

SEPTEMBER 11TH

NATIONAL DAY OF SERVICE AND REMEMBRANCE



All Grantee Webinar
Thursday August 11, 2016

AGENDA



WHAT	WHO
<ul style="list-style-type: none">• Welcome• History of the Day• Press Resources • Social Media Plan• Elected Official Engagement• Grantee Resource Share• Q &A• Next Steps & Closing	<ul style="list-style-type: none">• Rhonda Taylor, CNCS• David Paine, MyGoodDeed• Mary Love and Samantha Warfield, CNCS• Allison LePage, CNCS• Megan Blanco, CNCS • Grantees• ALL• Rhonda Taylor, CNCS



WELCOME

Rhonda Taylor
Public Engagement Team, CNCS



9/11 OVERVIEW

David Paine, 9/11 Day
9/11 Grantee



PRESS RESOURCES

Sam Warfield, Press Secretary
Mary Love, Public Affairs Specialist

PRESS & MEDIA ENGAGEMENT



What you can expect from us:

- National Press Release
- Monitor coverage of the day
- Talking Points
- Template Media Advisory
- Template Press Release

Press Resources



SEPTEMBER 11TH
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AND REMEMBRANCE

Media Advisory



SEPTEMBER 11TH
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[ORGANIZATION LOGO]

FOR IMMEDIATE RELEASE
[PHONE, EMAIL]

CONTACT: [NAME]
September [XX], 2016

*** MEDIA ADVISORY ***

[NAME OF ORGANIZATION] to Commemorate September 11 with Volunteer Service

[CITY, STATE] – [CITY/COMMUNITY] residents will commemorate the 15th anniversary of the 9/11 attacks by joining volunteers across the country in the September 11th National Day of Service and Remembrance.

[DESCRIBE SERVICE EVENTS].

In 2009, Congress designated September 11th as a national day of service through the Kennedy Serve America Act and charged the Corporation for National and Community Service (CNCS) with leading the annual event. CNCS partners with MyGoodDeed, the nonprofit that began the 9/11 Day observance more than a decade ago, and hundreds of nonprofit groups, faith-based organizations, schools, and businesses nationwide.

WHO: [LOCAL ELECTED OFFICIALS, NATIONAL SERVICE PARTICIPANTS, COMMUNITY VOLUNTEERS, etc.]

WHAT: [NAME OF EVENT/ACTIVITY]

WHERE: [ADDRESS WHERE EVENT WILL TAKE PLACE]

WHEN: [DATE, START & END TIME FOR EVENT]

###

[ORGANIZATION BOILERPLATE]

The Corporation for National and Community Service is a federal agency that engages millions of Americans in service each year through Senior Corps, AmeriCorps, and other programs; improves communities through the Social Innovation Fund; and leads President Obama's national call to service initiative, *United We Serve*. For more information, visit nationalservice.gov.

Press Release



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[ORGANIZATION LOGO]

FOR IMMEDIATE RELEASE
September [XX], 2016

CONTACT: [NAME]
[PHONE, EMAIL]

Community Unites in Volunteer Service to Commemorate September 11

[CITY, STATE] – [HUNDREDS] of [CITY] residents will step up in service to mark the 15th anniversary of the 9/11 attacks for the September 11th National Day of Service and Remembrance. Volunteers will [INSERT SHORT DESCRIPTION OF PROJECT], joining hundreds of thousands of Americans across the country in volunteer service.

[LOCAL PROJECT SPECIFIC INFORMATION]

“September 11th is a day of history, emotion, and reflection,” said [ORGANIZER], the [TITLE] of [ORGANIZATION]. “For many Americans it is also a day of service that provides an opportunity to join neighbors and local leaders in volunteer service to rekindle the compassion and unity shown on that day.”

September 11th was designated a national day of service by the 2009 Kennedy Serve America Act. The Corporation for National and Community Service leads the annual event, working with MyGoodDeed and hundreds of nonprofit groups, faith-based organizations, schools, and businesses nationwide.

This year, thousands of volunteers of all ages and backgrounds are expected to join their neighbors in delivering meals, refurbishing schools and community centers, collecting food and clothing, signing up as mentors, reading to children, and more.

###

[ORGANIZATION BOILERPLATE]

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SOCIAL MEDIA PLAN

Allison LePage
Digital Team, CNCS

SOCIAL MEDIA



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The Secret to a Life in Social Media

"Find out what they like, and how they like it ... and let 'em have it just that way."

– "Find Out What They Like," Ain't Misbehavin'

A screenshot of a Facebook post from the Corporation for National and Community Service (CNCS). The post is published by Allison LePage on September 11, 2015. The text of the post reads: "Today we honor those who lost their lives on September 11, 2001 by serving communities and giving back. 13,000 children were born on that day. They are asking us to all do a good deed. #911Day" followed by a YouTube link: "youtu.be/gHc901z_w4o". Below the text is a video thumbnail showing a young girl with long brown hair smiling. Overlaid on the video is the text: "Over 13,000 kids were born on Sept 11th, 2001".

CNCS Corporation for National and Community Service
Published by Allison LePage [?] · September 11, 2015 · 🌐

Today we honor those who lost their lives on September 11, 2001 by serving communities and giving back. 13,000 children were born on that day. They are asking us to all do a good deed. #911Day
youtu.be/gHc901z_w4o

Over 13,000 kids
were born on Sept 11th, 2001

**Break your plan
into three phases:**

1. Before
2. During
3. After

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SERVE.GOV

SEPTEMBER 11TH

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CNCS Corporation for National and Community Service

Published by Allison LePage [?] - September 8, 2015 -

Looking to give your time to others on #911Day of Service and Remembrance! Sign-up to #volunteer today. Any age, any state, we are looking for you.

<http://bit.ly/1PZFYHD>



BEFORE:

- Give them one big idea to remember.
- Get your followers and supporters revved up about your project.
- Identify followers of social channels to help spread the word.
- Ask people to follow you on your day of service.

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 Corporation for National and Community Service added 9 new photos.
Published by Allison LePage [?] · September 11, 2015 · 

Today millions of Americans across the country came together to serve in remembrance of 9/11. There were many highlights among the thousands of service events; check out a few of them below.

9/11 Service and Remembrance blog posts - <http://nationalservice.tumblr.com/>

SmugMug photo gallery - <http://photos.nationalservice.gov/.../911-Day-of-Service-2015/>



DURING:

Share, share, share

- Share your stories
- Share the press release from national service
- Share your supporters' stories
- Share the national graphic

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#911Day of Service @ Washington, DC VA Medical Center

In collaboration with the Washington DC VA Medical Center, VA Voluntary Service (VAVS) hosted a barbecue (sponsored by the Benevolent & Protective Order of the Elks) for the residents of the facility's Community Living Center and to celebrate the 108th birthday of Ms. Alyce Dixon, one of our Nation's oldest living female Veteran on this day. Volunteers helped prepare and serve food and visit with the residents. Director of the VA DC Medical Center, Brian Hawkins, served with the AmeriCorps members.

#911day #vavs #americorps #NationalService

AFTER:

- Be sure to thank your supporters and volunteers
- Create follow-up interaction on the national service Tumblr blog, your Facebook page, Twitter account or Storify
- Keep sharing your story



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ELECTED OFFICIAL ENGAGEMENT

Megan Blanco

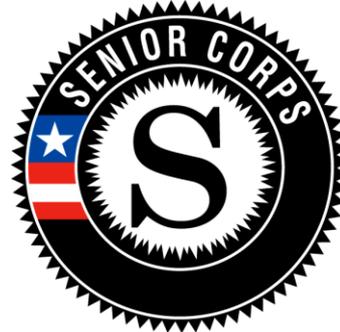
Office of Government Relations, CNCS

CNCS – the federal agency for national service – improves lives, strengthens communities, and fosters civic engagement through service and volunteering.

FEBRUARY 2015



75,000 members
25,000 sites



270,000 volunteers
35,000 sites



\$93m annual match
224 organizations in 37 states

Volunteer Generation Fund
17 states

**United We Serve and
National Days of Service**

Ways Elected Official Involvement Can Help You

There are many benefits:

- Energizes national service members and volunteers
- Showcases your organization's impact to elected officials, community leaders, and the media
- Educates the public about your work
- Leads to programming opportunities, an increase in volunteer interest, partnership opportunities and more
- Political support: In current budget climate, more important than ever

Ways to engage elected officials on September 11th Day of Service & Remembrance

Elected officials are often willing and eager to support local service initiatives in one or more ways. Examples:

- Attend an event/service project
- Staff representation
- Proclamation
- Keynote remarks
- Video greeting
- Official letter
- Social media
- Think creatively! – Do you have other ideas for elected engagement?

Note: Elected officials and their staff, like most of us, appreciate advance notice, thoughtful planning, and follow-through.

Elected & Appointed Officials to Consider

National service receives strong bipartisan support from elected and appointed officials at every level of government:

- U.S. Senators
- U.S. Representatives
- Governors/Commissions
- Lt. Governors
- State Legislators
- County/Parish officials
- Mayors
- State Cabinet officials (e.g. State Superintendent of Education)

Find your Elected Officials

- U.S. House of Representatives: www.house.gov



- U.S. Senate:

<http://www.senate.gov/senators/contact/>

- Mayors:

<http://www.usmayors.org/meetmayors/mayorsatglance.asp>

Questions?



**Please feel free to call or email with any questions.
We look forward to working with you!**

Megan Blanco
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RESOURCE SHARE



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Q & A



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NEXT STEPS

**Make sure to register your
Projects at Serve.gov and complete
our event form on [national
service.gov](http://national
service.gov) under days of service
event report,
and check out resources.**



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THANK YOU!