



Corporation for National and Community Service

September 11 National Day of Service and Remembrance

Media Resources 2012

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Key Messages

- In less than two weeks, the nation will mark the 11th anniversary of the September 11, 2001 terrorist attacks. We encourage you to honor those who were lost and those who rose in service in response by participating in the [September 11th National Day of Service and Remembrance](#).
- We will never forget that tragic day. The innocent lives lost, the bravery of those who responded, and the remarkable spirit of unity and compassion that swept the country in the aftermath.
- The anniversary of September 11 is a day of history, emotion, and reflection for most Americans. Over the last ten years, this day has also come to symbolize the resilience, kindness, and unity of the American people.

Background on the National Day of Service and Remembrance

- Beginning in 2002, family members who lost loved ones in the 9/11 attacks began to seek a forward-looking tribute to honor the sacrifice of those lost and pay tribute to those who rose up in service. They believed that engaging in service on the 9/11 anniversary was a productive and respectful way to honor those who died and create a legacy of compassion and action to help meet the challenges we face today.
- Thanks to the leadership of the families, the bipartisan 2009 Edward M. Kennedy Serve America Act designated the day as [September 11th National Day of Service and Remembrance](#) and charged the Corporation for National and Community Service (CNCS) with supporting this effort across the country. Every year, CNCS works with MyGoodDeed and hundreds of other organizations across the country to make the anniversary of 9/11 a lasting tribute.
- In 2011, the President asked Americans to remember the lives of those lost, pay tribute to those who rose up in service, and honor those who serve our country today by engaging in service on the 9/11 weekend. We are calling on organizations of all kinds – nonprofit and national service, community and faith-based, educational and business – to heed that call and organize or participate in service and remembrance activities.
- As the President said in a 2011 [weekly address](#), “There are so many ways to get involved, and every American can do something. 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.



Opportunities in Unite in Service in 2012

- This year, Americans of all ages and backgrounds will serve in their communities in honor of 9/11. Projects will range from food drives and home repairs to neighborhood cleanups and disaster preparation activities. In many areas, volunteers will honor veterans, soldiers, or first responders by collecting donations, assembling care packages, and writing thank you letters.
- We know that many of you are also planning to host an event, and we strongly encourage you to post your opportunity at Serve.gov. Doing so will bring attention to your project and connect you to the many others seeking to give back on a day that has already tied so many of us together.
- With the combined efforts of individuals and organizations across the country, we will remember the solemn occasion of September 11 by uniting Americans in a renewed commitment to service.

What Organizations Can Do

- Post your volunteer opportunities on Serve.gov.
- Organize your own service project using one of our [toolkits](#).
- Use the "#911day" and "#IWill" hashtags on [Twitter](#).
- [Place a September 11th banner](#) on your website or blog.

What Individuals Can Do

- Find a September 11th volunteer opportunity near you by visiting Serve.gov
- Share your story of service on the [Serve.gov Facebook wall](#).
- Describe a good deed or charitable activity to honor 9/11 victims, survivors and those that rose in service in response to the attacks at the "[I Will: the 9/11Tribute Movement](#)"



Sample Press Release

FOR IMMEDIATE RELEASE
September [XX], 2012

CONTACT: [NAME]
[PHONE, EMAIL]

Community Unites in Service to Commemorate September 11

Volunteers [DESCRIBE LOCAL PROJECT] as part of National Day of Service and Remembrance

[CITY, STATE] – [NAME OF ORGANIZATION] led [NUMBER] [CITY] residents in [BRIEF DESCRIPTION OF THE PROJECT] today to mark the 11th anniversary of the 9/11 attacks as part of a national day of service and remembrance. [CITY NAME] residents joined other volunteers across the country in honoring those who were lost on that day and celebrating the spirit of unity that swept the nation in the aftermath.

“In the wake of the attacks, Americans watched, mourned and responded in unity,” said [ORGANIZER NAME], the [TITLE] of [ORGANIZATION]. “Today, we are seeing Americans remember that unity and through the power of service, strengthen their communities and recall the good that came from that day.”

[PROJECT-SPECIFIC INFORMATION].

September 11 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 brings the 11th anniversary of the attacks along with projects spanning from coast to coast. These projects include delivering meals, refurbishing schools and community centers, collecting food and clothing, signing up mentors, reading to children, promoting nonviolence, and more.

September 11 is a day of history, emotion, and reflection for most Americans and the day of service provides an opportunity to join neighbors and local leaders to rekindle the kindness and unity shown on that day.

[DESCRIPTION OF ORGANIZATION]

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



Sample Blog Post

'I Will': What Will You Do in Honor of September 11th?

Originally presented in 2002 by 9/11 families and support networks, the [September 11th National Day of Service and Remembrance](#) honors the victims, survivors, and families of 9/11 through service-oriented programs. The 9/11 Day of Service has come to symbolize the culmination of our nation's enduring unity, engaging millions of volunteers and communities each year.

[ORGANIZATION] is encouraging all [LOCATION] residents to participate in this Day of Service, empowering citizens to pay tribute and participate in the remarkable service projects happening locally.

[DESCRIPTION OF SERVICE ACTIVITIES]

These service opportunities are made possible through a grant from the Corporation for National and Community Service (CNCS), the federal agency tasked with leading the day of service. This year, CNCS is partnering with [MyGoodDeed](#), a 9/11 nonprofit that works annually to promote remembrance activities, service, and “good deeds” in honor of those who were lost.

Here's how you can take part:

- Register to service on September 11 at [PROJECT REGISTRATION DETAILS]
- Tweet your “I Will” service pledge using the hash tag #911day
- Post your plans on [Facebook](#)
- Find a project, get project toolkits, or recruit volunteers by visiting the [September 11th National Day of Service and Remembrance](#) website
- Join the millions of Americans who will roll up their sleeves and get ready to serve for the upcoming September 11th National Day of Service and Remembrance.



Sample Social Media Messages

Twitter

- Did you know 9/11 is a Nat'l Day of Service? Learn more from @servedotgov <http://go.usa.gov/OYA> #911Day
- Will you pay tribute to heroes as a volunteer this September 11? Find an opportunity at serve.gov #911Day #IWill
- This September 11 #IWill make @nationalservice a part of my #911Day activities <http://go.usa.gov/OYA>
- Service is a way to honor the heroes of September 11. Find out how: <http://go.usa.gov/OD9> #911Day #IWill
- Honor the heroes of 9/11 by pledging #IWill Serve. How will you salute them? <http://go.usa.gov/OD9> #911Day
- [LOCATION] is paying tribute to 9/11 heroes & victims. Join in by serving [insert info + link] #911Day
- Tomorrow, [insert state] will join a nation in #911Day activities. You can too as a volunteer. [insert link]

Facebook

- Will you pay tribute to a 9/11 hero on this 10th anniversary? Volunteering is a great way to honor their spirit and sacrifice. Search for a project near you. [LINK TO: <http://go.usa.gov/OYA>]
- 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?
- Join [insert state] in as they pay tribute to 9/11 heroes and victims through service at [insert service event]. [LINK TO: service event details]