

Mayor & County

Recognition Day for National Service

April 5, 2016

Mayor and County Recognition Day for National Service
is an annual celebration honoring the work of
national service programs in communities nationwide.





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The nation's mayors and county officials are increasingly turning to national service as a cost-effective strategy to address local challenges. By unleashing the power of citizens, AmeriCorps and Senior Corps programs have a positive and lasting impact – making our cities and counties better places to live. To spotlight the impact of national service and thank those who serve, mayors and county officials will participate in the fourth-annual Mayor and County Recognition Day for National Service on April 5, 2016.

On this day, officials will hold public events and use traditional and social media to highlight the value of national service to the nation's cities and counties. Last year, 2,786 elected officials representing more than 150 million citizens participated in the third-annual Mayor and County Day. The initiative is being led by the National League of Cities, National Association of Counties, Cities of Service and the Corporation for National and Community Service.

This year, CNCS is encouraging communities to shine a light on national service by supporting the Employers of National Service Initiative. Virginia is one of the first

states to be named a statewide Employer of National Service and, on a local level, supporting this program will allow communities to have new access to AmeriCorps alums as a dedicated, highly qualified, and mission-oriented pool of potential employees. By your county officials and mayors signing up to participate in Mayor Day and Employers of National Service simultaneously on April 5, they are sending a strong message of support and commitment to the effort.

Mayor & County Day in Virginia

Last year in Virginia, 35 mayors and county officials participated in Mayor and County Day. They included:

Alexandria	Appalachia	Arlington
Berryville	Blacksburg	Christiansburg
Colonial Heights	Duffield	Edinburg
Floyd	Fredericksburg	Front Royal
Gate City	Glade Spring	Hampton
Jonesville	Lexington	Manassas
Middleburg	Middleton	Newport News
Norton	Parksley	Pennington Gap
Richmond	Shenandoah	St. Charles St.
Paul	Strasburg	Tazewell
Vinton	Virginia Beach	Winchester
Wise	Woodstock	

This toolkit will provide you with everything it need to know about this National Day of Service. For more information, contact Gail Doyle at patricia.doyle@dss.virginia.gov.



Resources for Mayors & County Leaders

CNCS offers a variety of resources that can help mayors learn about service & volunteering in their cities, and engage more residents in service:

The AmeriCorps Governor and Mayor Initiative prioritizes funding for a governor and a mayor to work together to tackle a pressing local issue.

Employers of National Service builds a talent pipeline to connect AmeriCorps and Peace Corps alumni with leading employers from all sectors to create recruitment, hiring, and advancement opportunities.

CNCS produces National Service Profiles that list all national service resources in every state, including profiles for cities in preparation for the Mayors Day.

Getting Started

A few ideas for Mayor Day Events . . .

All types of events are encouraged, however the your event should focus on the following goals:

- Highlight how county officials and 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 and counties
- Highlight the role that national service plays in managing volunteers to focus and amplify their impact
- Provide opportunities for county officials and mayors to communicate about the impact of national service to national policymakers
- Generate press coverage and online discussion about county officials and mayors supporting service.

Ideas for Mayor & County Recognition Day

County officials and mayors are encouraged to hold a public event, issue a proclamation, and use media to highlight the impact of national service.

Here are several ways county officials and mayors can participate:

- Announce your county/city is becoming an Employer of National Service (nationalservice.gov/employers)
- Issue a proclamation naming April 5 as Recognition Day for National Service
- Visit national service programs or projects in order to highlight their value to the county/city
- Invite national service programs to a public roundtable to discuss how they address county/city problems Issue a press release or report on the

scope and impact of national service in your county/city

- Serve with a national service program as a “member” for a day to highlight their important work Use Twitter, Facebook, and other social media to thank national service members in your community
- Write an op-ed about the unique contributions of national service your county/city.
- Take a group photo with all national service members in your county/city.



Getting Started

Media Ideas

Use Social Media

Encourage officials to use Twitter, Facebook, and other social media platforms to thank national service members serving in your community. Check page 5 for suggestions, sample messages, and hashtags. Use the web banners and badges found on the CNCS Mayor and County Recognition Day for National Service resources webpage.

Pitch the Media

Encourage officials to talk about national service in their weekly press conference or other media venue. Officials could issue a press release on the scope and impact of national service in your county or city. Encourage officials to write an op-ed about the unique contributions of national service in your city/county. See pages 6, 7 & 8 for samples of a media advisory, press release, and op-ed. Send your press release to patricia.doyle@dss.virginia.gov and pressoffice@cns.gov so they can highlight activities across the state and country in their press outreach.

Shoot a Video

Many county officials and mayors have access to video services or local cable channels. Put together a short video that shows what national service is doing in your city or county, including interviews and B-roll

with national service participants, soundbites from city or county officials, and shots from your Mayor and County Recognition Day for National Service activities. Post it on your YouTube channel, play it through local cable stations, and send us a link at pressoffice@cns.gov.

Virginia/Local Talking Points

Since 1994, more than 13,000 Virginia residents have served over 20 million hours and qualified for AmeriCorps Education Awards totaling more than \$41,110,000.

There are 27 AmeriCorps State programs for 2015-16 program year.

In 2014-2015, nearly 6,400 people of all ages and backgrounds made a difference in communities serving at more than 560 locations across Virginia through AmeriCorps.

In addition to the \$12 million, \$6 million was leveraged in member service hours and recruited volunteer time during 2014-2015. The combined impact makes more than \$18 million in human capital available to organizations helping others through volunteerism and community service.

590 - # of Virginia AmeriCorps Members in 2014-15

168,726 – # of Total Service Hours of Virginia AmeriCorps Members in 2014-15 (286/member)

7,919 – # of Volunteers Recruited by Virginia AmeriCorps in 2014-15

More than [# OF PARTICIPANTS] AmeriCorps members and Senior Corps volunteers serve in our city/county, providing vital support to county residents and improving the quality of life in our county.

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 a county official/mayor, I am grateful for the dedication and sacrifice of these citizens, who are helping make our great county stronger, safer, and healthier. I have seen their impact first-hand, and know that national service is a cost-effective strategy to meet critical county needs.

For additional talking points, FAQs, and key messages, visit the [CNCS website](#).

Promoting Mayors Day Events

Utilize local media resources, CNCS and OVCS outlets and social media to promote your event!

Social Media

OVCS wants to help you get the word out about your projects and share your success stories!

- Share information with OVCS on [Facebook](#) and [Twitter](#)!
- Share with CNCS at pressoffice@cns.gov.
- Follow [@VAService](#) on Twitter and [Virginia Service](#) on Facebook.
- Use the hashtag [#Mayors4Service](#) or [#County4Service](#)
- Office CNCS accounts are [@AmeriCorps](#), [@SeniorCorps](#), and [@NationalService](#).

Twitter (Sample Tweets)

Make sure to take and share your photos!

Excited for 2016 [County or City] Recognition Day for [@NationalService](#) on April 5! I'm a [#Mayor4Service](#) or [#County4Service](#)

RT to thank the [\[#\]](#) [@AmeriCorps](#) & [\[#\]](#) [@SeniorCorps](#) members serving in [COUNTY/CITY] this [#Mayor4Service](#) or [#County4Service](#) day.

[#NationalServiceWorks](#)/[#AmeriCorpsWorks](#)/[#SeniorCorpsWorks](#) for [COUNTY/CITY] because _____.

[@AmeriCorps](#) & [@SeniorCorps](#) members are doing so much for [COUNTY/CITY]. [#Mayor4Service](#) or [#County4Service](#)

Facebook (Sample Posts)

Utilize the Social Media Graphic below or download additional Facebook Badges and Graphics on the CNCS Resource Page.

Facebook users love fill-in-the-blank questions, so post something like: "National Service works for [COUNTY/CITY] because _____."

Consider posting a thank you message and photo or graphic and ask the members, volunteers, alumni to tag themselves in it.

Social Media Graphic

- [Download Sample Graphic](#)

Photos

Take and share lots of photos of county officials or mayors surrounded by national service members, whether at the county/city building or on a service site. Participants in the photo should be holding the "National Service Works for (County/City Name)" sign that can be found on the [CNCS Resource page](#).

Photo Guidance Steps:

- Visit the "[Photo Guidance and Event Signs](#)" section of CNCS' Resource page to find a customizable sign.
- Add YOUR County/City name to the sign and print.
- Take a photo of your county official holding the sign with

national service members from your community.

- 3 photos allowed (max).
- Photos should be no larger than 2MB each.
- Photos must be named by respective County/City and State (Montgomery County-MD-1.jpg)

Sending:

- First, share your photos on your Facebook, Twitter, Instagram, or other accounts.
- Second, send them to patricia.doyle@dss.virginia.gov so we can share on Virginia's networks and galleries.
- Third, send them to CNCS so they can share them on their accounts and galleries.
- To send to CNCS: Go to www.wetransfer.com to send photos; Upload photo(s) to We Transfer; Insert photos@cns.gov as "Friends email"; In "Message" of email include county officials name, county and state, and "County/City Day 2016 Photo". If you have other relevant caption info, please include; Click TRANSFER!; Photo submissions will be collected by CNCS until April 8; for questions, contact Matthew Guinan mguinan@cns.gov. Please include Mayor and County Day 2016 Photo Question in subject line to ensure prompt response.

Sample Media Advisory

For Immediate Release
April 5, 2016

Contact:
Phone and Email

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

[CITY, STATE]— On April 5, Mayor *[NAME]* will join nearly 3,000 mayors across the country in a day of recognition to highlight the impact of national service 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]*, providing vital support to city residents by *[LIST SERVICE ACTIVITIES]*. Throughout Virginia, 6,400 AmeriCorps members make a difference in communities each year serving at more than 560 locations across the Commonwealth. From mentoring children to restoring the environment, members and volunteers serve through AmeriCorps -- touching lives, strengthening communities and encouraging civic involvement.

The Mayor and County 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 and County Day of Recognition is sponsored by the Corporation for National and Community Service (CNCS), the National League of Cities, Cities of Service, and the U.S. Conference of Mayors. Taking place on April 5, 2016, mayors across the country will hold public events and activities to recognize the impact of national service and thanks those who serve. For more information, visit <http://www.nationalservice.gov/special-initiatives/mayor-and-county-recognition-day>.

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[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 President Barack Obama's national call to service initiative, United We Serve. For more information, visit NationalService.gov.

Sample Press Release

For Immediate Release
April 5, 2016

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 April 5, for the fourth annual Mayor and County Day of Recognition for National Service, a nationwide bipartisan effort to highlight the impact of national service in tackling city problems.

“[NAME] 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,” Mayor [NAME]

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 and County 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,” 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.

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.

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[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 ' service initiative, United We Serve. For more information, visit NationalService.gov.

Sample Op-Ed

National Service Strengthens [COUNTY/CITY NAME]

[LEAD OFF WITH ONE OR TWO EXAMPLES OF AMERICORPS OR SENIOR CORPS MEMBERS IN YOUR CITY/COUNTY]
[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 [COUNTY/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 [COUNTY/CITY] citizens making a difference through national service. Altogether, more than [NUMBER OF PARTICIPANTS] AmeriCorps members and Senior Corps volunteers are serving in [COUNTY/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 every day they head out, quietly and without fanfare, to improve lives and strengthen communities.

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

That's why I am pleased to join county officials and mayors across the country today in the Mayor and County Recognition Day 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 – local leaders 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 local 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 millions of Americans in service each year. This agency works hand-in-hand with counties, cities, nonprofits, and other 23 local partners to support high-impact national service at more than 50,000 locations across the country.

Here in [COUNTY/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 OR HOW NATIONAL SERVICE HAS HELPED CARRY OUT COUNTY/CITY-WIDE SERVICE PLAN OR OTHER COUNTY OFFICIAL/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 county official. Today, as we thank national service members for their commitment, let us all pledge to do our part to strengthen [COUNTY/CITY NAME] through service and volunteering.

[COUNTY OFFICIAL/MAYOR NAME] is [TITLE] of [COUNTY/CITY NAME]. To find a volunteer opportunity, visit [WEBSITE WITH LOCAL VOLUNTEER OPPORTUNITIES] or serve.gov. To learn more about AmeriCorps, Senior Corps, and other national service programs visit vaservice.org and NationalService.gov.

Sample Proclamation

[NOTE: NOTE: The city or county-specific data to fill out this proclamation is available in your National Service City or County Profile. To receive your City or County Profile, please contact Tynetta Darden at 804-771-2197, VA@cns.gov .

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

WHEREAS, the nation's counties are increasingly turning to national service and volunteerism as a cost-effective strategy to meet county 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 50,000 locations across the country, including *[NUMBER OF SERVICE LOCATIONS]* in *[COUNTY/CITY]*, bolstering the civic, neighborhood, and faith-based organizations that are so vital to our county'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 *[COUNTY/CITY NAME]*, providing vital support to county residents and improving the quality of life in our county; and

WHEREAS, national service participants increase the impact of the organizations they serve, both through their direct service and by 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; including more than *[DOLLAR AMOUNT OF LEVERAGED RESOURCES]* in *[COUNTY/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 city and county officials nationwide to engage citizens, improve lives, and strengthen communities; and is joining with the National League of Cities, National Association of Counties, Cities of Service, and mayors and county officials across the country for the Mayor and County Recognition Day for National Service on April 5, 2016.

THEREFORE, BE IT RESOLVED that I, *[COUNTY OFFICIAL/MAYOR NAME]*, *[TITLE]* of *[COUNTY/CITY]*, do hereby proclaim April 5, 2016, as National Service Recognition Day, and encourage residents to recognize the positive impact of national service in our community and thank those who serve; and to find ways to give back to their communities.