



United We Serve FAQs for Elected Officials

Q: What are the most important things I can do to promote and participate in this service initiative?

A:

1. Promote *United We Serve* and Serve.gov throughout the summer and beyond by encouraging your employees and local partners to participate.
2. Add a logo to your homepage and any service-oriented websites run by your staff.
3. Encourage posting of service opportunities in your community at Serve.gov so others can join your efforts.
4. Participate in a sustainable service project starting on June 22nd and encourage your staff and constituents to do the same.
5. Track progress in your state/city and highlight success stories. Share those success stories with your state commissions.
6. Work with local and regional media to generate press for great stories of service and keep the drum beat going.
7. Work with organizations in your state/city that are also participating in *United We Serve*.
8. Think of other creative ways to empower your constituents to make an impact in their communities.

Q: Where can I find out who is participating in *United We Serve*, as well as ongoing projects in my state/city?

A: You can talk with your [state service commission](http://state.service.commission) and the Corporation for National and Community Service state office to find out which organizations are most active in your state. You can also search opportunities by zip code on a regular basis at Serve.gov to see what is happening in your state/city, which organizations have posted service projects, and where individuals and groups are self-organizing.

Q: I am certain there will be individuals, groups and organizations doing great work in my state/city throughout the summer. How can I ensure they get recognition for their efforts?

A: Recognizing success stories is an important part of our work this summer. You can submit truly outstanding service stories from your state to your state service commission. State service commissions are in regular communication with the Corporation for National and Community Service, so they can pass along your greatest stories of service to the Corporation. We also encourage your staff to work with their contacts at local newspapers, television affiliates, and radio stations to draw attention to pressing needs in your community, highlight successful service projects, and attract more volunteers.

Q: How is the Obama Administration participating in the service initiative?

A: The President and First Lady are deeply committed to service and will take a very active role in *United We Serve* this summer. Federal agencies are also involved in the initiative, working closely



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with the Corporation for National and Community Service and service organizations whose work is specific to their mission. White House staff and cabinet secretaries will be participating in sustainable service projects throughout the summer and highlighting best practices around the country. For example, HUD is focused on using the service initiative to encourage citizens in blighted or hard-hit areas to engage in the preservation of their own neighborhoods and neighborhoods nearby.

Q: There are a number of community service and faith based organizations that I am already involved with in my state/city. How do I find out if these groups are participating in *United We Serve*? What if they are not?

A: Above all, *United We Serve* is about empowering people to make a difference in their communities in a sustainable way. Most if not all service groups fit this description and, therefore, should be part of our effort. Please continue to work with these groups and encourage them to post their service opportunities at Serve.gov so people in their communities who respond to the President's call to serve can get involved and help expand their impact.

Q: What can I do to help organizations in my community build additional capacity to accept volunteers motivated by the President's call to serve?

A: First, encourage and empower your constituents to get together with their friends and neighbors and organize their own service projects – direct them to our issue area do-it-yourself toolkits at Serve.gov or identify unmet community needs and work to solve them. And second, help connect businesses, professional organizations, labor, faith-based groups, and educational institutions in your state/city with local service organizations to fund or furnish volunteer coordinators and build organizational capacity in other creative ways.

Q: Who should I work with moving forward?

A: The Corporation for National and Community Service is in regular communication with your state service commissions. We ask you to coordinate directly with them to ensure that everyone is on the same page.

Q: What happens after September 11, 2009?

A: The President's call to service will continue long after the National Day of Service and Remembrance that concludes the summer on September 11, 2009. This summer, we are laying the foundation for a sustained, collaborative and focused effort to promote service as a way of life for all Americans. President Obama is asking us to make an initial service commitment from June 22 to September 11. After the culmination of our 81 days of service, we will renew our commitment and continue our work.

Q: How can I link to Serve.gov from my homepage and other government sites?

A: CNCS has two scalable vector files that your web-designers can use to promote "United We Serve" on your website. The file can be adapted to any size per your website requirements. Further, feel free to use whichever one of the two color schemes that best match your website.



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Q: My website already has a great list of service projects. Is there a way to integrate my list with the search engine?

A: Absolutely! Just contact an outreach coordinator at serviceinitiative@cns.gov to receive a spreadsheet to complete or CNCS to register your XML feed of activities.



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