Corporation for NATIONAL & COMMUNITY SERVICE

NATIONAL LEAGUE of CITIES

CITIES OF SERVICE

Every day, in cities across America, national service is tackling tough problems and strengthening communities. On April 9, 2013, Mayors across the country will thank those who serve and recognize their impact on the first-ever Mayors Day of Recognition for National Service.

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NationalService.gov

Mayors Day of Recognition for National Service

April 9, 2013

The nation's mayors are increasingly turning to national service as a cost-effective strategy to address city challenges. Whether supporting food banks and homeless shelters, restoring city parks, building homes, providing health services, tutoring and mentoring students, and managing community volunteers, national service members help mayors tackle tough problems. To spotlight their impact and thank those who serve, mayors across the country will participate in the first-ever **Mayors Day of Recognition for National Service** on April 9, 2013. On this day, mayors will hold public events and use traditional and social media to highlight the value and impact of national service to the nation's cities. The initiative is being led by Philadelphia Mayor Michael Nutter, President of the U.S. Conference of Mayors; the Corporation for National and Community Service; Cities of Service; the National League of Cities; and other organizations.

National Service: A Resource for Cities

As the federal agency for national service and volunteering, CNCS annually engages four million citizens in service at more than 70,000 sites across the country. Through AmeriCorps, VISTA, NCCC, Senior Corps, the Social Innovation Fund, and other programs, 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. CNCS has investments in more than 500 cities with a population of at least 30,000. Last year, CNCS leveraged more than $1 billion in investments for organizations operating or based in these cities. National service also plays a key role in many smaller cities and towns and rural areas.

Why a Mayors Day of Recognition?

As solution-focused local elected officials, mayors have a unique role in this country. Mayors' focus on engaging citizens and meeting local needs matches CNCS's mission to improve lives, strengthen communities, and foster civic engagement. CNCS's priority on expanding economic opportunity to create sustainable and resilient communities directly aligns with the goals of mayors. A coordinated day of recognition presents a unique opportunity to spotlight the key role that national service plays in solving local problems and challenges. Participating in the day will highlight the impact of citizen service, show support for nonprofit and national service groups, and inspire more residents to serve in their communities.

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
- Highlight the role that national service plays in recruiting and managing citizen volunteers to focus and amplify their impact
- Provide opportunities for mayors to communicate about the impact of national service to national policy-makers
- Generate press coverage and online discussion about mayors supporting service

Who Can Participate?

Mayors, city or county managers, or other chief executives of cities of any size.

How We Can Help

CNCS offers a variety of resources that can help mayors learn about national service and volunteering in their cities expand the scope and impact of volunteering by their residents:

- 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 fifty states, and more than 150 major cities. Visit: www.volunteeringinamerica.gov
- Each year, CNCS produces National Service State Profiles that list all funding, projects, and participants in every state. CNCS will also produce profiles for cities in preparation for the Mayors Day of Recognition for National Service.

How Can Mayors Get Involved?

Mayors are encouraged to hold a public event, issue a proclamation or other form of recognition, and use traditional or social media to highlight the impact of national service. Here are several ways mayors can participate:

- Issue a mayoral proclamation naming April 9 as National Service Recognition Day
- Visit national service programs or projects in order to highlight their value to the city
- Invite national service programs (and their members and organization's board of directors) to City Hall for a public roundtable to discuss how they address city problems
- Issue a press release or report on the scope and impact of national service in your city
- Serve with a national service program as a "member" for a day to highlight the important work being done in their community
- Use Twitter, Facebook, and other social media outlets to thank national service programs and members serving in your community
- Write an op-ed about the unique contributions of national service your city
- Take a group photo with all national service members in your city

Where Can I Learn More?

To learn more or register your city to participate, go to **www.nationalservice.gov/mayorsforservice** or contact Collin Burton, Office of Government Relations, 202-606-6902 or **cburton@cns.gov**. You can also contact the CNCS Director in your state. A list of CNCS state offices can be found here: **http://www.nationalservice.gov/about/contact/stateoffices.asp**

About CNCS

The Corporation for National and Community Service is a federal agency that engages more than five million Americans in service through its AmeriCorps, Senior Corps, Social Innovation Fund, and other programs, and leads President's national call to service initiative, United We Serve. For more information, visit **NationalService.gov.**

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