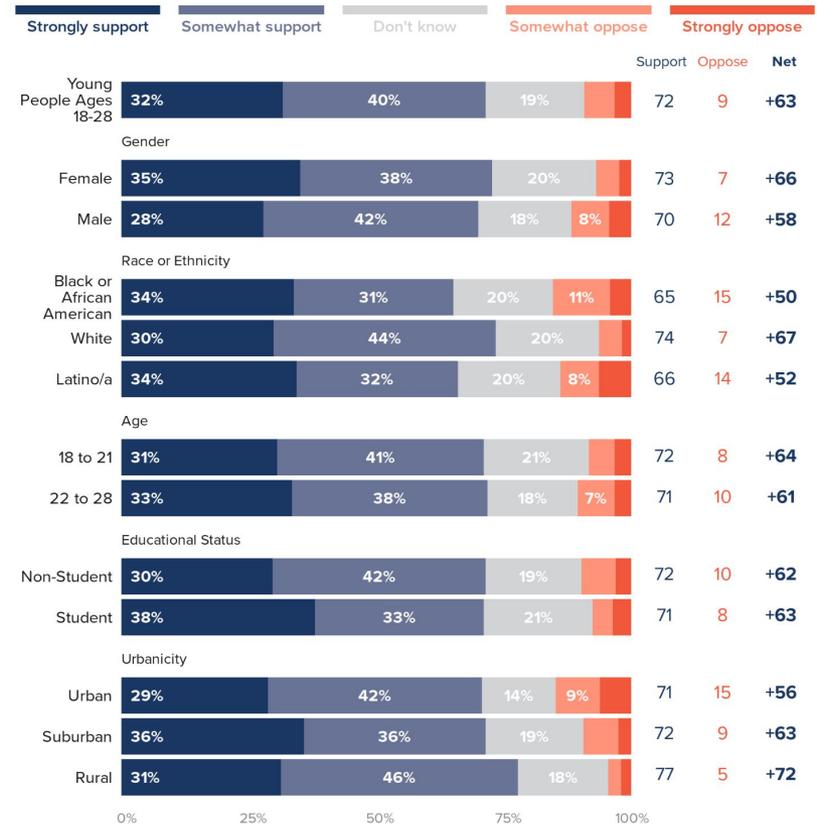
- **72%** of young people support the Civilian Climate Corps as proposed by Congress and the White House
- This includes support from **77%** of young people living in rural areas

Young People Widely Support the CCC, Especially Those Living in Rural Areas

Some lawmakers in Congress have proposed a new program called the Civilian Climate Corps (CCC). Members of the CCC will spend one year working on conservation, sustainability, public works, green infrastructure projects, and other climate-related efforts. Some of the benefits of the CCC include:

- Earning at least \$15 an hour with full benefits, including health care
- On-the-job training opportunities
- Assistance paying for school or student loans

Do you support or oppose the Civilian Climate Corps?

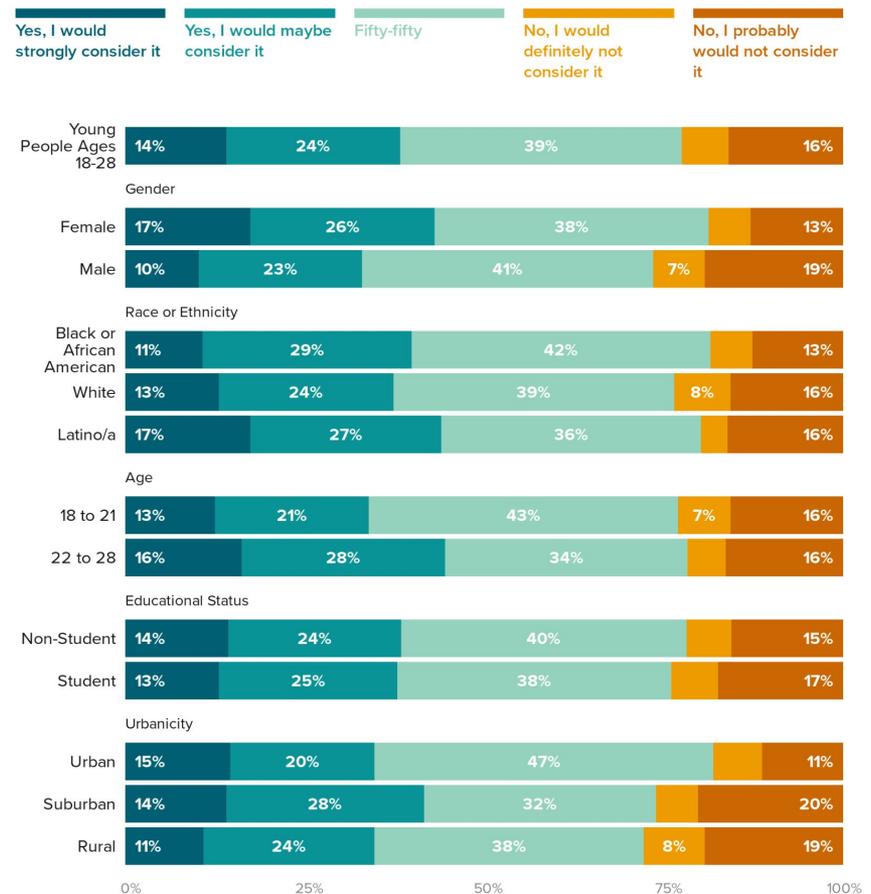


Nearly half of young people would consider serving in the CCC

- 38% of young people say they would “strongly” or “maybe” consider joining the CCC
- 44% of Latinos would “strongly” or “maybe” consider joining the CCC

Nearly Half of Young People Would Consider Joining the CCC

Would you consider joining the Civilian Climate Corps if a position was available to you?



Learnings: Top reasons to join the CCC

- The most convincing reason to join the CCC is the **\$15 an hour living wage with benefits**
- The second most convincing reason besides salary/benefits is receiving **assistance to pay for school or pay off student loans.**
- The least convincing reason was meeting and forming connections with young people from different backgrounds.
- Among those that are less/not interested, the principal reasons are:
 - 1: they're already happy with their job/career plan
 - 2: they don't want to move if there isn't availability close to home

Key Takeaways

- People want to take action on climate change & we need to message the CCC as a way to do that
- There is potential to move people from supportive of the CCC to interested in participating in the CCC
- The \$15/hour is critical & the living allowance for national service must increase
- We need to do a better job talking about the education award, particularly when marketing to students
- People need more information on where they can serve & the types of projects that are available — both near their hometowns & in communities across the country
- Personal benefits are most important and framing even altruistic benefits as personal gains could help to center the individual in messaging

Climate Message Testing

ServiceYear.org

- ServiceYear.org is a state-of-the-art marketplace and resource hub that connects young people interested in doing a service year with paid service year opportunities.
- Service Year Alliance launched a paid national recruitment and awareness campaign to raise awareness for service year programs (like AmeriCorps and Peace Corps) on social media in 2017 and has continued to refine and develop campaign concepts based on new learnings and marketplace needs.

Historical Messaging Learnings

- Service Year Alliance's "Better You, Greater Us" message framework that highlights personal gain & community/greater good benefits together consistently drives the best engagement.
- Messages relating to immediate concerns (e.g. addressing hurricanes and/or wildfires) typically drives more interest than generic messaging. Messaging that leverages current news headlines like hurricane/wildfire relief has generated more interest and clicks.
- In the past, we've had the most success in running ads that feature images of outdoor service, disaster response, and natural landscapes.

Initial Concepts & Message Testing

Based on learnings from the poll results and past recruitment efforts, we began testing four initial campaign concepts through social media advertising:

1. What role will you play?
2. YOU
3. Want to help but don't know how?
4. Our planet can't wait

Concept #1: What role will you play?

 **Service Year**
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... ✕

You can spend your service year helping your hometown respond to natural disasters. Learn how to get paid and get involved in the effort to help the environment at ServiceYear.org.



SERVICEYEAR.ORG
Help the environment through a service year

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You can spend your service year building an urban farm in your neighborhood. Learn how to get paid and get involved in the effort to help the environment at ServiceYear.org.

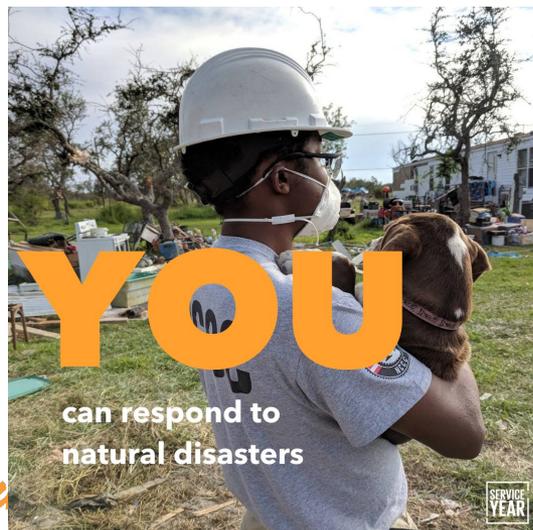


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Help the environment through a service year

A Better You. A Greater Us.

Concept #2: YOU (Project Examples)

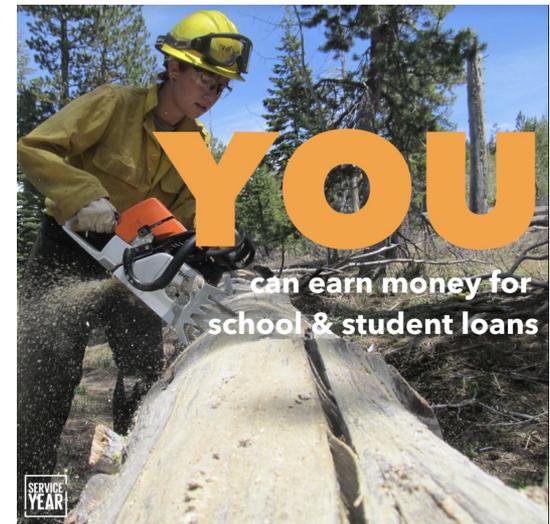
Example Ads



A Better You. A Greener World.

Concept #2: YOU (Benefits)

Example Ads



A Better You. A Greater Us.

Concept #3: Want to help but don't know how?



Want to help the environment,
but don't know how?



Want to help the environment,
but don't know how?



Want to help the environment,
but don't know how?



Want to help the environment,
but don't know how?



Want to help the environment,
but don't know how?



Concept #4: Our planet can't wait



Service Year
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Everyone has a role to play in saving the environment. From conserving parks and protecting wildlife to leading efforts to make your community more resilient, you can make a real difference. Be part of the solution through a paid service year at ServiceYear.org.

OUR PLANET CAN'T WAIT

SERVICEYEAR.ORG
Be part of the solution.
A service year can help

APPLY NOW

Like Comment Share



A Better You. A Greater Us.

Early Results

- "You" concept has been the top driver of applications from Facebook/Instagram and swipe ups on Snapchat
- "Our Planet Can't Wait" concept has had some of the highest engagement — most comments on Facebook and most impressions on Snapchat
- "Want to help but don't know how?" has had the highest number of post saves on Facebook, suggesting that this concept could work well to build initial interest and create an audience for remarketing

Climate Focus Group

Background

Service Year Alliance worked with Strategies 360 to conduct a qualitative online focus group to gather feedback on the CCC, climate messaging, campaign concepts, example ads, and overall learnings on recruitment for service years.

The focus group ran from March 8 to March 10, 2022 and included 26 racially diverse 16-28 year olds, offering a range of perspectives from high school students, college grads, and individuals early in career exploration and from different areas across the country.

Climate Focus Group

Interest and buy-in for the CCC and climate service years

Most participants noted the benefits and positive value in service years generally—they liked the idea of being able to help people, socialize, meet different types of people, get new perspectives, and feel involved with the community.

Both what stands out from the description of a service year and the most important benefits tend to be that a service year is paid, followed by the ability to gain new skills/experiences and the ability to make an impact/drive change

Most participants see climate service years/the CCC as a good way to protect the environment, promote sustainability, address environmental issues, and prevent future issues.

Climate Focus Group

Participant concerns + areas to consider

The overall value of service years, as well as their role as part of the solution to climate change, needs to be clear:

- General concerns about safety, health, and pay — in addition to possibly moving to a new place and adjusting both to the location and new relationships. Some participants cited the potential for it to disrupt someone's career path and concerns about the time commitment.
- Participants had concerns about the lasting impact of climate service years and their value as being too small when compared to an issue like climate change that requires structural and systemic solutions.

Questions?



Thank You!