

# MAYORS DAY



of Recognition for  
**National Service**

## COMMUNICATIONS TOOLKIT



Dear Mayor or City Leader,

Thank you for participating in the third annual Mayors Day of Recognition for National Service!

On April 7, 2015, mayors and county executives across the country will highlight the impact of AmeriCorps and Senior Corps and thank those who serve.

Your participation will spotlight the importance of citizen engagement, recognize the dedication of national service members, and inspire more residents to get involved in their communities.

Communication and media outreach are key to the success of this effort. We have put together this Communications Toolkit to make it easy to plan an event and reach out to the media. In this toolkit, you will find:

- Event and Media Suggestions
- Key Messages and Talking Points
- Frequently Asked Questions
- Social Media Guide
- Sample Media Advisory
- Sample Press Release
- Sample Proclamation with City Data
- Sample Proclamation
- Sample Op-Ed
- Thank You Letter

Additional resources including logos, web banners, and customizable event materials are available on our Mayors Day of Recognition for National Service [resources webpage](http://www.nationalservice.gov/mayorsforservice) at [www.nationalservice.gov/mayorsforservice](http://www.nationalservice.gov/mayorsforservice). Also, we can provide a National Service City Profile showing data on programs, participants, and investments in your city. To receive your City Profile, please contact the CNCS State Director in your state. A list can be [found here](#).

We hope these materials are helpful. If you have questions or would like help with communications, please email [pressoffice@cns.gov](mailto:pressoffice@cns.gov).

Thank you for joining with us. We look forward to working with you to make this day a big success!

Office of External Affairs  
Corporation for National and Community Service





## Event and Media Suggestions

The Mayors Day of Recognition for National Service is a nationwide bipartisan effort to recognize the positive impact of national service in our cities, to thank those who serve, and to encourage citizens to give back to their communities.

There are many ways you can participate. Below are suggested activities in three categories: Public Events, Recognition, and Media.

### Public Events

- **Host an Event at City Hall:** Invite AmeriCorps members and Senior Corps volunteers and their organization's staff and board to City Hall for a recognition ceremony or roundtable to discuss how service addresses city problems. Ask a member to tell their impact story, or to bring along a beneficiary of their service. At the end, read your mayoral proclamation.
- **Visit a Program:** See a national service project in action by visiting a school, homeless shelter, community center, or other service location. Hear from the members and beneficiaries about how national service is working. Become an AmeriCorps or Senior Corps member for the day and serve alongside to highlight their important work.
- **Host a Thank-You Event:** Show your appreciation for the commitment of national service members by inviting them to a thank-you event. Team up with another organization to offer some kind of an award, such as a bus pass or gift card. Present awards for outstanding service members.

### Recognition

- **Take A Photo:** Take a group photo with national service members in your city. We encourage you to hold a sign that reads "National Service Works in [Your City]." A downloadable sign is available at [nationalservice.gov/mayorsforservice](http://nationalservice.gov/mayorsforservice). Tweet the photo using the #mayors4service hashtag, post it on your website and Facebook page, and email it to us at [pressoffice@cns.gov](mailto:pressoffice@cns.gov).
- **Issue a Proclamation:** Issue a proclamation naming April 7, 2015, as National Service Recognition Day. Sample proclamations are available in this toolkit. Customize the proclamation using data from your City Profile available from your [CNCS State Office](#).
- **Put Out A Report:** Highlight the scope and impact of national service in your city by working with local programs to put together a short report. Use data from your City Profile.



## Media

- **Use Social Media:** Use Twitter, Facebook, and other social media platforms to thank national service members serving in your community. Check out our Social Media Guide for suggestions, sample messages, and hashtags. Use the web banners and badges found on our Mayors Day of Recognition for National Service [resources webpage](#).
- **Pitch the Media:** Talk about national service in your weekly press conference or other media venue. Issue a press release on the scope and impact of national service in your city. Write an op-ed about the unique contributions of national service your city. Our toolkit has sample a media advisory, press release, and op-ed to get you started. Send your press release to [pressoffice@cns.gov](mailto:pressoffice@cns.gov) so we can highlight activities across the country in our national press outreach.
- **Shoot a Video:** Many Mayors have access to video services or city cable channels. Put together a short video that shows what national service is doing in your city, including interviews and B-roll with national service participants, soundbites from the Mayor and shots from your Mayors Day Service activities. Post it on your YouTube channel, play it on your city cable station, and send us a link at [pressoffice@cns.gov](mailto:pressoffice@cns.gov).



## KEY MESSAGES

- **GETTING THINGS DONE:** Every day in communities across America, AmeriCorps members and Senior Corps volunteers address the most pressing challenges facing our cities and nation, from educating students for the jobs of the 21st century and supporting veterans and military families to preserving the environment and helping communities recover from natural disasters.
- **SERVICE AS A SOLUTION:** Given the many social needs facing our communities – and the fiscal constraints facing government at all levels - mayors are increasingly turning to national service as a cost-effective solution to meet city needs.
- **MAYORS DAY:** The Mayors Day of Recognition for National Service is a nationwide bipartisan effort to recognize the positive impact of national service in our cities, to thank those who serve, and to encourage citizens to give back to their communities.
- **GET INVOLVED:** National service shows the best of the American spirit – people turning toward problems instead of away, working together to find community solutions. Today, as we thank national service members for their commitment, let us all pledge to do our part to strengthen our city through service and volunteering.



## TALKING POINTS

### Background: How National Service Gets Things Done

- Service to others is a hallmark of the American character, and central to how we meet our challenges.
- Given the many social needs facing our communities – and the fiscal constraints facing government at all levels - mayors are increasingly turning to national service and volunteerism to help meet local needs. Mayors know that engaging citizens and nonprofit partners is a smart strategy to address on city challenges.
- A key partner in our efforts is the Corporation for National and Community Service (CNCS). CNCS is the federal agency that oversees AmeriCorps, Senior Corps, and other programs that engage more than five million citizens in service each year.
- This agency works hand-in-hand with cities, nonprofits, and other local partners to support high-impact national service at more than 60,000 sites in 8,500 cities across the country.
- AmeriCorps members and Senior Corps volunteers address the most pressing challenges facing our cities and nation. Whether strengthening education, fighting poverty, rebuilding after disasters, providing health services, preserving the environment, or supporting veterans and military families, national service gets things done.
- National service participants increase the impact of the organizations they serve with, both through their direct service and by recruiting and managing millions of additional volunteers.

### Mayors Day of Recognition for National Service

- That's why I am pleased to join hundreds of Mayors today in the third annual Mayors Day of Recognition for National Service. Mayors across the country are taking time to recognize the impact of national service in their cities and thank those who serve.
- This effort is being led by the Corporation for National and Community Service, the National League of Cities, and Cities of Service.



- Across the country, mayors are participating in a variety of activities, including visiting national service programs, hosting roundtables at city hall, issuing proclamations, and communicating about national service through social media.
- I am proud to join in this nationwide salute that will highlight the importance of citizen engagement, recognize the dedication of national service members, and inspire more residents to get involved in their communities.

#### Localize Impact of National Service in Our City:

- More than *[NUMBER OF PARTICIPANTS]* AmeriCorps members and Senior Corps volunteers serve in our city, providing vital support to city residents and improving the quality of life in our city.
- You don't hear their stories on the nightly news, but every day they head out, quietly and without fanfare, to improve lives and strengthen communities.
- *[GIVE EXAMPLES OF NATIONAL SERVICE ACTIVITIES AND IMPACT]*
- As mayor, I am grateful for the dedication and sacrifice of these citizens, who are helping make our great city stronger, safer, and healthier. I have seen their impact first-hand, and know that national service is a cost-effective strategy to meet critical city needs.

#### Get Involved!

- National service shows the best of the American spirit – people turning toward problems instead of away, working together to find community solutions.
- Strengthening that spirit is one of my goals as mayor. Today, as we thank national service members for their commitment, let us all pledge to do our part to strengthen our city through service and volunteering.
- Go to *[CITY WEBSITE FOR VOLUNTEERING]* or [Serve.gov](http://Serve.gov) to find a volunteer opportunity that matches your skills and interests.



## FREQUENTLY ASKED QUESTIONS

### **What is the Mayors Day of Recognition for National Service?**

The Mayors Day of Recognition for National Service is a nationwide bipartisan effort to recognize the positive impact of national service in our cities, to thank those who serve, and to encourage citizens to give back to their communities.

### **Why a Mayors Day of Recognition for National Service?**

Given the many social needs facing our communities – and the fiscal constraints facing government at all levels - mayors are increasingly turning to national service as a cost-effective solution to meet city needs. A coordinated day of recognition presents a unique opportunity to spotlight the impact of national service, thank those who serve, and encourage more citizens to get involved.

### **What is CNCS and how does it help cities?**

As the federal agency for service and volunteering, the [Corporation for National and Community Service](#) (CNCS) annually engages more than five million citizens in service at more than 60,000 sites in 8,500 cities across the country through AmeriCorps, Senior Corps, and other programs. CNCS also supports innovative community-based solutions improving the lives of low-income people through the Social Innovation Fund.

CNCS leverages federal and private funds to support organizations that achieve measurable results where the need is greatest. A significant portion of this investment is focused on cities. National service helps mayors tackle problems in the following ways:

- tutoring and mentoring students
- supporting food banks and homeless shelters
- restoring city parks
- removing blight and creating safer neighborhoods
- supporting veterans and military families
- responding to disasters and emergencies
- providing health services
- managing community volunteers

### **What happened on Mayors Day last year?**

On April 1, 2014, the second-annual Mayors Day of Recognition for National Service united mayors across the country to spotlight the impact of national service and honor those who serve. Altogether, 1,760 mayors in all 50 states and the District of Columbia, Guam, and Puerto Rico officially recognized the work that AmeriCorps members and Senior Corps volunteers are doing to make cities better and stronger. Together, these mayors represent more than 110 million people, or one-third of all Americans. You can learn more about what happened last year in our [2014 Mayors Day on Storify](#) and you can view photos from events around the country on our [2014 Mayors Day photo gallery](#).



### **Where did the idea come from?**

Philadelphia Mayor Michael A. Nutter, former president of the U.S. Conference of Mayors, is a strong supporter of national service, having seen first hand the key role service plays in tackling local problems. In 2012, he came up with the idea of setting aside a day when mayors across the country could recognize and thank those who make a difference through national service. He shared the idea with Wendy Spencer, CEO of the Corporation for National and Community Service. Together, they began planning the Mayors Day of Recognition for National Service. Mayor Nutter [announced the initiative](#) at the U.S. Conference of Mayors annual winter meeting on January 17, 2013.

### **Who is participating?**

Mayors, city or county managers, or other chief executives of cities or counties of any size. Mayors and county executives from all parts of the country have participated in the first two years, including large metropolitan areas, mid-size cities, small towns. Last year, several Tribal leaders also joined in the effort.

### **What are mayors doing on the day?**

Mayors are participating in a range of activities including:

- Hosting recognition events for national service members
- Issuing a mayoral proclamation
- Visiting national service programs
- Inviting national service participants to City Hall for a public roundtable
- Issuing a press release on the impact of service
- Using social media to thank national service members
- Writing op-eds about the unique contributions of national service their cities
- Taking photos and videos

### **Is it a day of service?**

There are multiple service days throughout the year, including the Martin Luther King Jr. Day of Service and the September 11 National Day of Service and Remembrance. While some mayors are participating in service activities on April 1, most are using Mayors Day as an opportunity to recognize the impact of national service and thank those who serve.

### **What are the goals of the day?**

- Highlight how mayors use national service to solve their local challenges.
- Thank national service members for their commitment and impact.
- Build public awareness about the value and impact of national service to the nation's cities.
- Inspire more residents to get involved in their communities.



## Where can I learn more about national service and volunteering in my city?

CNCS offers a variety of resources that can help mayors learn about national service and volunteering in their cities:

- Each year, CNCS produces [National Service State Profiles](#) that list funding, projects, and participants in every state. CNCS has also produced City Profiles with similar information for cities. To get your City Profile, contact the CNCS Director in your state. A list of CNCS state offices is here: <http://www.nationalservice.gov/about/contact/stateoffices.asp>.
- The annual [Volunteering and Civic Life in America](#) report is the most comprehensive data on volunteering ever assembled, providing detailed information on volunteering trends and demographics in the U.S., all 50 states, and more than 150 major cities. Visit [VolunteeringInAmerica.gov](#)

## Who can I contact for more information?

- For information on Mayors Day or CNCS programs, contact CNCS State Director in your state. A list is available at [www.nationalservice.gov/about/contact/stateoffices.asp](http://www.nationalservice.gov/about/contact/stateoffices.asp).
- For government relations questions, contact PJ Andrews, Office of Government Relations, 202-606-6613 or [pandrews@cns.gov](mailto:pandrews@cns.gov).
- For press or communications questions, contact the CNCS Office of External Affairs at [pressoffice@cns.gov](mailto:pressoffice@cns.gov).

## Who are the other sponsors of the day?

- The **Corporation for National and Community Service** (CNCS) engages more than five million Americans in service through AmeriCorps, Senior Corps, and other programs, and leads President's national call to service initiative, United We Serve. For more information, visit [NationalService.gov](http://NationalService.gov).
- The **National League of Cities** (NLC) is dedicated to helping city leaders build better communities. Working in partnership with the 49 state municipal leagues, NLC serves as a resource to and an advocate for the more than 19,000 cities, villages and towns it represents. For more information, visit [www.nlc.org](http://www.nlc.org).
- **Cities of Service** is a national nonprofit that supports mayors to design and implement high-impact service strategies that can be replicated in cities worldwide. We provide technical assistance, programmatic support, planning resources, and funding opportunities. Founded by Michael R. Bloomberg, Cities of Service supports a coalition of approximately 200 cities whose mayors are committed to engaging citizen volunteers to solve local pressing challenges, from increasing high school graduation rates to improving energy efficiency in buildings. We help coalition cities share solutions, best practices, and lessons learned, as well as spread awareness about their great work. Join us at [citiesofservice.org](http://citiesofservice.org) or on Twitter [@citiesofservice](https://twitter.com/citiesofservice).



## SAMPLE PRESS RELEASE

For Immediate Release  
April 7, 2015

Contact:  
Phone and Email:

### **Mayor [NAME] Joins Nationwide Effort to Recognize Impact of National Service**

[CITY, STATE]– Mayor [NAME] joined more than [CHECK WEBSITE FOR LATEST TOTAL] mayors across the country for the third annual Mayors Day of Recognition for National Service, a nationwide bipartisan effort to highlight the impact of national service in tackling city problems.

“National service is a vital resource for our city,” said Mayor [NAME]. “AmeriCorps members and Senior Corps volunteers make our cities better places to live. As Mayor, I am grateful for the dedication and sacrifice of these citizens, who are helping make our great city stronger, safer, and healthier.”

Mayor [NAME] participated in [INSERT SPECIFIC ACTIVITIES MAYOR ENGAGED IN].

Given the many social needs facing communities – and the fiscal constraints facing government at all levels - mayors are increasingly turning to national service as a cost-effective strategy to meet city needs. More than [NUMBER OF PARTICIPANTS] AmeriCorps members and Senior Corps volunteers serve in [CITY], providing vital support by [LIST SERVICE ACTIVITIES].

[ADD PARAGRAPH ABOUT EXAMPLE OF NATIONAL SERVICE IMPACT OR HOW NATIONAL SERVICE HAS HELPED CARRY OUT CITY-WIDE SERVICE PLAN OR OTHER MAYORAL PRIORITY].

The Mayors Day of Recognition for National Service is a nationwide bipartisan effort to recognize the positive impact of national service in cities, to thank those who serve, and to encourage citizens to give back to their communities. The day is sponsored by the Corporation for National and Community Service (CNCS), the National League of Cities, and Cities of Service.

“I am proud to be working with Mayor [NAME] as we continue to strengthen communities through national service,” said Wendy Spencer, CEO of the Corporation for National and Community Service. “Mayors are leaders who get things done. They know first hand the value of national service in tackling city problems. I commend Mayor [NAME] for working with us to improve lives and strengthen communities through national service.”





As the federal agency for service and volunteering, CNCS annually engages more than five million citizens in service at more than 60,000 locations in 8,500 cities across the country through AmeriCorps, Senior Corps, and other programs. National service participants address the most pressing challenges facing our cities and nation, from educating students for the jobs of the 21st century and supporting veterans and military families to preserving the environment and helping communities recover from natural disasters.

Across the country, mayors are participating in a variety of activities, including visiting national service programs, hosting roundtables at City Hall, issuing proclamations, and communicating about national service through social media. By shining the spotlight on the impact of service and thanking those who serve, mayors hope to inspire more residents to get involved in their communities.

“National service shows the best of the American spirit – people turning toward problems instead of away, working together to find community solutions,” said Mayor [NAME]. “Today, as we thank national service members for their commitment, let us all pledge to do our part to strengthen our city through service and volunteering.”

For more information on the Mayors Day of Recognition for National Service, including background and a list of participating mayors, visit [www.nationalservice.gov/mayorsforservice](http://www.nationalservice.gov/mayorsforservice).

###

[INSERT CITY BOILERPLATE DESCRIPTION]

The Corporation for National and Community Service (CNCS) is a federal agency that engages more than five million Americans in service through AmeriCorps, Senior Corps, the Social Innovation Fund, and the Volunteer Generation Fund, and leads the President’s national call to service initiative, United We Serve. For more information, visit [NationalService.gov](http://NationalService.gov).

###



## SOCIAL MEDIA GUIDE

Social media is a powerful tool for mayors to use to highlight the impact of national service, thank those who serve, and draw more people into service. We strongly encourage mayors to use social media to build buzz and engagement in the days leading up to and on April 1. Included below are a few ideas and suggestions to get you started. Please direct any questions to [pressoffice@cns.gov](mailto:pressoffice@cns.gov) - we're happy to connect with you!

### *Hashtags*

CNCS will use the #mayors4service hashtag. Be sure to use it too, so we can retweet all the great messages you're sharing and start a national conversation. Other official accounts include @AmeriCorps & @SeniorCorps. And if you're using social media networks not listed below (Instagram, Pinterest, Flickr) please use the #mayors4service hashtag too. We'd hate to miss any of the good content you're sharing.

### *Twitter*

Here are some sample tweets to get you started. More information on national service in your state can be found [here](#) or in your city profile. Make sure to take and share photos.

- Excited to join the 2015 Mayor's Day of Recognition for #nationalservice on April 7, 2015. I'm a #mayors4service
- #NationalServiceWorks/#AmeriCorpsWorks/#SeniorCorpsWorks for [CITY] because \_\_\_\_\_. #mayors4service
- RT to thank the [#] @AmeriCorps & [#] @SeniorCorps members serving in [CITY] this #mayors4service day.
- #NationalServiceWorks/#AmeriCorpsWorks/#SeniorCorpsWorks for [#EDUCATION/#VETERANS/#HUNGER, etc.] in [CITY] through [ORGANIZATION]. #mayors4service
- Has @nationalservice touched your life? To celebrate #mayors4service, share your favorite moment.
- The @AmeriCorps A travels far & wide. It's even here in [CITY]. #mayors4service
- [@nationalservice](#) is getting things done for America. @AmeriCorps & @SeniorCorps members are doing so [CITY]. #mayors4service
- Did you know [NUMBER] @AmeriCorps & @SeniorCorps members are helping make {CITY} stronger, safer, and healthier. #mayors4service

### *Facebook*

Badges and graphics are available on our [Resources page](#) and we've included a few additional ideas for engagement below. Please tag the official [Corporation for National and Community Service](#) or [AmeriCorps](#) or [Senior Corps](#) pages so we can see your great posts.

- Consider posting a thank you message and photo or graphic and ask the members, volunteers, alumni to tag themselves in it.
- Facebook users love fill-in-the-blank questions, so post something like: "National Service works for [CITY] because \_\_\_\_\_."





## **SAMPLE MEDIA ADVISORY**

For Immediate Release  
March XX, 2015

Contact Name  
Phone and Email

### **Mayor [Name] to Join Nationwide Effort to Recognize Impact of National Service**

[CITY, STATE]– On April 1, Mayor [NAME] will join more than [TBD] mayors across the country in a day of recognition to highlight the impact of AmeriCorps and Senior Corps on city challenges.

[MAYOR NAME] will [INSERT SPECIFIC ACTIVITIES MAYOR WILL ENGAGE IN].

The nation’s mayors are increasingly turning to national service and volunteerism as a cost-effective strategy to address city challenges at a time of fiscal constraint. More than [NUMBER OF PARTICIPANTS] AmeriCorps and Senior Corps members serve in [CITY], proving vital support to city residents by [LIST SERVICE ACTIVITIES].

The Mayors Day of Recognition for National Service is a national bipartisan effort to recognize the positive impact of national service in cities, to thank those who serve, and to encourage citizens to give back to their communities.

**WHAT:**

**WHO:**

**WHERE:**

**WHEN:**

The Mayors Day of Recognition for National Service is sponsored by the Corporation for National and Community Service, the National League of Cities, and Cities of Service. For more information, visit [NationalService.gov/mayorsforservice](http://NationalService.gov/mayorsforservice).

[INSERT CITY BOILERPLATE DESCRIPTION]

The Corporation for National and Community Service (CNCS) is a federal agency that engages more than five million Americans in service through Senior Corps, AmeriCorps, the Social Innovation Fund and the Volunteer Generation Fund, and leads the President’s national call to service initiative, United We Serve. For more information, visit [NationalService.gov](http://NationalService.gov).





## SAMPLE PROCLAMATION

WHEREAS, service to others is a hallmark of the American character, and central to how we meet our challenges; and

WHEREAS, the nation's mayors are increasingly turning to national service and volunteerism as a cost-effective strategy to meet city needs; and

WHEREAS, AmeriCorps and Senior Corps participants address the most pressing challenges facing our cities and counties, from educating students for the jobs of the 21st century and supporting veterans and military families to providing health services and helping communities recover from natural disasters; and

WHEREAS, national service expands economic opportunity by creating more sustainable, resilient communities and providing education, career skills, and leadership abilities for those who serve; and

WHEREAS, AmeriCorps and Senior Corps participants serve in more than 60,000 locations across the country, bolstering the civic, neighborhood, and faith-based organizations that are so vital to our economic and social well-being; and

WHEREAS, national service participants increase the impact of the organizations they serve with, both through their direct service and by recruiting and managing millions of additional volunteers; and

WHEREAS, national service represents a unique public-private partnership that invests in community solutions and leverages non-federal resources to strengthen community impact and increase the return on taxpayer dollars; and

WHEREAS, national service participants demonstrate commitment, dedication, and patriotism by making an intensive commitment to service, a commitment that remains with them in their future endeavors; and

WHEREAS, the Corporation for National and Community Service shares a priority with mayors nationwide to engage citizens, improve lives, and strengthen communities; and is joining with the National League of Cities, City of Service, and mayors across the country to recognize the impact of service on the Mayors Day of Recognition for National Service on April 7, 2015.

THEREFORE, BE IT RESOLVED that I, [MAYOR NAME], Mayor of [CITY], do hereby proclaim April 7, 2015, as National Service Recognition Day, and encourage residents to recognize the positive impact of national service in our city; to thank those who serve; and to find ways to give back to their communities.



## SAMPLE PROCLAMATION – WITH CITY DATA

[NOTE: The city-specific data to fill out this proclamation is available in your National Service City Profile. To receive your City Profile, please contact the CNCS Director in your state. A list of CNCS state offices [can be found here](#).]

WHEREAS, service to others is a hallmark of the American character, and central to how we meet our challenges; and

WHEREAS, the nation’s mayors are increasingly turning to national service and volunteerism as a cost-effective strategy to meet city needs; and

WHEREAS, participants in AmeriCorps and Senior Corps address the most pressing challenges facing our cities and nation, from educating students for jobs of the 21st century and supporting veterans and military families to providing health services and helping communities recover from natural disasters; and

WHEREAS, national service expands economic opportunity by creating more sustainable, resilient communities and providing education, career skills, and leadership abilities for those who serve; and

WHEREAS AmeriCorps and Senior Corps participants serve in more than 60,000 locations across the country, including [NUMBER OF SERVICE LOCATIONS] in [CITY], bolstering the civic, neighborhood, and faith-based organizations that are so vital to our city’s economic and social well-being; and

WHEREAS, more than [ROUNDED NUMBER OF CNCS PARTICIPANTS] national service participants of all ages and backgrounds serve in [CITY NAME], providing vital support to city residents and improving the quality of life in our city; and

WHEREAS, national service represents a unique public-private partnership that invests in community solutions and leverages non-federal resources to strengthen community impact and increase the return on taxpayer dollars; including more than [DOLLAR AMOUNT OF LEVERAGED RESOURCES] in [CITY NAME]; and

WHEREAS, national service participants demonstrate commitment, dedication, and patriotism by making an intensive commitment to service, a commitment that remains with them in their future endeavors; and

WHEREAS, the Corporation for National and Community Service shares a priority with mayors nationwide to engage citizens, improve lives, and strengthen communities; and is joining with



## SAMPLE OP-ED

### **National Service Strengthens [CITY]**

*[LEAD OFF WITH ONE OR TWO EXAMPLES OF AMERICORPS OR SENIOR CORPS MEMBERS IN YOUR CITY]*

*[As one of the only members of his family to graduate from college, John Smith always wanted to do something to help children from disadvantaged backgrounds make the most of their education. Through AmeriCorps, John now serves as a full-time mentor and tutor at a [CITY] high school, giving extra attention to help students stay on track to graduate.]*

*[At age XX, Mary Smith could be expected to live a quiet life of retirement. Instead, she volunteers 20 hours a week as a Foster Grandparent, helping kids develop early literacy skills. Mary is using her lifetime of experience to put young people on a path to success.]*

John and Mary are just two examples of how [CITY] citizens making a difference through national service. Altogether, more than [NUMBER OF PARTICIPANTS] AmeriCorps members and Senior Corps volunteers are serving in [CITY], tackling tough challenges including adult literacy, disaster preparedness, neighborhood revitalization, and bridging the education gap.

You don't hear their stories on the nightly news, but everyday they head out, quietly and without fanfare, to improve lives and strengthen communities.

As Mayor of [CITY NAME], I am grateful for the dedication and sacrifice of these citizens, who are helping make our great city stronger, safer, and healthier. I have seen their impact first-hand, and know that national service is a cost-effective strategy to meet critical city needs.

That's why I am pleased to join mayors across the country today in the Mayors Day of Recognition for National Service. We are taking time to recognize the impact of national service and thank those who serve.

Given the many social needs facing our communities – and the fiscal constraints facing government at all levels - mayors are increasingly turning to national service and volunteerism to help meet local needs. We know that engaging citizens is a smart strategy to make progress on city challenges.

A key partner in our efforts is the Corporation for National and Service, a federal agency that oversees AmeriCorps, Senior Corps, and other programs that engage more than five million citizens in service each year. This agency works hand-in-hand with cities, nonprofits, and other



local partners to support high-impact national service at more than 60,000 sites in 8,500 cities across the country.

Here in [CITY NAME], more than [NUMBER] AmeriCorps members [INSERT SERVICE ACTIVITIES - TUTOR, RESPOND TO DISASTERS, ETC]. More than [NUMBER] Senior Corps volunteers [INSERT SERVICE ACTIVITIES - MENTOR, PROVIDE INDEPENDENT LIVING SERVICES, ETC].

[ADD PARAGRAPH ABOUT EXAMPLE OF NATIONAL SERVICE IMPACT].

[ADD PARAGRAPH ABOUT HOW NATIONAL SERVICE HAS HELPED CARRY OUT CITY-WIDE SERVICE PLAN OR OTHER MAYOR PRIORITY].

National service shows the best of the American spirit – people turning toward problems instead of away, working together to find community solutions. Strengthening that spirit is one of my goals as mayor. Today, as we thank national service members for their commitment, let us all pledge to do our part to strengthen [CITY NAME] through service and volunteering.

[MAYOR NAME] is Mayor of [CITY NAME]. To find a volunteer opportunity, visit [WEBSITE WITH LOCAL VOLUNTEER OPPORTUNITIES] or [serve.gov](http://serve.gov). To learn more about AmeriCorps, Senior Corps, and other national service programs, visit [NationalService.gov](http://NationalService.gov)



## SAMPLE THANK YOU LETTER

DATE

Dear [INDIVIDUAL OR GROUP NAME]

As Mayor of [CITY], I want to thank you for making a difference in our city through national service.

Every day, AmeriCorps members and Senior Corps volunteers are helping make our city stronger, safer, and healthier. Dedicated citizens like you are tackling tough challenges – helping kids graduate, making neighborhoods safer, caring for seniors, supporting veterans and military families, preserving our environment, and much more.

I have seen your impact first-hand, and am grateful for your dedication and sacrifice.

Today, mayors across the country are recognizing the value of national service and thanking those who serve as part of the Mayors Day of Recognition for National Service. I am proud to be part of this nationwide bipartisan effort.

National service and volunteerism shows the best of the American spirit – people turning toward problems instead of away, working together to find community solutions.

Strengthening that spirit is one of my goals as Mayor. Thank you for being a shining example for others to follow.

Sincerely,

[MAYOR NAME]

Mayor of [CITY]

*[Attachment: Mayoral Proclamation for National Service Recognition Day]*



the National League of Cities, City of Service, and mayors across the country to recognize the impact of service on the Mayors Day of Recognition for National Service on April 7, 2015.

THEREFORE, BE IT RESOLVED that I, *[MAYOR NAME]*, Mayor of *[CITY]*, do hereby proclaim April 7, 2015, as National Service Recognition Day, and encourage residents to recognize the positive impact of national service in our city and thank those who serve; and to find ways to give back to their communities.