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Record Group/Collection: George H.W. Bush Presidential Records
Collection/Office of Origin: Speechwriting, White House Office of
Series: Grant, Mary Kate, Files
Subseries: Subject File, 1988-1991

OA/ID Number: 13882
Folder ID Number: 13882-014

Folder Title:
White House Wire-[National Service], 7/12/89

Stack:	Row:	Section:	Shelf:	Position:
G	19	2	7	7



WHITE HOUSE STAFFING MEMORANDUM

DATE: 6/29/89

ACTION/CONCURRENCE/COMMENT DUE BY:

6/30/89 5:00 PM

SUBJECT: WHITE HOUSE WIRE ON NATIONAL SERVICE

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 5:00 PM, Friday, June 30, 1989 with an info copy to my office. Thank you.

89 JUN 30 5:38

RESPONSE:

** Clark - Appropriate Action*

James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

((Grant))
June 29, 1989
Draft three
A:wire622

WHITE HOUSE WIRE
ON NATIONAL SERVICE

June 22, 1989

PRESIDENT BUSH COMMENCES NATIONAL SERVICE MOVEMENT FOR AMERICA

"We know that volunteerism can help those free-falling through society ... We know, finally, that from now on, any definition of a successful life must include serving others ... For 'a thousand points' can light the lives of a people, and a Nation."

in America,

-- President George Bush

On June 22, President Bush addressed the New York Partnership, urging Americans to "join hands, and link hearts, to light the American sky" by entering a nationwide movement toward community service.

The President's strategy for overcoming the disintegration of communities across America -- not through a federal government program, but a nationwide service movement -- has three facets: First, to issue a call to action; second, to identify, enlarge and recreate what is working; and third, to discover and encourage new leaders.

claim problems as our own

2
Cherish Problems As Our Own

I. Issuing the Call to Action

"To every corporation, large and small, I say: Begin a literacy program that teaches each employee how to read. And to every member of a body of higher learning: Start a Big Brother or Big Sister program for kids in your neighborhood. Of every church and synagogue, I ask: Become an around-the-clock community center. And of every restaurant and grocery store: Distribute surplus food to soup kitchens and local shelters," *regularly*

-- President George Bush

Speaking *in* ~~to the~~ New York ~~business~~ *to* leaders but addressing Americans everywhere, President Bush called on: *from all walks of life*

- o **All Americans and all American institutions, large and small, to make service of central value in our daily life and work;**
- o **All heads of business and professional firms to include community service among the factors considered in making hiring, compensation and promotion decisions;**
- o **Newspapers, magazines, radio and television stations, cable systems, and other media institutions to identify service opportunities, spotlight successful service initiatives and profile outstanding community leaders regularly;**

- o **All state and local education boards** to uphold the value of service and to encourage students, faculty and personnel to serve others;

- o **College and university presidents** to recognize the value of community service in considering applicants, and to encourage and uphold the value of community service;

- o **Not-for-profit service organizations** to build the capacity to absorb increasing numbers of volunteers in purposeful roles;

- o And, the **President** challenges **all young people** to lead the nation in this movement of community service through the **YES -- Youth Engaged in Service -- to America** initiative.

II. Identifying, Enlarging and Recreating What is Working

"There is no problem in America that is not being solved somewhere."

-- President George Bush

The President announced the formation of a foundation called the **Points of Light Initiative**, of which he will serve as Honorary Chairman. Formed to identify and build upon what is working, the Foundation will be a magnet for the best ideas and brightest programs in community service.

The Administration will ask Congress for \$25 million annually to support this Initiative, which will, in turn, seek matching funds from the private sector. The President ~~will name~~ ^{will establish} an advisory committee, to be headed by Governor Tom Kean of New Jersey, to determine the structure, composition and legislation needed to achieve the Foundation's goals. *The Committee will report back to the President within 45 days of its first meeting.*

The President has also encouraged all governors and mayors nationwide to join the movement by forming State and local Points of Light working groups composed of outstanding leaders. "For while countless service initiatives are already working successfully, they are too often isolated and unknown to others," President Bush said. "Our Foundation will change all that: By

bringing success stories to other communities, we will repeat them across the nation."

bringing examples of successful initiatives and training; providing technical assistance and other support to enable other to devise similar initiatives

Through a Foundation initiative called the **ServNet Project**, professional firms, corporations, unions, schools, religious, civic and not-for-profit groups will be asked to donate the services of some of their most talented and promising people for a period of time. These extraordinary people will form and lead peer-to-peer working groups, ~~showing what works and what doesn't in community service. ServNet will provide training and technical assistance to them.~~

Another Foundation initiative, the **ServLink Project**, will help improve existing methods of matching would-be volunteers with purposeful service opportunities. ServLink will stimulate the development through private sector resources of "technology links" between those who wish to serve and those needing service in the inquirer's own community.

III. Discovering and Encouraging New Leaders

"This is what I mean when I talk of 'a thousand points of light' -- that vast galaxy of people and institutions working together to solve problems in their own back yard."

-- President George Bush

The Foundation, ⁶ *will call upon* ~~with the help of~~ existing organizations *to* will identify the most promising new leaders in all walks of life, who are not now engaged in community service, and encourage them to devote part of their talent and energy to service.

The Administration will ask media from small-town weeklies to network television to profile the brightest stars of community service. The Foundation will also recognize successful community initiatives and outstanding leaders through two new Presidential Awards.

First, the **National Service Youth Leadership Awards** will be given each year to individuals. Secondly, the **President's Build a Community Awards** will honor those people and institutions who have worked together to rebuild families or to revitalize communities.

Through the Foundation, the President will recognize and present awards and other forms of commendation to talented community leaders and successful initiatives that are solving the nation's most critical social problems.

"YES TO AMERICA" PROMOTES YOUTH INVOLVEMENT IN COMMUNITY SERVICE

"Regardless of the life that you are living, there is something special about each and every one of you. And your gifts are all different. But you each have a gift that America needs and I'm asking you to give that gift now."

-- President George Bush, speaking to young leaders

Addressing a group of young Americans on the South Lawn, President Bush urged them "to commit yourselves ... make it your mission to make a difference in somebody else's life." Calling the Youth Engaged in Service movement "a way of looking at life," the President unveiled the **Youth Engaged in Service -- YES to America -- Initiative.**

This initiative will be a launch to the will be is spawned by the Points of Light Initiative foundation,

The YES movement will encourage young Americans to become involved in service to others, and will honor those individuals and communities who excel.

YES will annually select two college aged-youth from each State as **The President's National Service Youth Representatives**, who will spend a year traveling America as "service ambassadors." They will lead other young people in community service in their regions, suggest ways that other young people can engage in community service and assist in developing and implementing local programs.

your role

The YES Initiative will also establish the President's National Service Youth Leadership Forums. ^{Ad} The National Service Youth Leadership Awards will be given annually to outstanding young community leaders.

"All of this will fulfill us as Americans," said the President. "By asking us to combat problems like loneliness and poverty, drug abuse and homelessness, we cannot afford to fail, and we won't. For as Americans, we know what is at stake. We know that volunteerism can help those free-falling through society ... National service will succeed."

ELECTED LEADERS RALLY BEHIND NATIONAL SERVICE MOVEMENT ...

((MORE QUOTES COMING WHILE THIS IS BEING STAFFED....))

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"It's absolutely positive." -- New York City Mayor Ed Koch

"More significant than the details of any bill ... is the leadership of the President ... President Kennedy understood the fundamental importance of that idea, and so does President Bush."
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THE WHITE HOUSE
WASHINGTON

6/30/89

From: J. P. Pinkerton

To: Communications

No comments

on Ntl. Service

wire,

Clanche

Commis

89 JUN 30 P 5: 12

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HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

89 JUN 30 P4:26

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RESPONSE:

See comments

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

1989 JUN 29 PM 1:1

((Grant))
June 29, 1989
Draft three
A:wire622

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Mura
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Helen
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*Murd
x 4/8/64
Also mentioned
on page 8*

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5178

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REMARKS:

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RESPONSE:

No Comment
6/29/89

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

JUN 30 3:53

THE WHITE HOUSE
WASHINGTON



June 30, 1989

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: NELSON LUND *NL*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: White House Wire on National Service

At the request of James W. Cicconi, Counsel's office has reviewed the captioned wire. We have no legal objections.

We appreciate having had the opportunity to review this matter.

cc: James W. Cicconi

89 JUN 30 P 3: 11

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JC

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Ext. 2702

1989 JUN 29 11:11

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YES will annually select two college aged-youth from each State as **The President's National Service Youth Representatives**, who will spend a year traveling America as "service ambassadors." They will lead other young people in community service in their regions, suggest ways that other young people can engage in community service and assist in developing and implementing local programs.

The YES Initiative will also establish the President's National Service Youth Leadership Forums. The National Service Youth Leadership Awards will be given annually to outstanding young community leaders.

"All of this will fulfill us as Americans," said the President. "By asking us to combat problems like loneliness and poverty, drug abuse and homelessness, we cannot afford to fail, and we won't. For as Americans, we know what is at stake. We know that volunteerism can help those free-falling through society ... National service will succeed."

ELECTED LEADERS RALLY BEHIND NATIONAL SERVICE MOVEMENT ...

((MORE QUOTES COMING WHILE THIS IS BEING STAFFED...))

"I believe firmly that the American people will respond willingly and generously to this call for help and involvement and I look forward with a great deal of anticipation to the task of building this national effort." -- New Jersey Governor Thomas Kean

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"More significant than the details of any bill ... is the leadership of the President ... President Kennedy understood the fundamental importance of that idea, and so does President Bush."
-- Senator Edward Kennedy

#

WHITE HOUSE STAFFING MEMORANDUM



DATE: 6/29/89 ACTION/CONCURRENCE/COMMENT DUE BY: 89 JUN 29 5:00 PM 6/30/89 5:00 PM

SUBJECT: WHITE HOUSE WIRE ON NATIONAL SERVICE

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PETERSMEYER</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 5:00 PM, Friday, June 30, 1989, with an info copy to my office. Thank you.

RESPONSE:

OK
JW

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702



WHITE HOUSE STAFFING MEMORANDUM

DATE: 6/29/89

ACTION/CONCURRENCE/COMMENT DUE BY:

6/30/89 5:00 PM

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VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>



89 JUN 30 P 1: 51

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 5:00 PM, Friday, June 30, 1989, with an info copy to my office. Thank you.

RESPONSE:

*Chris -
Very comprehensive
well crafted -
well prioritized.
JWS
6-30-89*

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

1989 JUN 29 11:11

((Grant))
June 29, 1989
Draft three
A:wire622

WHITE HOUSE WIRE

ON NATIONAL SERVICE

June 22, 1989

PRESIDENT BUSH COMMENCES NATIONAL SERVICE MOVEMENT FOR AMERICA

"We know that volunteerism can help those free-falling through society ... We know, finally, that from now on, any definition of a successful life must include serving others ... For 'a thousand points' can light the lives of a people, and a Nation."

-- President George Bush

On June 22, President Bush addressed the New York Partnership, urging Americans to "join hands, and link hearts, to light the American sky" by entering a nationwide movement toward community service.

The President's strategy for overcoming the disintegration of communities across America -- not through a federal government program, but a nationwide service movement -- has three facets: First, to issue a call to action; second, to identify, enlarge and recreate what is working; and third, to discover and encourage new leaders.

I. Issuing the Call to Action

"To every corporation, large and small, I say: Begin a literacy program that teaches each employee how to read. And to every member of a body of higher learning: Start a Big Brother or Big Sister program for kids in your neighborhood. Of every church and synogogue, I ask: Become an around-the-clock community center. And of every restaurant and grocery store: Distribute surplus food to soup kitchens and local shelters."

-- President George Bush

Speaking to the New York business leaders but addressing Americans everywhere, President Bush called on:

- o **All Americans and all American institutions, large and small, to make service of central value in our daily life and work;**
- o **All heads of business and professional firms to include community service among the factors considered in making hiring, compensation and promotion decisions;**
- o **Newspapers, magazines, radio and television stations, cable systems, and other media institutions to identify service opportunities, spotlight successful service initiatives and profile outstanding community leaders regularly;**

- o **All state and local education boards** to uphold the value of service and to encourage students, faculty and personnel to serve others;

- o **College and university presidents** to recognize the value of community service in considering applicants, and to encourage and uphold the value of community service;

- o **Not-for-profit service organizations** to build the capacity to absorb increasing numbers of volunteers in purposeful roles;

- o And, the **President** challenges **all young people** to lead the nation in this movement of community service through the **YES -- Youth Engaged in Service -- to America** initiative.

II. Identifying, Enlarging and Recreating What is Working

"There is no problem in America that is not being solved somewhere."

-- President George Bush

The President announced the formation of a foundation called the **Points of Light Initiative**, of which he will serve as Honorary Chairman. Formed to identify and build upon what is working, the Foundation will be a magnet for the best ideas and brightest programs in community service.

The Administration will ask Congress for \$25 million annually to support this Initiative, which will, in turn, seek matching funds from the private sector. The President will name an advisory committee, to be headed by Governor Tom Kean of New Jersey, to determine the structure, composition and legislation needed to achieve the Foundation's goals.

The President has also encouraged all governors and mayors nationwide to join the movement by forming State and local Points of Light working groups composed of outstanding leaders. "For while countless service initiatives are already working successfully, they are too often isolated and unknown to others," President Bush said. "Our Foundation will change all that: By

bringing success stories to other communities, we will repeat them across the nation."

Through a Foundation initiative called the **ServNet Project**, professional firms, corporations, unions, schools, religious, civic and not-for-profit groups will be asked to donate the services of some of their most talented and promising people for a period of time. These extraordinary people will form and lead peer-to-peer working groups, showing what works and what doesn't in community service. ServNet will provide training and technical assistance to them.

Another Foundation initiative, the **ServLink Project**, will help improve existing methods of matching would-be volunteers with purposeful service opportunities. ServLink will stimulate the development through private sector resources of "technology links" between those who wish to serve and those needing service in the inquirer's own community.

III. Discovering and Encouraging New Leaders

"This is what I mean when I talk of 'a thousand points of light' -- that vast galaxy of people and institutions working together to solve problems in their own back yard."

-- President George Bush

The Foundation, with the help of existing organizations, will identify the most promising new leaders in all walks of life, who are not now engaged in community service, and encourage them to devote part of their talent and energy to service.

The Administration will ask media from small-town weeklies to network television to profile the brightest stars of community service. The Foundation will also recognize successful community initiatives and outstanding leaders through two new Presidential Awards.

First, the **National Service Youth Leadership Awards** will be given each year to individuals. Secondly, the **President's Build a Community Awards** will honor those people and institutions who have worked together to rebuild families or to revitalize communities.

Through the Foundation, the President will recognize and present awards and other forms of commendation to talented community leaders and successful initiatives that are solving the nation's most critical social problems.

"YES TO AMERICA" PROMOTES YOUTH INVOLVEMENT IN COMMUNITY SERVICE

"Regardless of the life that you are living, there is something special about each and every one of you. And your gifts are all different. But you each have a gift that America needs and I'm asking you to give that gift now."

-- President George Bush, speaking to young leaders

Addressing a group of young Americans on the South Lawn, President Bush urged them "to commit yourselves ... make it your mission to make a difference in somebody else's life." Calling the Youth Engaged in Service movement "a way of looking at life," the President unveiled the Youth Engaged in Service -- YES to America -- Initiative.

The YES movement will encourage young Americans to become involved in service to others, and will honor those individuals and communities who excel.

YES will annually select two college aged-youth from each State as The President's National Service Youth Representatives, who will spend a year traveling America as "service ambassadors." They will lead other young people in community service in their regions, suggest ways that other young people can engage in community service and assist in developing and implementing local programs.

The YES Initiative will also establish the President's National Service Youth Leadership Forums. The National Service Youth Leadership Awards will be given annually to outstanding young community leaders.

"All of this will fulfill us as Americans," said the President. "By asking us to combat problems like loneliness and poverty, drug abuse and homelessness, we cannot afford to fail, and we won't. For as Americans, we know what is at stake. We know that volunteerism can help those free-falling through society ... National service will succeed."

ELECTED LEADERS RALLY BEHIND NATIONAL SERVICE MOVEMENT ...

((MORE QUOTES COMING WHILE THIS IS BEING STAFFED....))

"I believe firmly that the American people will respond willingly and generously to this call for help and involvement and I look forward with a great deal of anticipation to the task of building this national effort." -- New Jersey Governor Thomas Kean

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WHITE HOUSE STAFFING MEMORANDUMDATE: 6/29/89

ACTION/CONCURRENCE/COMMENT DUE BY:

6/30/89 5:00 PMSUBJECT: WHITE HOUSE WIRE ON NATIONAL SERVICE

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMEYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

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RESPONSE:

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

1009 JUN 29 11 11

((Grant))
June 29, 1989
Draft three
A:wire622

WHITE HOUSE WIRE

ON NATIONAL SERVICE

June 22, 1989

PRESIDENT BUSH COMMENCES NATIONAL SERVICE MOVEMENT FOR AMERICA

~~"We know that volunteerism can help those free-falling through society ... We know, finally, that from now on, any definition of a successful life must include serving others. For 'a thousand points' can light the lives of a people, and a Nation."~~ *in America*

-- President George Bush

On June 22, President Bush addressed the New York Partnership, urging Americans to "join hands, and link hearts, to light the American sky" by entering a nationwide movement toward community service.

The President's strategy for overcoming the disintegration of communities across America -- not through a federal government program, but a nationwide service movement -- has three facets: *check* First, to issue a call to action; second, to identify, enlarge and recreate what is working; and third, to discover and encourage new leaders.

I. Issuing the Call to Action

"To every corporation, large and small, I say: Begin a literacy program that teaches each employee how to read. And to every member of a body of higher learning: Start a Big Brother or Big Sister program for kids in your neighborhood. Of every church and ^asynagogue, I ask: Become an around-the-clock community center. And of every restaurant and grocery store: Distribute surplus food to soup kitchens and local shelters. ^(regularly)"

-- President George Bush

Speaking ⁱⁿ ~~to the~~ New York business ^{to} leaders ^{from all walks of life} but addressing Americans everywhere, President Bush called on:

- o **All Americans and all American institutions**, large and small, to make service of central value in our daily life and work;
- o **All heads of business and professional firms** to include community service among the factors considered in making hiring, compensation and promotion decisions;
- o **Newspapers, magazines, radio and television stations, cable systems, and other media institutions** to identify service opportunities, spotlight successful service initiatives and profile outstanding community leaders regularly;

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- o And, the President challenges **all young people** to lead the nation in this movement of community service through the YES -- Youth Engaged in Service -- to America initiative.

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The President announced the formation of a foundation called the **Points of Light Initiative**, of which he will serve as Honorary Chairman. Formed to identify and build upon what is working, the Foundation will be a magnet for the best ideas and brightest programs in community service.

The Administration will ask Congress for \$25 million annually to support this Initiative, which will, in turn, seek matching funds from the private sector. The President will ~~name~~ ^{establish} an advisory committee, to be headed by Governor Tom Kean of New Jersey, to determine the structure, composition and legislation needed to achieve the Foundation's goals. *The Committee will report back to the President within 45 days of its first meeting*

The President has also encouraged all governors and mayors nationwide to join the movement by forming State and local Points of Light working groups composed of outstanding leaders. "For while countless service initiatives are already working successfully, they are too often isolated and unknown to others," President Bush said. "Our Foundation will change all that: By

bringing success stories to other communities, we will repeat them across the nation."

Through a Foundation initiative called the **ServNet Project**, professional firms, corporations, unions, schools, religious, civic and not-for-profit groups will be asked to donate the services of some of their most talented and promising people for a period of time. These extraordinary people will form and lead peer-to-peer working groups, showing what works and what doesn't in community service. ServNet will provide training and technical assistance to them.

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*check
Petra.
Langney*

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#

Other quotes



wire

. . . on National Service

July 12, 1989

PRESIDENT BUSH COMMENCES NATIONAL SERVICE MOVEMENT FOR AMERICA

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-- President George Bush

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- o **All Americans and all American institutions, large and small, to make service of central value in our daily life and work;**
- o **All heads of business and professional firms to include community service among the factors considered in making hiring, compensation and promotion decisions;**

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III. Discovering and Encouraging New Leaders

"This is what I mean when I talk of 'a thousand points of light' -- that vast galaxy of people and institutions working together to solve problems in their own back yard. I ... ask that both sectors, private and public -- and all branches and all levels of government -- join this great movement to extend national service into every corner of America."

-- President George Bush

The Foundation will call upon existing organizations to identify the most promising new leaders in all walks of life, who are not now engaged in community service, and encourage them to devote part of their talent and energy to service.

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NATIONAL LEADERS RALLY BEHIND COMMUNITY SERVICE MOVEMENT ...

"I believe firmly that the American people will respond willingly and generously to this call for help and involvement and I look forward with a great deal of anticipation to the task of building this national effort." -- New Jersey Governor Thomas Kean

"President Bush's challenge to all Americans to make public service a part of their lives will become a key part of the 1990s. Under President Bush's leadership, young Americans are being given a chance to participate in building a better America by being better Americans." -- Rep. Newt Gingrich

"More significant than the details of any bill ... is the leadership of the President ... President Kennedy understood the fundamental importance of that idea, and so does President Bush."
-- Senator Edward Kennedy

CHANGE OF ADDRESS REQUEST

Name _____
Address _____
Phone # _____

Please attach incorrect label and return to:
The White House Office of Public Affairs
OEOB, Room 122
Washington, D.C. 20500