

MAY WE NEVER FORGET



SEPTEMBER 11TH
NATIONAL DAY OF SERVICE
AND REMEMBRANCE

September 11, 2016 - Virginia National Service Toolkit



9/11 Day of Service

The September 11th National Day of Service and Remembrance is the culmination of an effort originally launched in 2002 by 9/11 family members and support groups, who worked to establish the charitable service day as a forward-looking way to honor the sacrifice of those who were lost and who united in response to 9/11.

In 2009, Congress designated September 11th as a National Day of Service and Remembrance and charged the Corporation for National and Community Service (CNCS) with supporting this effort across the country.

On the days leading up to and including September 11th, Americans of all ages and backgrounds will participate in activities to pay tribute to 9/11 victims and heroes and honor their memory by joining together in service projects to meet community needs.

Since 2001, more than two million U.S. troops have been deployed to Iraq and Afghanistan. With the end of the Iraq war and the drawdown in Afghanistan, more than 1 million service members are projected to leave the military between 2011-2016. Engaging in service on and around 9/11 is an appropriate and respectful way to remember the lives of those lost, pay tribute to those who rose in service, and honor those who continue to serve our country today.

Even the smallest act of service, the simplest act of kindness, is a way to honor those we lost, a way to reclaim that spirit of unity that followed 9/11.

– President Obama.

All types of service are encouraged, particularly those initiatives that connect participants to ongoing opportunities to serve throughout the year, that have a lasting impact, or that build the capacity of organizations to meet community needs.

Service on 9/11 can meet a range of community

needs including disaster services, education & supporting veterans/military families and more. For 2016, CNCS encourages projects that support veterans and military families or organizations to carry out projects which provide support to active duty service members, their families.



Getting Started

Step 1: Select Your 9/11 Day of Service Activity

Choose the level of engagement that works best for you: You can decide to organize a special project or activity for your community. Or if that's not possible this year, you can simply commit to helping spread the word.

Decide which cause to support: Identify a project or initiative that fits your needs.

- Get started as early as you can, depending on the size and scope of the project.
- Create a small sub-committee to help. Solicit ideas from others, including colleagues and supporters. Tap into your existing resources and charitable partners. Many community-based nonprofits and faith groups already organize 9/11 service projects. You may be able to tap into activities already on the calendar.
- Brainstorm with your staff and/or volunteers. Ask yourself the following questions:
 - Can we accomplish this activity in one day? If not, how many days are needed?
 - Will the project accommodate the number of volunteers we expect to have? Will our project allow for family engagement (include activities for children of varying ages)?
 - Will there be an age limit?
 - In what way will this project have meaningful impact? Will it solve a real need, or be seen as a makework project?
 - How many participants will this activity reasonably accommodate, and will I need more activities?
 - Will inclement weather derail your activity? Can it be brought inside?
 - Does the activity have strong media appeal with visual opportunities?
 - Does the activity support diverse participation from all ages, classes, religions, and geographical areas?



2016 Project Mini Grants

The Virginia Service Foundation is now accepting applications for [2016 Service Project Mini-Grants](#). Qualifying organizations may be eligible for an award of up to \$250 to use towards hosting a service project between September 10-October 11, 2016. These projects must be associated with either [Day to Serve](#) or [9/11 Day of Service and Remembrance](#). A limited number of grants are available and applications will be scored based on project scope and community benefits.

Quick Links

A variety of free September 11th National Day of Service and Remembrance resources for individuals and organizations are available at <http://www.serve.gov/site-page/september-11th-national-day-service-and-remembrance>.

- [Register your 9/11 Day project](#)
- [Find a 9/11 Day project](#)
- [Step-by-step instructions for planning a project](#)
- [CNCS 9/11 Day Fact Sheet](#)
- [Logos and other digital media materials](#)

Getting Started

(cont.)

Check out these ideas from HandsOn Network:

- Clean up a neighborhood playground, beach or park
- Donate books or toys to a shelter
- Construct care packages for military troops
- Write thank you messages for first responders (firefighters, police officers, and emergency medical technicians)
- Collect sports equipment donations for a youth group
- Create a 9/11 remembrance mural or quilt for a neighborhood center or school
- Organize a walk-a-thon or bike ride to raise funds for your group or area charity
- Sew "comfort quilts" for children of military families
- Sort and prepare food at a community kitchen/shelter
- Spend time with retired Veterans and senior citizens
- Prepare back-to-school supplies for underresourced children and schools
- Collect school supplies for children affected by war or any other charity
- Volunteer time at a food pantry, animal shelter or senior center
- Work with teachers and the administration at an area school to organize in-class learning or tutoring projects using lesson plans available at 911day.org.

Step 2: Building Your Project

Create a checklist that addresses every possible question and contingency.

Anticipate Everything. Plan extremely well and prepare for every detail from the number of volunteers to how you will measure success after completion. A great way to test yourself is to put together a list of potential questions and issues, including:

- How skilled will people need to be to participate? Will you need to provide basic instruction, and if so who will provide it?
- How long will the project last? Keep it reasonable, and do it in shifts

- What supplies will you need and will you have enough so that every volunteer is occupied during the activity? What about tools? Will you have the right ones, and how will you guard against injury?
- Where will the activities be held? Is the small large enough for everyone?
- What happens if it rains? Do you have a Plan-B, and how will you notify participants if there is a change in plan or venue?
- How will you collect information on the participants? You want to be able to follow-up and encourage many of them to stay engaged in supporting you.
- Will you have a first aid kit on hand? You should always be prepared for the possibility of injury or illness & assign someone to oversee safety & first aid.

Design your project. Your project can be designed in many ways. Much of this depends on how many volunteers you hope to accommodate. Large projects are far more complex than those which are smaller in scale. Here are a few options to consider for larger projects:

- Projects involving many people, like more than 100, usually require multiple activities all at once. For instance, some people can be painting, while others are cleaning, while still others are organizing books for a library. Keep in mind that when projects are for 9/11, organizations often experience a much higher interest level and response rate. So plan accordingly.

Set up an easy registration system. This can be as simple as providing a contact name, number or email address where volunteers can sign up. Or if you have a larger audience, online tools such as signupgenius.com are ideal for organizing and managing sign-up, especially when multiple shifts and supplies are needed.

Another resource for managing volunteers is at www.volunteerspot.com/GetHandsOn, which is a free resource that helps schedule, sign-up volunteers and sends out reminders.

Communications

Utilize communications strategically, not just as an initial recruiting tool, but also as a way to build excitement and interest leading up to your project. The more actively you communicate, the more engaged your volunteers will be!



You can spread the word by asking your Facebook friends to get involved and pledge to volunteer in observance of 9/11. Share the link to the official 9/11 Day of Service web site <http://www.serve.gov/site-page/september-11th-national-day-service-and-remembrance>. You can also lead by example. Invite your Facebook friends to join you at a volunteer project.



The #911DAY. Spread the word about the day of service by tweeting about it and sharing the link to the official 9/11 as a Day of Service site (<http://www.serve.gov/site-page/september-11th-national-day-service-and-remembrance>). You can ask your followers to volunteer – on their own or with you! Share the details of your volunteer project with your followers. Tag your tweet with @VAService and OVCS will retweet.)



Create a video about why you think the 9/11 Day of Service is important. Upload it to YouTube, and share it with your social networks. Send patricia.doyle@dss.virginia.gov a link to your video and we'll link to it from virginiainservice.virginia.gov.

Consider every possible communications avenue available to you. What communications resources can be used internally within your organization? Email. Newsletters. Intranet. Posters in office areas? Will you be able to use any external communications channels? At the same time, your recruitment strategy should depend entirely on the size of your project, so only do enough to fill your project. Don't get lots of people excited then not have room for them to participate.

People want to know their time is being invested in something that will make a difference. So in your recruiting messages, get people excited and engaged by emphasizing the national and international scope of the 9/11 Day initiative. Also talk about the importance of the particular cause that you have selected to support.

Build momentum leading up to the project with an ongoing (but not underwhelming) schedule of alerts. Keep people informed and involved, including those that have already signed up.

As you get closer to 9/11, make sure to confirm all activity details with your participants with plenty of time to spare. Tell them what to wear and what to bring. Provides the date and time, address, directions and parking instructions for the project; describe what will occur and who to see when they arrive; request they contact you if they have a change in plans and cannot attend.

Send reminder messages a couple of days before to all the sign-ups.

Remember to share your stories with us on [Facebook](#) and [Twitter](#) and your photos on our [Flickr](#) page!

Additional Logos:



[Download 112x108 PNG](#)



JOIN THE 9/11 DAY OBSERVANCE

[Download 300x46 PNG](#)

Sample Press Release



[ORGANIZATION LOGO]

FOR IMMEDIATE RELEASE

CONTACT: [NAME]

September [XX], 2016

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] AmeriCorps Program. “For many Americans it is also a day of service that provides an opportunity to join neighbors and local leaders 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, and schools and businesses nationwide.

This year’s projects will enlist volunteers in delivering meals, refurbishing schools and community centers, collecting food and clothing, preparing communities for disasters, reading to children, and more. In many locations around the country, AmeriCorps and Senior Corps members will lead and participate in service projects.

[DESCRIPTION OF ORGANIZATION]

The Corporation for National and Community Service is a federal agency that engages more than five million Americans in service and developing community solutions through AmeriCorps, including VISTA and NCCC, Senior Corps, Social Innovation Fund, and other programs, and leads the President's national call to service initiative, United We Serve. For more information on National Service in Virginia, visit <http://virginiainservice.virginia.gov/ameri-corps-national-service/>.

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Sample Media Advisory



[ORGANIZATION LOGO]

FOR IMMEDIATE RELEASE

CONTACT: [NAME]

September [XX], 2016

PHONE, EMAIL]

***** MEDIA ADVISORY *****

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

[CITY, STATE]— [HUNDREDS] of [CITY] 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].

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, and 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]

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[ORGANIZATION BOILERPLATE]

The Corporation for National and Community Service is a federal agency that engages more than five million Americans in service and developing community solutions through AmeriCorps, including VISTA and NCCC, Senior Corps, Social Innovation Fund, and other programs, and leads the President's national call to service initiative, United We Serve. For more information, on AmeriCorps in Virginia, visit <http://virginiainaservice.virginia.gov/ameri-corps-national-service/>.

Sample Mayor Proclamation



WHEREAS on September 11, 2001, the American people endured with courage and heroism the worst terrorist attack on U.S. soil in the nation's history; and

WHEREAS in response to this tragedy, Americans across the country came together in a remarkable spirit of patriotism and unity and carried out countless acts of kindness, generosity, and compassion; and

WHEREAS community organizations and family members of 9/11 victims began observing the anniversary of September 11th as a charitable service day to honor the memory of those who were lost and those who united in response to the tragedy, including first-responders and volunteers; and

WHEREAS the Edward M. Kennedy Serve America Act, approved by Congress and enacted into law on April 21, 2009, directed September 11 to be observed and recognized as an annual "National Day of Service and Remembrance" and charged the Corporation for National and Community Service with leading this nationwide effort; and

WHEREAS participating in service and remembrance activities on September 11 is a positive and respectful way to remember the lives of those lost, pay tribute to those who rose in service, and honor those who continue to serve our country today, including veterans, soldiers, military families, and first responders; and

WHEREAS September 11th National Day of Service and Remembrance activities are being organized by a wide range of nonprofits, faith-based and community groups, public agencies, educational institutions, private businesses, and other organizations across the nation; and

WHEREAS on September 11, 2016, and on the days leading up to and following this day, citizens of (INSERT CITY) have an opportunity to participate in activities that honor 9/11 victims and heroes by joining together in service projects to meet community needs.

NOW, THEREFORE, I, (NAME), Mayor of the City of (INSERT CITY) proclaim September 11th a Day of Service and Remembrance in (INSERT CITY), and call upon the people of (INSERT CITY) to honor the lives and memories of those lost through participation in community service and remembrance ceremonies on this day and throughout the year.

Sample Social Media Messages



Sample Tweets:

- Did you know 9/11 is a Nat'l Day of Service? <http://1.usa.gov/293y9vR> @VAService #911Day
- Will you pay tribute to heroes as a volunteer this 9/11? Find an opportunity at Serve.gov #911Day
- Make @nationalservice a part of your #911Day activities <http://1.usa.gov/293y9vR>
- Service is a way to honor the heroes of September 11. Find out how: <http://1.usa.gov/293y9vR>
- Today, we honor 9/11 heroes & victims. How did you honor the day? <https://www.facebook.com/serve>
- @AmeriCorps is honoring #911 heroes and victims through a national day of service
- [LOCATION] is paying tribute to 9/11 heroes & victims. Join in by serving [INFO + LINK] #911Day
- Tomorrow, [STATE] will join a nation in #911Day activities. You can too as a volunteer. [LINK]
- I served on #911day by volunteering at [INSERT LOCATION]

Sample Facebook Posts:

- Will you pay tribute to a 9/11 hero on this anniversary? Volunteering is a great way to honor their spirit and sacrifice. Search for a project near you. [LINK TO: <http://1.usa.gov/293y9vR>]
- Through September 11th National Day of Service and Remembrance, we are called upon to honor 9/11 heroes and victims through service. How will you pay tribute to them this weekend?

Social Media Graphics (You can utilize canva.com to make your own! Choose Facebook Ad for best fit!)



Virginia Office on Volunteerism &
Community Services
801 E. Main St., 15th Floor,
Richmond, VA 23219

(800) 638-3839

AmeriCorps@dss.virginia.gov
virginiastervice.virginia.gov