



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. Tweet the photo using the #mayors4service hashtag, post it on your website and Facebook page, and email it to us at 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 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.