# Service United Fund State Support Menu

The Center for State Service Innovation, an initiative of America's Service Commissions and Service Year Alliance, helps states grow paid service year opportunities through state-based innovation and investment. For states and territories pursuing a Service United Fund grant, the Center is here to be a thought partner at each stage, from being an early thought partner to shaping an application to building a service strategy that lasts well beyond the grant cycle.

## Exploring and Applying

Every state and territory considering an application can connect with our team for:

- **Information and guidance:** information sessions, webinars, office hours, and core application guidance throughout the application period.
- **Ideation and readiness conversations:** time with the Center team to explore how service can advance state priorities, develop strategies to secure financing, think through your state's readiness for the work, and brainstorm activities and strategies to advance your overall service goals.
- **Proposal development coaching:** help generating a new idea or refining one from an Expression of Interest, identifying the right partners, and scoping the most ambitious proposal that is still feasible for where the state is today.

## Support for Every Grantee

**Readiness assessment and support plan.** Each grantee receives a readiness profile covering commission capacity, funding opportunities, stakeholder support, service-to-career pathways, data capabilities, policymaker engagement, and alignment across state systems. That profile shapes the state's support plan from the Center.

**Implementation coaching.** One-on-one coaching from a named advisor, with additional expertise brought in as needed. Topics range from supporting the state service commission to lead, to building partnerships across agencies and sectors, to advocacy, fundraising, storytelling, strategic communications, and alumni engagement.

**Learning communities.** Grantees learn from other states doing the same work through peer cohorts on shared priorities such as financing and braided funding, service-to-career pathways, employer engagement, data systems, policymaker education, bridging and belonging, and alumni engagement.

## Tools for All States

The Center develops tools any state can put to work: a state Policy Playbook, AI readiness resources, the Common Good Careers framework connecting service to in-demand occupations, state data alignment templates, fundraising and sustainability templates, and a

communications toolkit. The Center also maintains an ongoing picture of state-led service nationwide, including an interactive map of state stories and data, and shares state service progress with governors, the state service commission network, and national audiences.

## Deeper Support Matched to Your Strategy

For states that will benefit from higher-touch engagement, these planning and advisory offerings are available through the Center. Enhanced support can be scoped during application development and written into a state's grant budget where they fit its strategy and readiness.

- **Commission Strengths Accelerator:** an intensive process to strengthen a commission's leadership, financing strategy, partnerships, and readiness to scale.
- **Governor task force and cabinet alignment:** support to align state agencies around service, including a model executive order and facilitation guide.
- **Career pathways and workforce data:** putting the Common Good Careers framework into practice and aligning service with state workforce data.
- **Policy and legislative engagement:** strategy and bipartisan champion-building to sustain service through legislation, appropriations, and executive action.
- **Strategic communications:** campaigns and storytelling assets that build public, philanthropic, and political support.
- **Coalition and partnership building:** advising on or launching a cross-sector coalition of champions for service.
- **Sustainable resources:** developing strategies to grow state funding and attract private and corporate dollars, including the infrastructure to receive them.
- **Alumni engagement:** building approaches to activate alums as recruiters, champions, and a talent pipeline, including through Service Year Alliance's national alumni network.
- **Bridge-building and belonging:** advising on training and measurement strategies, including the Social Cohesion Impact Measurement tool, to help corps members work across lines of difference.

## Project Services

States that want the Center to carry out or manage part of the work directly can scope those services with us and include them in their grant budget. If you need a partner to directly support some aspect of your project or implement something on this list, please reach out to us. Examples include:

- running an alumni engagement strategy
- direct training, program development, and evaluation
- executing policymaker education and communications campaigns designing and delivering alignment across the governor's office, agencies, and the state service commission capacity-building for a state service commission and its staff

***Connect with our team*** *to learn how the Center can be a thought partner for your state's strategy:* [centerforservice.org/contact-us](centerforservice.org/contact-us)