

Yosi Sergant

From: [REDACTED]
Sent: Wednesday, August 12, 2009 3:33 PM
To: ;
Cc: Yosi Sergant; Abernathy, Nell L.
Subject: United We Serve // Actions Items // Contact List // Next Steps...
Attachments: United We Serve Email List.xlsx

Hello United We Serve Familia!

Over the past few days, I have heard from many of you...and the conversations, emails, facebook messages and tweets have all been really, really exciting. The energy that was created from just that one phone call on Monday has led to a wave of ideas, thoughts, suggestions and so much more on how we can participate in the United We Serve campaign (www.serve.gov). As per a suggestion on the call, below is a list of action items that might be helpful to inspire an idea on how you can participate in the campaign (however, if there are other ideas that you have, I am sure they are just as good as anything suggested below or even better!). Also, please find attached a contact list for those who were on the call.

Here are the folks from the administration who joined us:

Yosi Sergant, Director of Communications, National Endowment For The Arts yosi@arts.gov

Nellie Abernathy, Outreach Director, United We Serve Nabernathy@cns.gov

Buffy Wicks, White House Office Of Public Engagement

Look forward to speaking to you all again on our next call on Monday. Please feel to contact me at anytime at my email or at [REDACTED] -- If I made any mistakes in your information, please let me know.

I am inspired by all the extraordinary commitment to service by this amazing group of people!

Best,
[REDACTED]

- 1) **Serve in your community.** You are probably already working to improve health care or green a neighborhood. Reach out to friends, colleagues and fans to serve with you. Ask five to pledge to serve with you. **Ex)** Organize groups of students to clean up abandoned lots and create installations with the collected debris.
- 2) **Create or identify a unique service event to highlight and use your media network to draw attention to the impactful work.** Small service activities can have a huge impact if you lend them your megaphone. **Ex)** If you are a painter spend an afternoon volunteering with a local afterschool program and promote pictures/video on your blog.
- 3) **Help tell the story of service.** **Ex)** If you are a film maker, make a short video re-framing service as accessible and push it out through your online networks.
- 4) **Organize your professional network to serve.** **Ex)** If you are a graphic designer tap into your professional network and organize other designers to create a series of United We Serve posters that can be featured in print, through social media and on serve.gov. **Ex)** If you are a DJ, tap into your

professional network and organize other DJs to promote Serve.gov or a specific local opportunity on the radio or at a club.

- 5) **Promote United We Serve to your fan base.** As a taste-maker you have influence over a network of people who follow your movements through blogs, or twitter, or local events. Use these opportunities to promote service. **Ex)** Work with the United We Serve team to get a list of service events occurring in your community and devote space on your website to covering the activity each day from now until September 11th.
- 6) **Help the resource-strapped United We Serve team navigate on line media.** Design attractive and efficient web tools or widgets to help spread the word.
- 7) **Begin planning a post-September 11th project to announce on 9/11.** Honor the National Day of Service and Remembrance by pledging to use your skills to serve. **Ex)** Unveil a film series at a local venue that will promote a service message.
- 8) **Share your story.** Jump on a follow up conference call next Monday at 2pm EST (888-324-6998, passcode: 50912) and tell us what you're doing to answer the President's call. Or email [REDACTED] and share your story.