

**SEPTEMBER 11TH**

**NATIONAL DAY OF SERVICE**

**AND REMEMBRANCE**

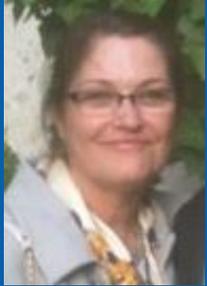
**Welcome!**

**Preparing for 9/11: Maximizing the Value  
of Days of Service**

**Dial in: 1-888-730-9142**

**Passcode: 2382044**

# SPEAKERS



Rhonda Taylor

Senior Advisor and Acting Deputy Director  
Office of Public Engagement and  
Partnerships, CNCS



David Paine, Founder and CEO, MyGoodDeed



Jackie Aker, Marketing Director, CNCS

# HOUSEKEEPING

- When you have a question, please press \*1 on your telephone keypad; you will be placed in the Q/A queue.
- At any point, include comments in the Chat Feature to your right or questions in the Q&A feature.
- At the end of the presentation, the PowerPoint will be emailed to all participants and a recording of today's webinar will posted to: [www.serve.gov/sept11.asp](http://www.serve.gov/sept11.asp)
- If you have any questions after the webinar, please contact [Sept11@cns.gov](mailto:Sept11@cns.gov).

# OBJECTIVES

To Discuss:

- Utilizing days of service to advance your overall mission and sustainability, and grow your volunteer base and champions for your work
- Presenting your data to show the impact from your service work
- Demonstrating accountability to funders and stakeholders
- Telling your story to help justify continued funding and other support
- Achieving maximum value from days of service such as the 9/11 Day of Service & Remembrance

# 9/11 Day of Service and Remembrance

- In 2009, Congress designated September 11th as a National Day of Service and Remembrance and charged the Corporation for National and Community Service with supporting this effort across the country
- CNCS supports 9/11 Day through grants to organizations that will engage their larger network in service activities around the day
  - One of those organizations is MyGoodDeed, which launched the 'I Will' campaign;
  - List of Grantees can be found at: <http://www.serve.gov/sept11.asp>
  - RSVP Grant Competition is coming soon

Learn More at:

[http://www.seniorcorps.gov/for\\_organizations/funding/index.asp](http://www.seniorcorps.gov/for_organizations/funding/index.asp)

SEPTEMBER 11TH

NATIONAL DAY OF SERVICE

AND REMEMBRANCE

I will

JOIN THE  DAY MOVEMENT

# Preparing for 9/11 Day

*Making the Most of  
National Days of Service*

# Capitalizing on Days of Service

- View these as “Open House” days
  - Orient new people to your organization
  - Connect potential and existing supporters with the community that your organization serves
- Give people many different options to support you beyond volunteering
  - Distribute Information
  - Encourage participants to join your mailing list
  - Invite volunteers to tour your organization
  - Provide a way for participants to donate

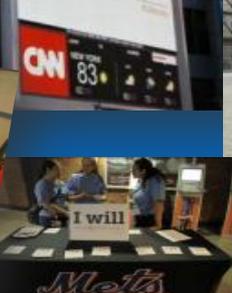
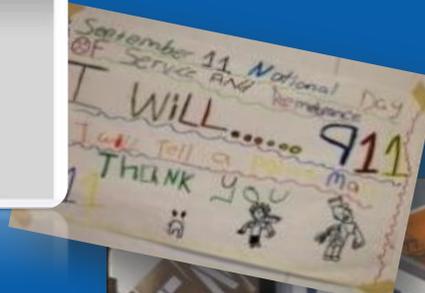
# Capitalizing on Days of Service (Cont'd)

- Emotionally connect participants with your cause
  - Transfer reason for engaging from employer to you
- Plan with the day after in mind
  - How will you bring people back?
  - What goals will you set?

# Capitalizing on Days of Service (Cont'd)

- Collect Data
  - Gather survey feedback – focus on continual improvement
  - What motivated people to get involved? What did participants like? What would they have changed?
  - Use the data to plan for the next day of service
- Measure Success
  - How many people join your mailing list?
  - What percent of these deepen their engagement with your organization?

# I WILL









**People from around the world mentioned  
@911day in tweets**

**#1 Globally Trending User on Twitter on 9/11**

*50 million impressions*

# Join the Conversation

## Globally Trending Users



9/11 Day  
Followers 8145, Following 2244  
I will make a tribute on September 11. I will not forget you that left us. I will remember by doing. What will you do in tribute this 9/11?  
United States



Leandro Damiao  
Followers 104304, Following 166  
Jogador de Futebol... Twitter Oficial.  
Brazil, Porto Alegre-RS



MundoGenial  
Followers 99220, Following 25465  
Si te identificas con algunos tweets. Solo da RT, y Síguenos.  
Venezuela



renata e vcs ?  
Followers 3700, Following 375  
Demi Lovato is a girl who changed my life and taught me to stay strong and I will always love and support it.  
no ? da Thays



Baltimore Ravens  
Followers 48563, Following 33  
The official web site of the Baltimore Ravens.  
Owings Mills, MD



ABC World News  
Followers 55382, Following 263  
The official twitter account for ABC World News with Diane Sawyer. Follow Diane on Facebook:  
<http://www.facebook.com/dianesawyerabc>

# August 16, 2012

# Tweet Chat

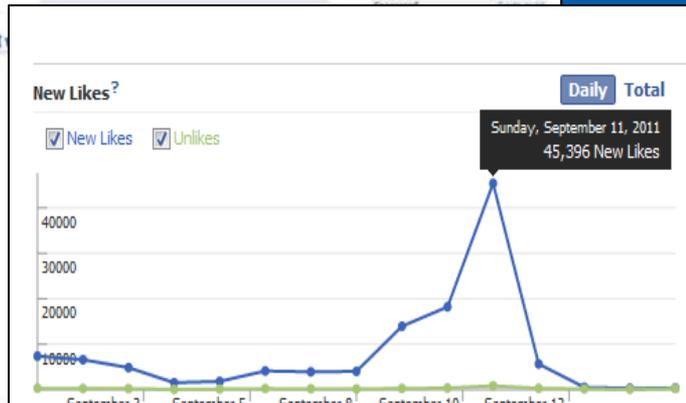
# #911Day

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# Social Media Engagement



- Goal: 1 million fans
- 2011: Generated 300,000 fans in just 60 days
- 45,000 likes on 9/11

# Social Media Engagement

facebook Search for people, places and things Shannon

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Serve.gov  
20,362 likes · 146 talking about this

Like Message

Government organization  
Serve.gov is designed to help Americans create and find opportunities to serve their communities and our nation.

About Photos Likes What is Serve.gov? Volunteer

Post Photo / Video  
Write something...

10 Friends  
Like Serve.gov

Recent Posts by Others on Serve.gov See all

USMC Life  
Please "like" USMC Life, an awesome page with info...

[www.facebook.com/serve](http://www.facebook.com/serve)

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United We Serve  
@ServeDotGov  
Answer President Obama's call to service. | Official United We Serve twitter account, administered by the Corporation for National & Community Service. USA - <http://www.serve.gov>

Follow  
2,658 TWEETS  
945 FOLLOWING  
18,659 FOLLOWERS

Follow United We Serve

Full name  
Email  
Password  
Sign up

Tweets All No replies

United We Serve @ServeDotGov  
Want to support #TeamUSA in #London2012 Olympics? Join #LetsMoveDay on 7/28 w/ @LetsMove go.usa.gov/fDB  
Expand

United We Serve @ServeDotGov  
#DidYouKnow that kids need 60 minutes of active playtime to be healthy? Learn how to help w/ LRLM on @ServeDotGov go.usa.gov/Eh  
Expand

United We Serve @ServeDotGov  
RT @nationalservice: Join NCNS for a webinar on days of service 7/28 at 2 ET. Perfect for #911Day preparations! tinyurl.com/75I8e46  
Expand

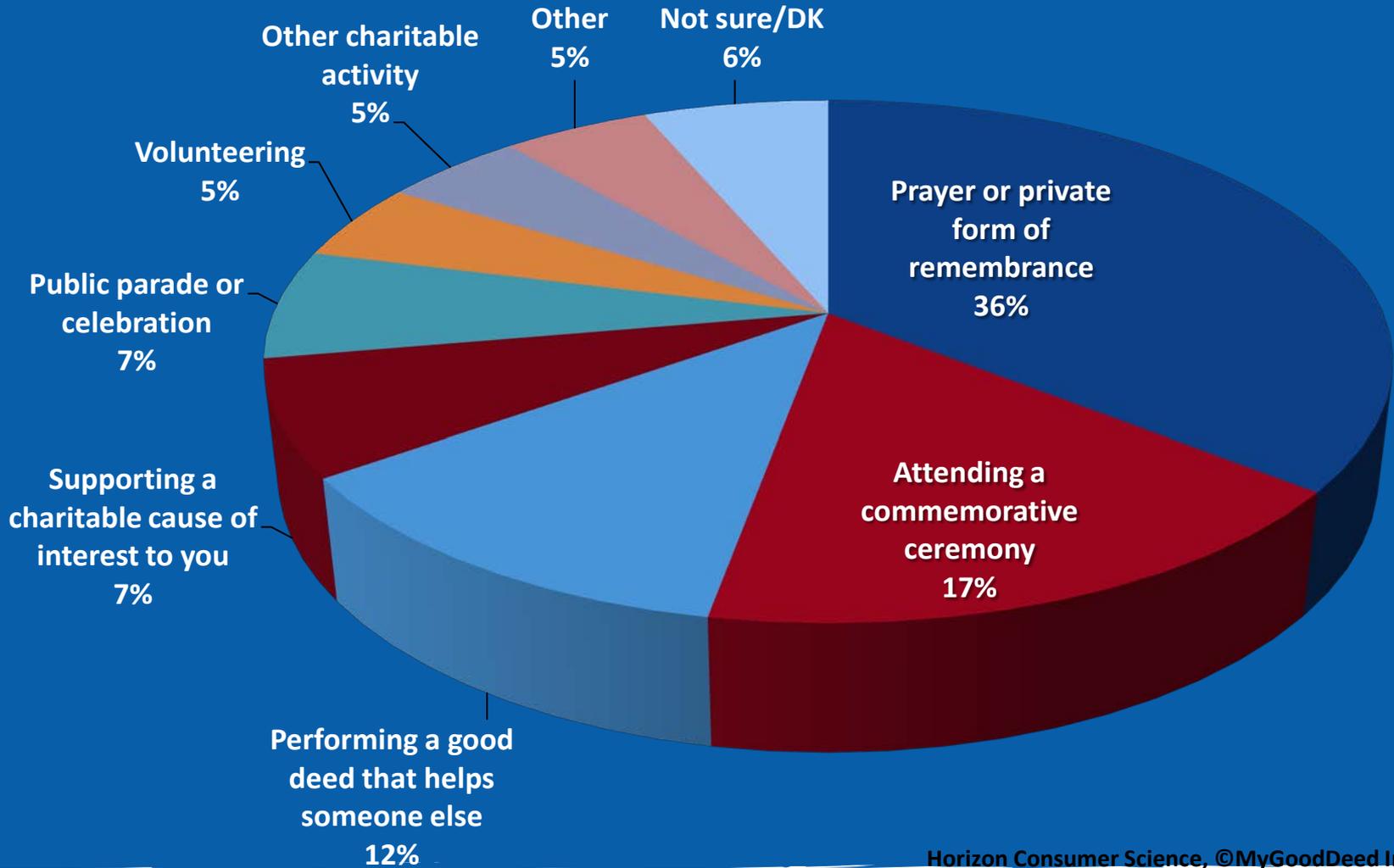
United We Serve @ServeDotGov  
RT @PublicHealth: Hey, I just met you& this is crazy/Disasters happen/So lets get ready! Watch our @GetReady video. goo.gl/Z8DqD  
Expand

United We Serve @ServeDotGov  
Perfect for #LRLM RT @scholastic: On @Pinterest? Follow friends @PARENTandCHILD t.co/0U8jjoB Tweet them w/ content

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Stats Apps Resources Jobs Advertisers

@ServeDotGov

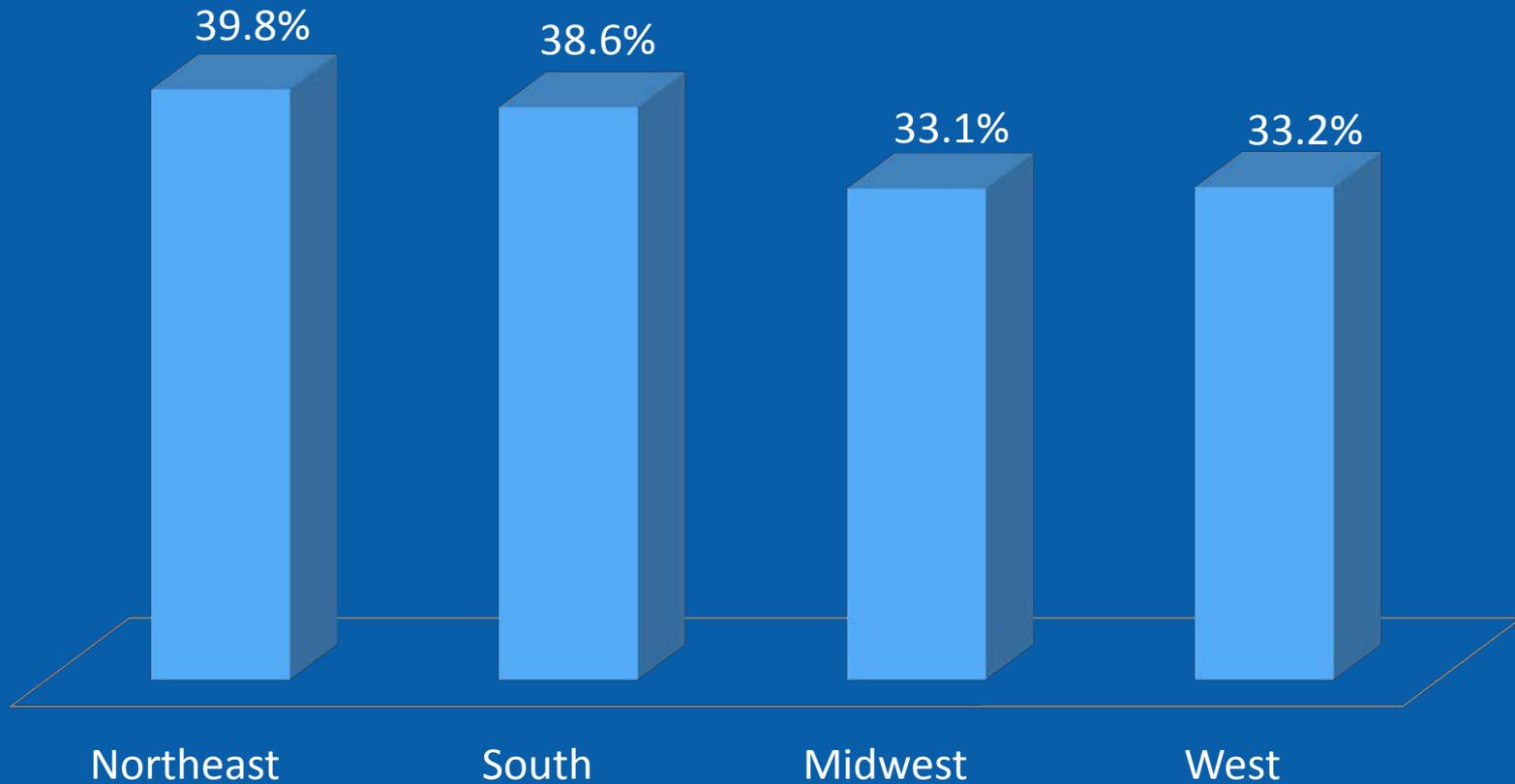
# 33 Million Engaged in Charitable Service!



Horizon Consumer Science, ©MyGoodDeed Inc. 2012

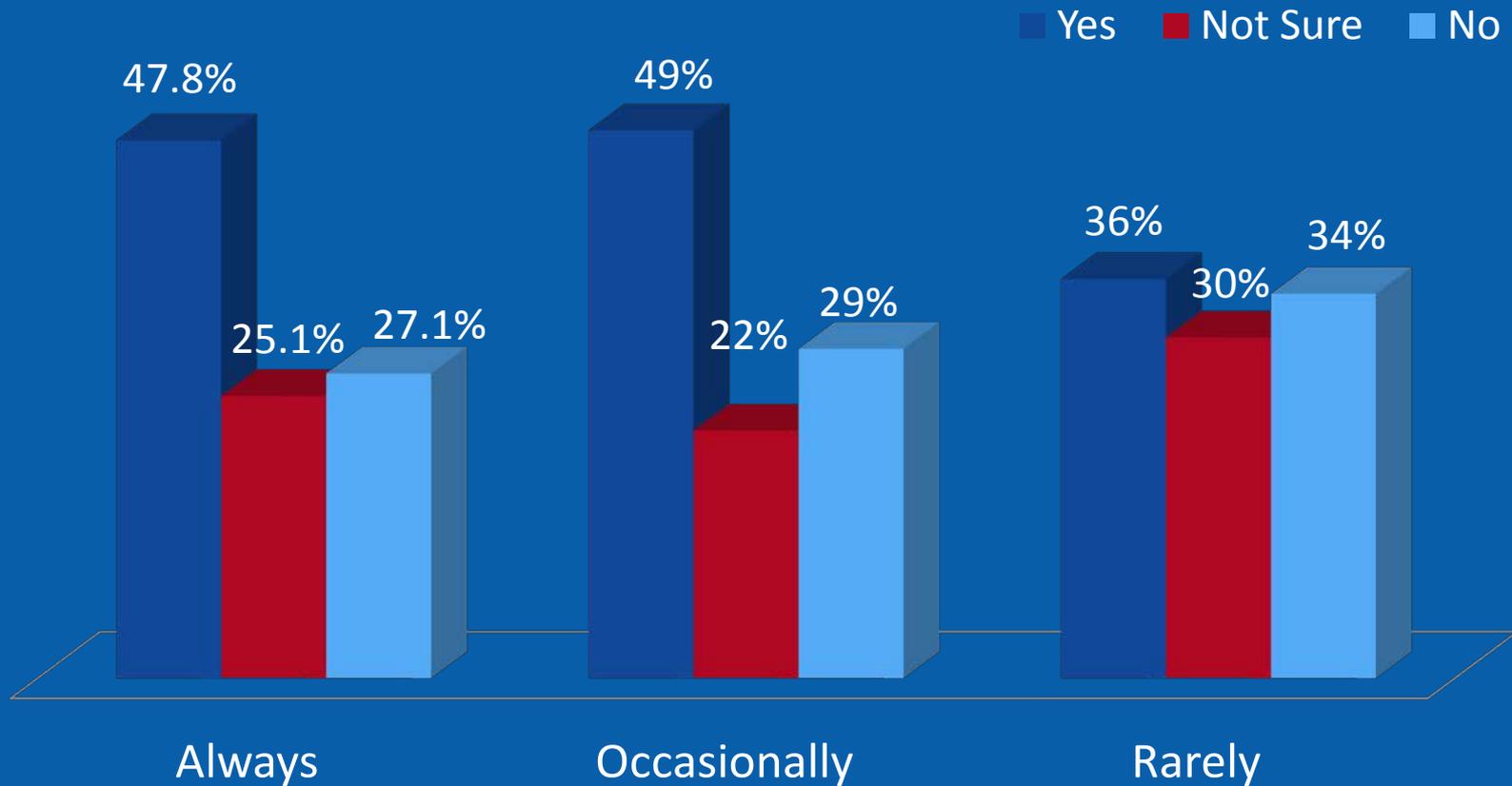
# Where you live...

■ Participating



Copyright. MyGoodDeed Inc. 2011

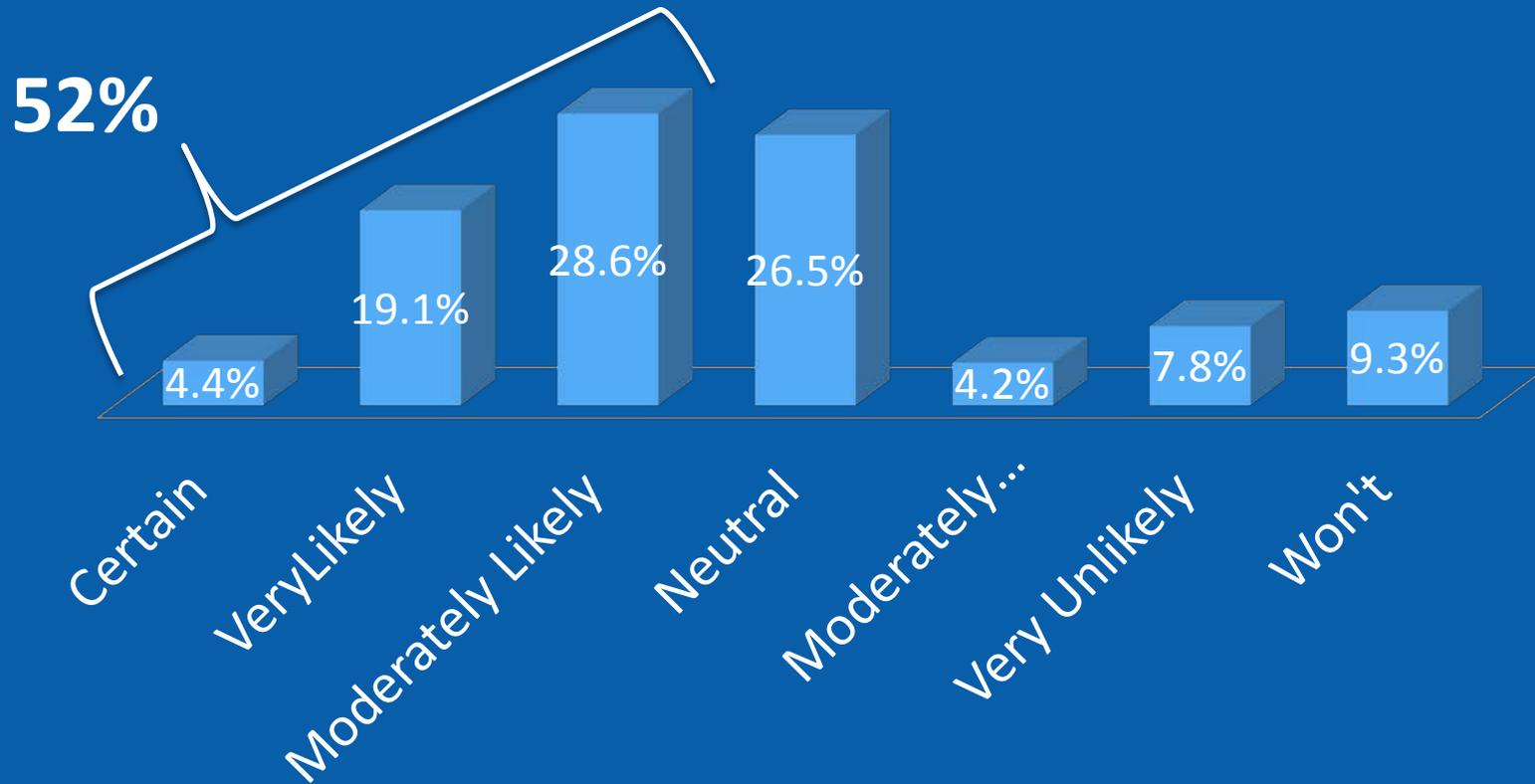
# Frequency of volunteering...



Horizon Consumer Science, ©MyGoodDeed Inc. 2012

# Among those who didn't join...

Will you participate in the future?



Horizon Consumer Science, ©MyGoodDeed Inc. 2012

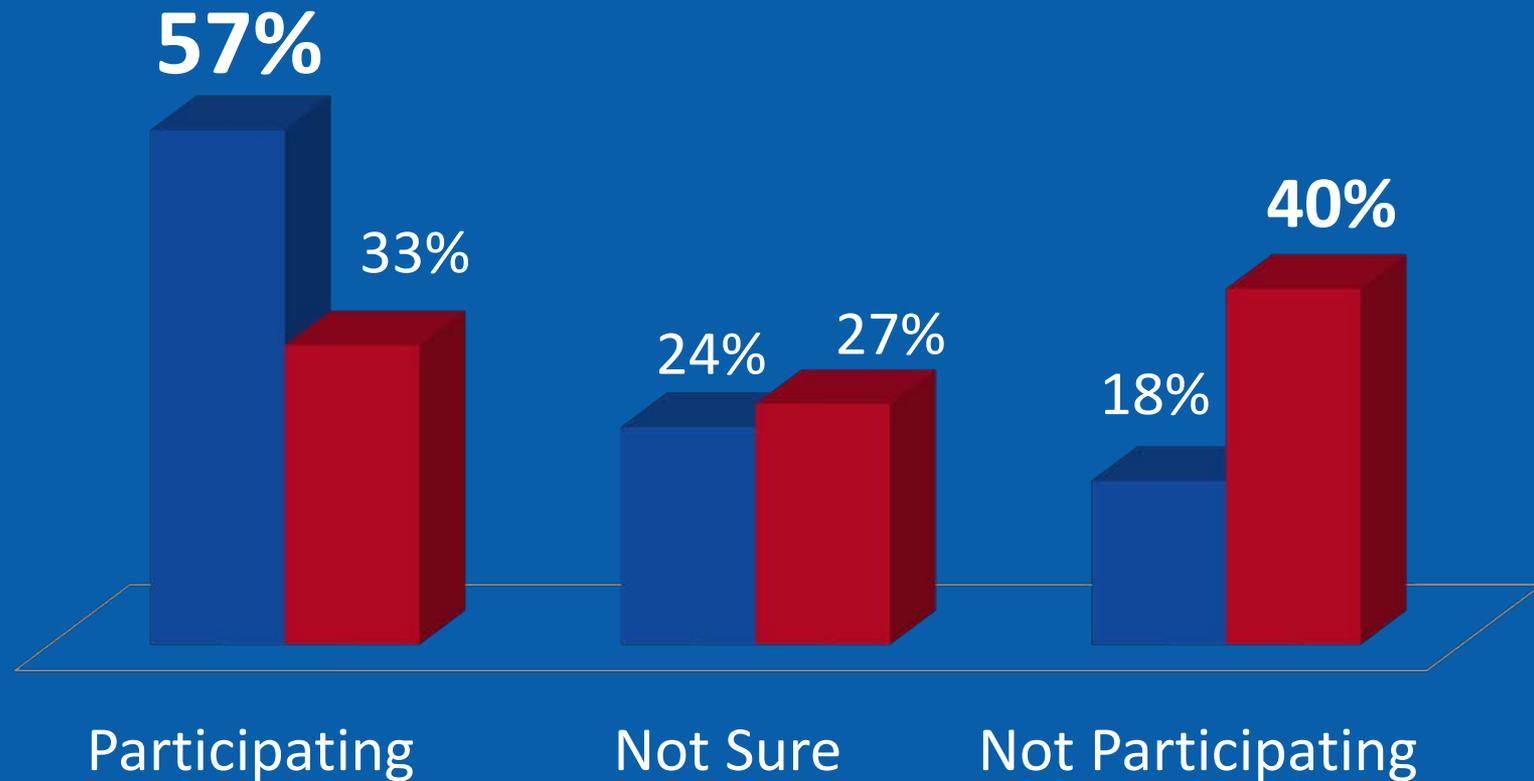
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# Public awareness...

■ Aware ■ Not Aware



Horizon Consumer Science, ©MyGoodDeed Inc. 2012

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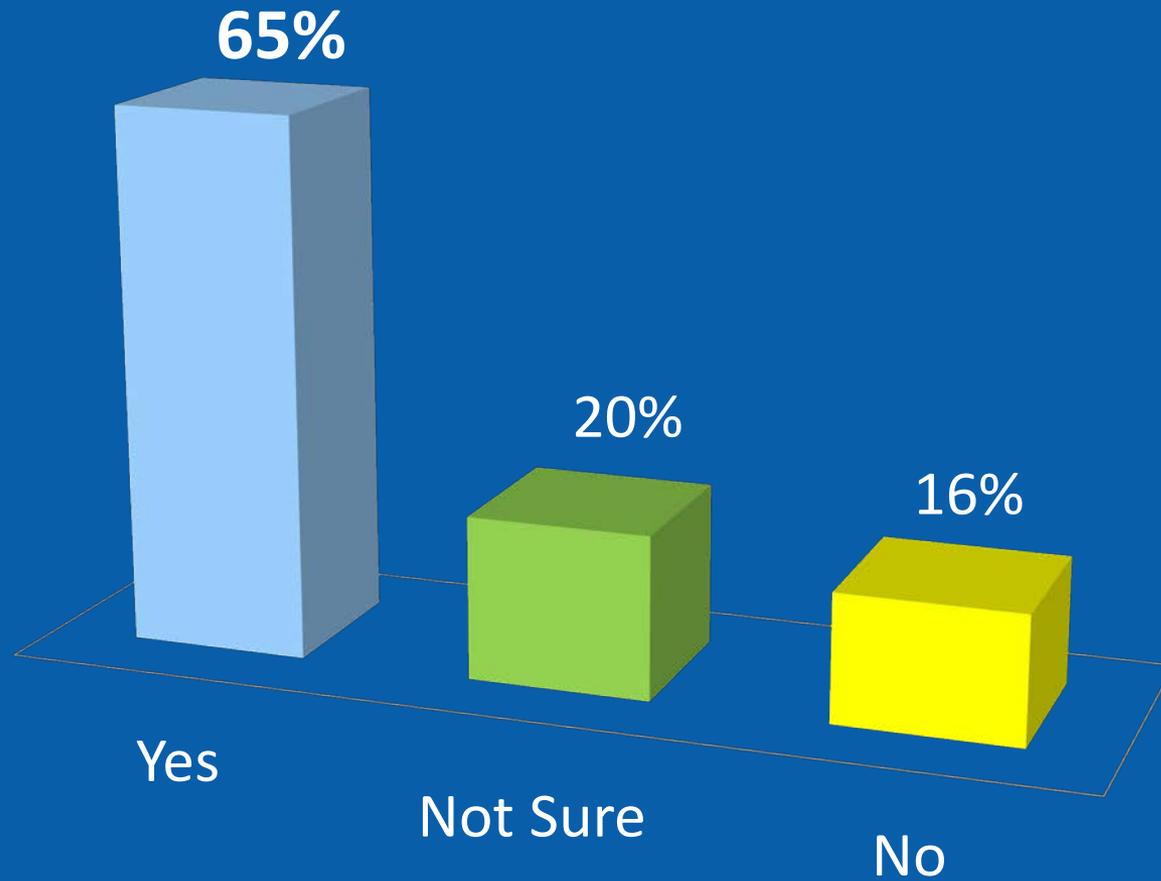


# Building widespread interest

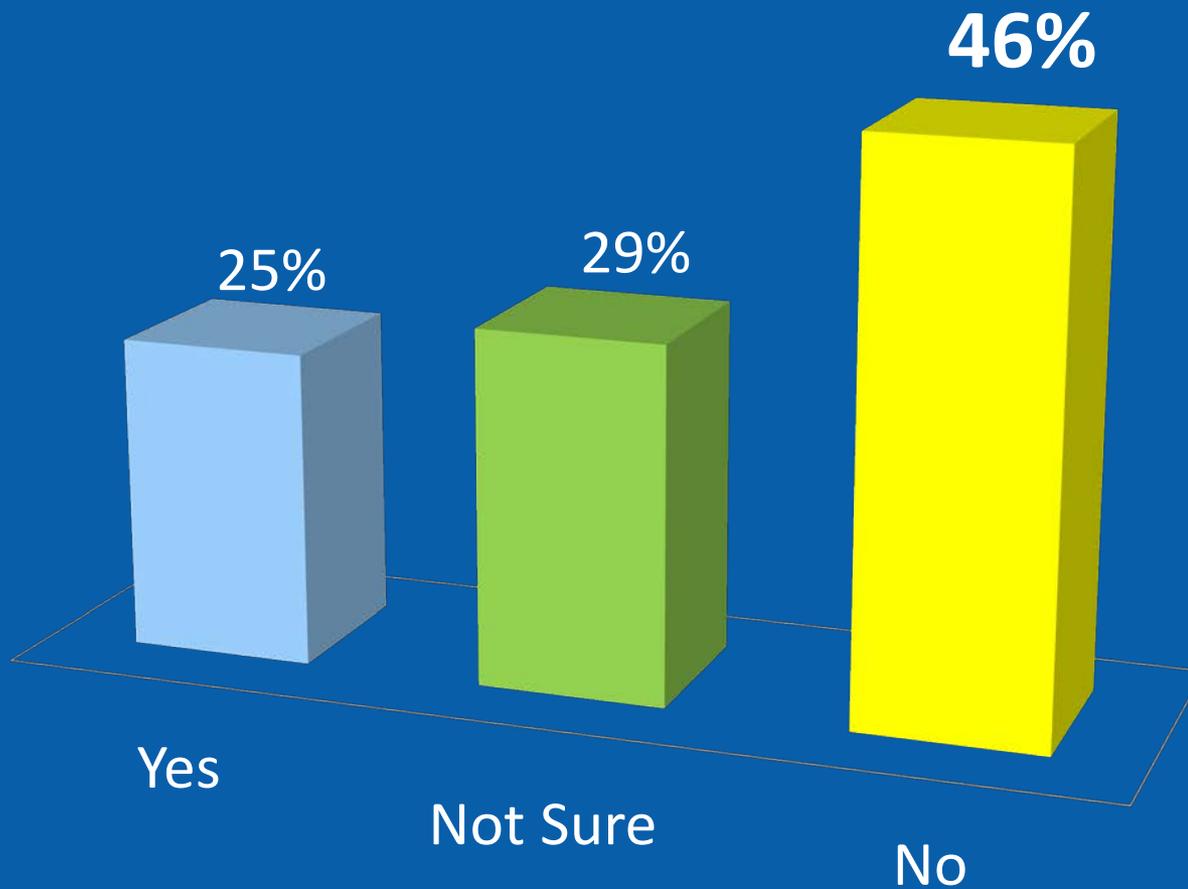


- Launching \$20 million fully integrated PSA campaign featuring top celebrities
  - Nationwide awareness at 30%
  - Most major networks and media companies are donating ad slots
- Leveraging powerful social media strategy through the Web, Facebook and Twitter to generate awareness and participation

# PSAs tripled participation



# If they didn't see them...

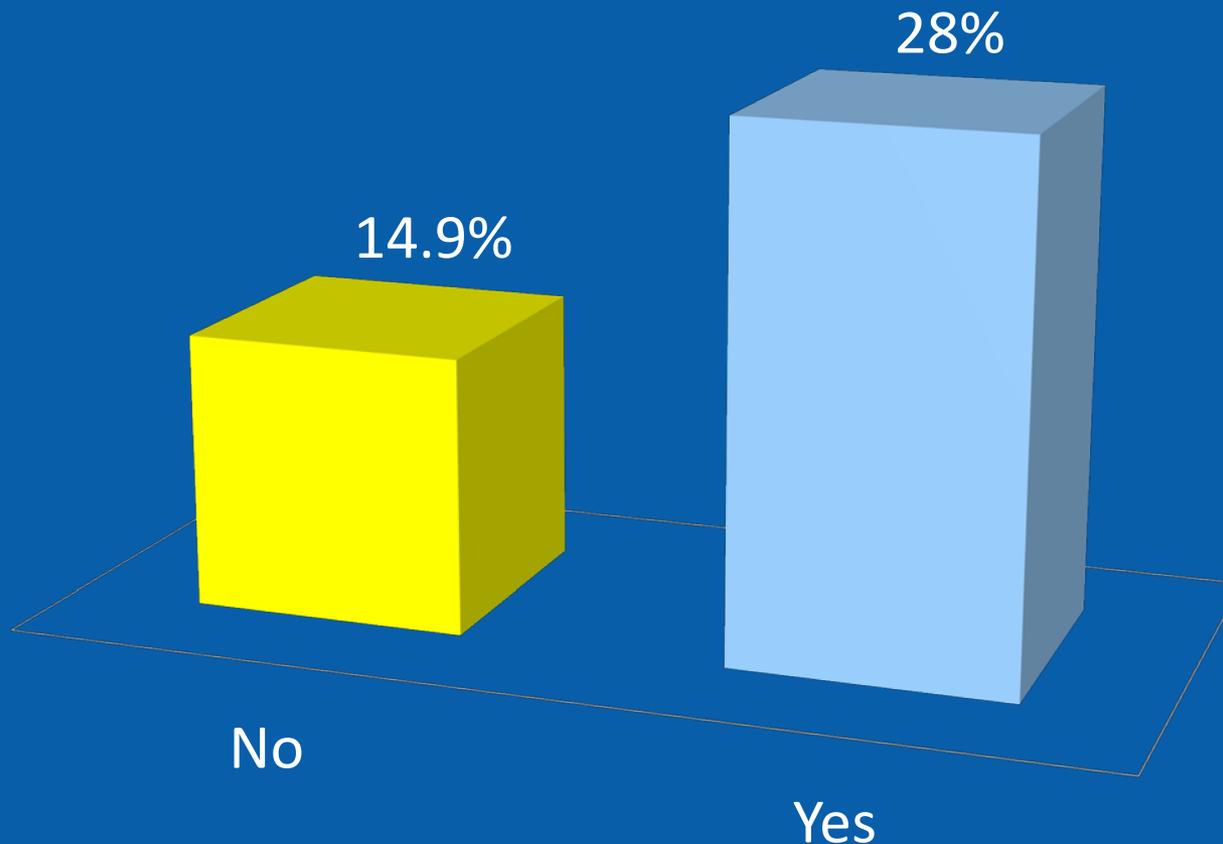


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# Doubled interest in donating...

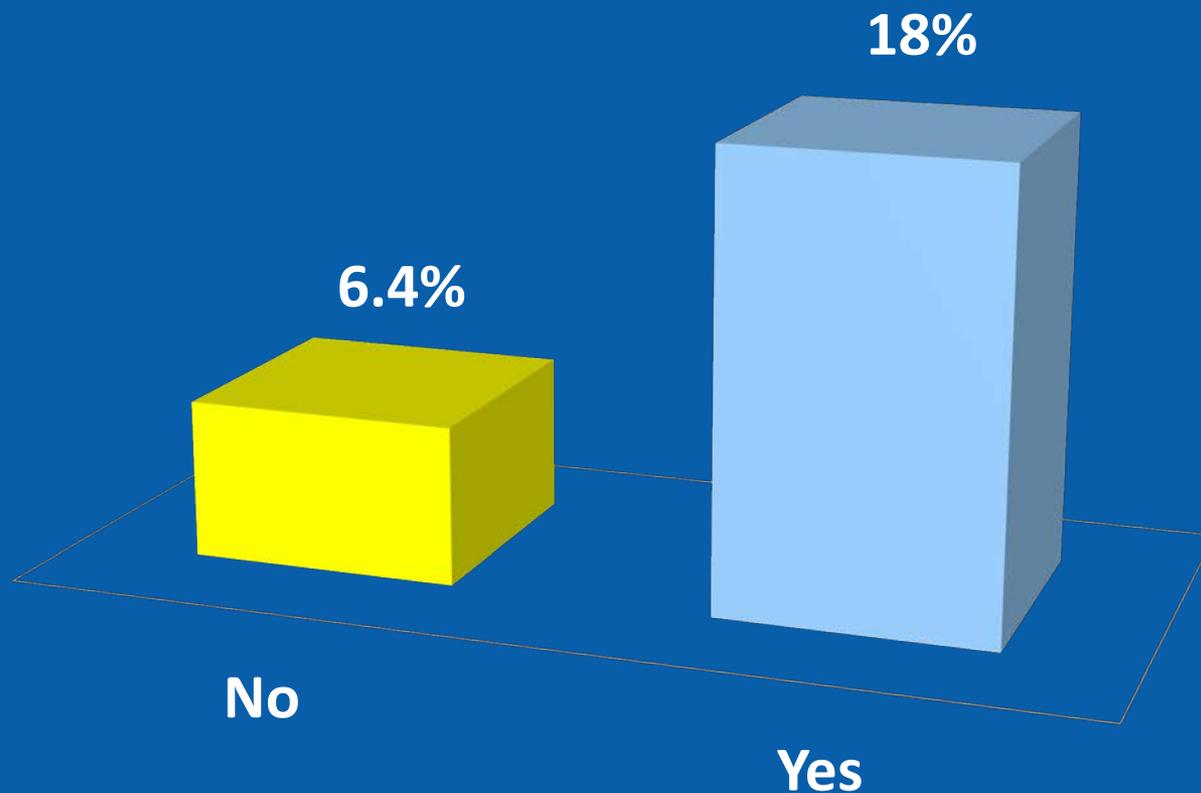


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# Tripled interest in volunteering...



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AND REMEMBRANCE

# Priority Programs – 2012

# Good deeds unite us on 9/11

9/11 Day is a movement built on people uniting through positive action.



I support the 9/11 Day movement

SUPPORT



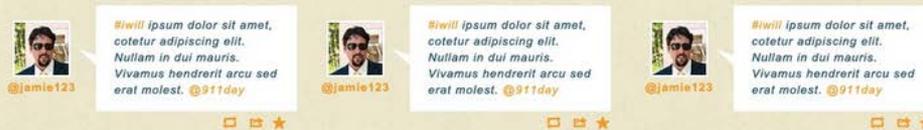
PLEDGE

VIEW VIDEO | WILLS FROM 9/11 DAY SUPPORTERS YOU MAY RECOGNIZE



Celebrity Name

SEE WHAT PEOPLE ARE SAYING ABOUT THE 9/11 DAY MOVEMENT [Follow @911day](#)





# Key New Features

- Simplified volunteer search engine
- Strong social media tools geared to engaging Millennials
- Dedication of service to 9/11 victims by name

# Teaching Future Generations

September 11 National Day  
of Service and Remembrance  
I will Clean my house

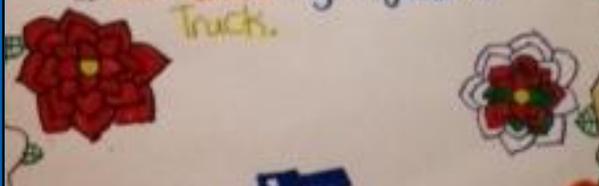


**ARROWHEAD**  
ELEMENTARY SCHOOL  
NATIONAL DAY  
OF SERVICE &  
REMEMBRANCE SEPT 9  
DONATED BY PTA

September 11 National Day  
of Service and Remembrance  
I WILL ..... 911  
I will Tell a story  
THANK you



September 11 National Day  
of Service and Remembrance  
I will wash my neighbors  
Trucks.



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NATIONAL & COMMUNITY SERVICE  
SEPTEMBER 11TH  
NATIONAL DAY OF SERVICE  
AND REMEMBRANCE  
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# Impact Service Projects

- Provides training opportunities for military veterans
- Partnering with Mission Continues, Volunteers of America and others
- Signature projects in NYC, Dallas, Chicago, L.A., SF, Minneapolis and Washington DC
- 200-500 volunteers in each city



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DEPARTMENT OF  
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COMMUNITY  
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SEPTEMBER 11TH

NATIONAL DAY OF SERVICE

AND REMEMBRANCE

I will

JOIN THE  DAY MOVEMENT

# Resources

*Tools to Help You Make Most of  
National Days of Service*

# RESOURCES

Corporation for NATIONAL & COMMUNITY SERVICE

Contact Us: 1-800-942-2677

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Publication ID: CNS036  
Publication Date: 06/11/12  
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CNS039

[MLK Drum Major Fact Sheet](#)  
CNS038

### Popular Products

[MLK Day Bookmarks \(set of 25\)](#)  
CNA235

[MLK Day Stickers \(16 stickers per sheet\)](#)  
CNA236

### National Service Gear

### Product Search

Title/Pub ID/Keyword:  Go

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#### Search By Program/Initiative

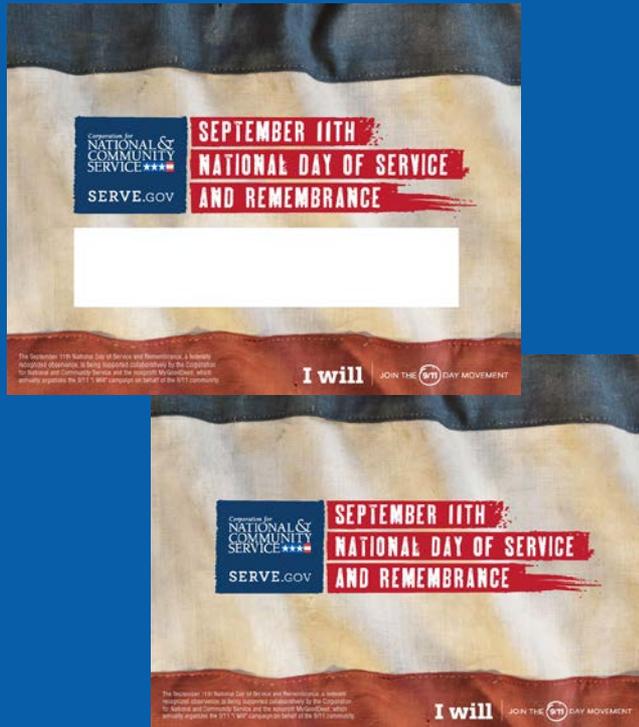
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- 9/11 Button
- 9/11 Pin
- Door Hanger
- Bookmark
- Poster
- Sticker

# RESOURCES



Poster/Site sign

Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE

Fact Sheet

1201 New York Ave., NW  
Washington, DC 20525  
202-606-5000  
www.cncs.gov/sep11.asp

## September of Service



The September 11th Day of Service and Remembrance is an effort among groups, who wanted to honor the sacrifice of 9/11. In 2009, Congress designated September 11th as National Day of Service and Remembrance (CNCS) with support from the President.

This year, on the days before and after the September 11th attacks, people of all ages and backgrounds are encouraged to serve and honor their memories.

**What Is the 9/11 National Day of Service and Remembrance?**  
Starting in 2002, 9/11 Day support groups wanted to create a national day of service and remembrance in honor of those who were killed on 9/11. The September 11th National Day of Service and Remembrance, a federal observance, is being supported by the Corporation for National Community Service and MyGoodDeed, which are part of the 9/11 "I Will" campaign.

**Why Serve on the 9/11 National Day of Service and Remembrance?**  
Following the September 11th terrorist attacks, Americans united in a remarkable spirit of patriotism, and compassion. Given the tragedy

community needs including disaster services, economic opportunity, education, environmental stewardship, health, and supporting veterans and military families. Successful projects typically provide participants the opportunity to both serve and reflect on the events of 2001.

For 2012, CNCS especially encourages projects that support veterans and military families or organizations to carry out projects which provide support to active duty service members, their families, and the veteran community as well as projects that help communities become better prepared for disaster and emergency situations or address educational needs.

### Who Can Participate?

People of all ages, backgrounds, and abilities are encouraged to serve, and to make the day the beginning of an ongoing commitment to a cause that is meaningful to them and addresses a need in their communities.

### How Can I Continue to Serve After the 9/11 Day of Service and Remembrance?

Continue your service by connecting your 9/11 Day activities to service work being done in your community year round. Take the opportunity to find out more about the needs of your community and the organizations and individuals who are working to address them, and then find a way to plug in.

As part of the United We Serve Initiative, President Obama has called upon all Americans to make service a part of their daily lives. Where and how you serve is up to you. The important thing is to get involved. Visit <http://www.cncs.gov/sep11.asp> to find a volunteer opportunity in your area, or for ideas on planning your own project.

### 2011 Tenth Anniversary Highlights

On the tenth anniversary of the 9/11 attacks, service and remembrance activities occurred in all 50 states, ranging from food drives and school beautification to disaster preparation and neighborhood cleanups, with many focused on supporting veterans, soldiers, military families, and first responders.

Hundreds of thousands of Americans joined in service projects, including the First Family, cabinet secretaries, governors, mayors, and nonprofit and business leaders.



1201 New York Ave., NW • Washington, DC 20525 • 202-606-5000  
www.cncs.gov/sep11.asp

July 2012

Additionally, CNCS introduced a special 10th Anniversary Challenge, awarding grants to organizations to support future September 11th Day of Service and Remembrance activities.

### September 11th Day of Service Partners

CNCS joins with My Good Deed and other 9/11 family organizations, and works in collaboration with numerous national nonprofit organizations, faith-based and community groups, state service commissions, and other government agencies, to lead the National Day of Service and Remembrance.

As part of its leadership role, CNCS awards grants to organizations to support service activities on and around 9/11. In 2012, CNCS is awarding grants to 21 organizations to develop and coordinate service and remembrance activities. For a list of grantees and partners, visit <http://www.cncs.gov/sep11.asp>.

### Resources

A variety of free September 11th National Day of Service and Remembrance resources for individuals and organizations are available at <http://www.cncs.gov/sep11.asp>.

These include:

- Tool to register your 9/11 Day project
- Tool to find a 9/11 Day project
- Toolkits that provide step-by-step instructions for planning a project
- Logos and other digital media materials

To register your 9/11 Day project, go to <http://www.cncs.gov/sep11.asp> and click "register your project."

To sign up for updates on the September 11th National Day of Service Remembrance or other topics, go to [NationalService.gov](http://NationalService.gov) and look for the email updates sign-up box.

### About CNCS

The Corporation for National and Community Service is a federal agency that engages more than five million Americans in service through Senior Corps, AmeriCorps, and other programs. It also leads President Obama's national call to service initiative, United We Serve. For more information, visit [NationalService.gov](http://NationalService.gov).

Factsheet



# RESOURCES



Button



Pin



Sticker

# Resources



Door Hanger



Bookmark

# Resources

**I will**

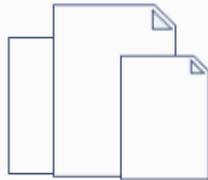
JOIN THE **9/11** TRIBUTE MOVEMENT

[About](#)

[Tools & Resources](#)

[Share the movement](#)

## Tools & Resources for Organizations & Schools



### Toolkits & Register Your Project

Browse toolkits for organizations, employers and other groups. If you represent a nonprofit, you can also register your 9/11 volunteer projects in our database.

[Request Toolkit Pack](#)



### Teaching Tools

Download age appropriate lesson plans and other resources for teachers and other educators, developed in partnership with Scholastic and leading 9/11 groups.

[Request Teaching Kit](#)



### 9/11 Day Logos/Assets

Get Official "I Will" and 9/11 Day logos, videos, banner ads, and other assets for posting on your website, blog or materials.

[Request 9/11 Day Assets](#)

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# Q & A

# FEEDBACK

- Please complete the short poll to the right; we appreciate any feedback you share!
- Share in the chat feature any other resources or information that we can provide to you to assist with your 9/11 Day of Service planning.
- Everyone registered for the webinar will receive a copy of the PowerPoint by email. It will also be posted to [www.serve.gov/sept11.asp](http://www.serve.gov/sept11.asp)
- Please contact [Sept11@cns.gov](mailto:Sept11@cns.gov) with any questions.

# Thank You!

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