



Frequently Asked Questions

What is ServiceNation?

ServiceNation is a campaign that was launched to bring national service in America to scale. The campaign goals are to:

- Establish service as a universal American ethic, providing opportunities for Americans to serve at every life stage to address critical issues facing our country.
- Lead to the passage of a new and comprehensive national service act passed by Congress and signed into law by the President in the first year of the next Presidential administration.

Why is ServiceNation needed?

Our nation has many enduring social problems that need new solutions. Innovative organizations and programs have demonstrated that by engaging citizens in service not only do we begin to address these needs in tangible and effective ways, but we build an active citizenry who is prepared and motivated to play a vital role in our democracy. ServiceNation seeks to organize and expand these entrepreneurial solutions through new legislation that will lead to issue-focused corps and increased opportunities to serve by the year 2020.

What are the different components of ServiceNation?

Presidential Candidates Forum: September 11, 2008, New York City

Supported by 9/11 advocacy groups, sponsored by TIME and broadcast by CNN, Presidential candidates will have the opportunity to be interviewed about their service platforms by Rick Stengel, Managing Editor of TIME Magazine.

Summit: September 12, 2008, New York City

A gathering of leaders representing many sectors of American life, this group of American leaders will convene to ratify a *Declaration of Service* and to draw national attention to the platform of ServiceNation.

Campaign Strategy Session: September 13, 2008, New York City

Organizing Committee members will spend a morning finalizing the ongoing campaign strategy.

Day of Action: September 27, 2008, Across the Country

An opportunity to engage and mobilize citizens around the country in events that will highlight the need for national service and launch a 12 month grassroots campaign.

Ongoing Grassroots Campaign

Sustaining the momentum generated by the September events, we will continue to mobilize citizens to promote ServiceNation in their communities until new legislation is passed.

Why “grasstops” and “grassroots”?

The power of a democracy lies in the hands of the people. By launching a “grasstops” campaign, we will draw national attention to the ServiceNation platform through the leadership of our highly visible ambassadors. Through the grassroots campaign we will mobilize communities of citizens to call upon their legislators and the President to make lasting change by passing new national service legislation.

Who is organizing ServiceNation?

ServiceNation is organized by:

- Be the Change, Inc. (www.bethechangeinc.org)
- City Year (www.cityyear.org)
- Civic Enterprises (www.civicerprises.net)
- Points of Light Institute (www.pointsoflight.org)



Who else is a part of ServiceNation?

Organizing Committee: A group of nearly 100 large state and national organizations and associations who collectively reach over 100 million Americans that meet twice per month to direct the campaign.

Coalition: A group of organizations and companies committed to the ServiceNation mission that are ready and willing to mobilize their networks to promote ServiceNation

Leadership Council: A group of 40+ American leaders representing diverse sectors of American society, including, New York Mayor Michael R. Bloomberg, Neil Bush, University of Pennsylvania President Amy Gutmann, James J. Jenson, General Dave Palmer, and Rick Warren.

Participants: Dynamic and influential American leaders who will attend the ServiceNation Summit in New York City.

Change Agents: A group of 30 community organizers who will spend the summer mobilizing communities and planning Day of Action events.

How can I get involved?

There are many ways for individuals and organizations to get involved, including:

- Join the Coalition.
- Organize a Day of Action event for September 27th.
- Work with the Conveners to invite an influential leader to be a part of the Leadership Council or the Summit.
- Sign up for regular ServiceNation updates and our blog – ChangeWire
- Host and/or mentor a Change Agent in your community

It does not cost anything to be a part of ServiceNation, so join the campaign today! To learn more about any of these opportunities, visit our website: www.servicenation.org or contact mbiffert@bethechangeinc.org

Can I attend the Summit?

Unfortunately, due to space limitations, the Summit is by invitation only. If you would like to be added to the wait list, please send your complete contact information to mbiffert@bethechangeinc.org.

What is expected of me if I join the campaign?

We hope that by choosing to be involved with ServiceNation you will consider doing one or more of the following:

- Sign-up for our blog and website updates.
- Spread the word about ServiceNation to your friends, family, and colleagues.
- Organize or participate in a Day of Action event on September 27th.
- Sign the Declaration of Service, to be released in early September.
- Invite your local and state officials to participate in a Day of Action.

How can I learn more?

To learn more or to discuss how you can get involved, visit our website: www.servicenation.org or contact Melissa Biffert, Director of Strategic Partnerships for Be the Change, Inc. at mbiffert@bethechangeinc.org or 914.831.1112.