

## Yosi Sergant

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**From:** Abernathy, Nell L. [NAbernathy@cns.gov]  
**Sent:** Thursday, August 06, 2009 3:10 PM  
**To:** Yosi Sergant; [REDACTED]  
**Subject:** RE: New Invitation  
**Attachments:** image001.gif

Getting more info – but they were just at white house launching the [REDACTED] campaign for 9/11. seems in line with what we're talking about.

[http://\[REDACTED\]](http://[REDACTED])

Nellie Abernathy  
United We Serve  
Corporation for National and Community Service  
202-606-6766  
Nabernathy@cns.gov

## United We Serve

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**From:** Yosi Sergant [mailto:yosi@arts.gov]  
**Sent:** Thursday, August 06, 2009 3:09 PM  
**To:** Abernathy, Nell L.; [REDACTED]  
**Subject:** RE: New Invitation

I think [REDACTED] and [REDACTED] should for sure... don't know what [REDACTED] is doing.

**Yosi Sergant**  
**Director**  
**Office of Communications**  
**National Endowment for the Arts**  
1100 Pennsylvania Avenue NW, Room 614  
Washington DC 20506  
202-682-5570 office  
[REDACTED] cell  
[yosi@arts.gov](mailto:yosi@arts.gov)

**From:** Abernathy, Nell L. [mailto:NAbernathy@cns.gov]  
**Sent:** Thursday, August 06, 2009 3:07 PM  
**To:** [REDACTED], Yosi Sergant  
**Subject:** RE: New Invitation

Cool. Are we interested in [REDACTED] or [REDACTED] talking about what they are doing – providing examples? Or do you already have ideas for which groups you want to share on that?

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# United We Serve

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**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Thursday, August 06, 2009 1:49 PM  
**To:** Abernathy, Nell L.; Yosi Sergant  
**Subject:** Re: New Invitation

I am awaiting confirmation on two more hosts. It will definitely go out by 5PM today. I will send you both the final version.

Thanks  
[REDACTED]

----- Original Message -----

**From:** Abernathy, Nell L.  
**To:** [REDACTED]; Yosi Sergant  
**Sent:** Thursday, August 06, 2009 1:43 PM  
**Subject:** RE: New Invitation

This is great. When's it going out?

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## United We Serve

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**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Wednesday, August 05, 2009 3:37 PM  
**To:** Yosi Sergant; Abernathy, Nell L.  
**Subject:** New Invitation

Hello Yosi & Nellie,

Here is the new invitation!

Yosi -- did you have in mind putting the host's name on the call? or in those spaces (highlighted in yellow) do we want to put your name, Nellie's name and the person who will be joining from White House? Is Kal interested in joining us?

Lastly, once I get your list of suggestions, I will go over and make the appropriate phone calls and emails to all the people that we would like to invite to participate on the call.

Thanks!  
[REDACTED]

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Dear XXXXX,

A call has come in to our generation. A call from the top. A call from a house that is White. A call that we must answer. And to answer it, we need you.

**Please join , \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ as we heed the President's call to action this summer — United We Serve.**

*United We Serve* is President Obama's call to service challenging all Americans to engage in sustained, meaningful community service. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth, focusing on core areas of the recovery agenda – health care, energy and environment, safety and security, education, community renewal.

Now is the time for us to answer this call. It is time for us as a group of artists, promoters, organizers, influencers, marketers, tastemakers, leaders or just plain, cool people to join together and work together to promote a more civically engaged America and celebrate how the arts can be used for a positive change! No one knows our communities better than we do. No one can inspire as much as we can. We have a unique role to play in making service accessible and fun for those who are not accustomed to volunteering. We know that engaging all Americans in service means we must expand the idea of service. Already, you are helping us to re-frame the image of volunteerism.

The *United We Serve* team, in collaboration with the *White House Office of Public Engagement* and *The National Endowment for the Arts* is hosting a conference call outlining steps our community can take to spread the message of service and highlight the service work artists already perform in communities nationwide.

**Please join us!**

Date **August 10, 2009**  
Time **2PM EST / 11AM PST**  
Call In: **888-324-6998**  
Passcode: **50912**

**PLEASE RSVP to [REDACTED] at [REDACTED]**

On the call we will hear from the United We Serve about the initiative and their plans for 9/11, a new National Day of Service and Remembrance, hear from the National Endowment for the Arts about the role artists play in shaping our communities and this initiative and brainstorm. Further, we will hear from others who have successful models of engagement and recruit stories of how arts service can be fun, engaging and youthful. *United We Serve* initially runs from June 22 through September 11, but it will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

We hope that you will join us on Monday. Attached you will find a flyer about United We Serve, information about posting stories and an agenda.

## **AGENDA**

### **I. Intro -**

- a. Who's on the call
- b. What UWS is
- c. Why the arts community has a unique role to play

### **II. Specific asks**

- a. Weekly conference call with UWS in lead up to 9/11
- b. Media event on or around 9/11
- c. Employ your media connections
- d. Blog posts before 9/11 on [Serve.gov](http://Serve.gov)
- e. Next step – follow up with Nellie, think about event, jump on call next week to share

### **III. Examples of success**

- a. Example from caller
- b. NEA wrap-up

### **IV. Q and A**