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CORPORATION
FOR NATIONAL
★ SERVICE

August 11, 1994

To: Joe Velasquez

From: Herbert Block *HB*
Deputy Director for Intergovernmental Relations

RE: AMERICORPS LAUNCH - SEPTEMBER 12

On Monday, September 12th the Corporation for National Service will launch its AmeriCorps program. There will be events in every state on the same day. I want to review with you the planned events and identify any potential political concerns involving the Primary or General elections and the participation of incumbents and candidates.

The launch events are requested to be hosted by the Governor with the invited participation of Senators, Representatives, and the Mayors of cities in the state where AmeriCorps members will serve. The attached memo describes the launch in detail.

In 16 cities there will be major events run by the Corporation, each with the participation of a Cabinet member or one of the four White House principals. These "concentration sites" are Chicago, Boston, Philadelphia, New York City, Washington DC/Baltimore, Atlanta, Miami, Houston, El Paso/Rio Grande, Kansas City, MO, Los Angeles, San Francisco, San Diego, Seattle, Cleveland and Denver.

The attached "hold the date" notice was sent to all Senators, Members of Congress, Governors and major Mayors (of both parties).

Please call me at 606-5000 ext 247 to discuss this launch.

1100 Vermont Avenue, NW
Washington, DC 20525
Telephone 202-606-5000
Fax 202-606-4928

Getting Things Done.
AmeriCorps, National Service
Learn and Serve America
National Senior Service Corps

August 5, 1994

CORPORATION
FOR NATIONAL
SERVICE

The Honorable 1 ~ 2 ~
Mayor,
City of 3 ~
4 ~

Dear Mayor 2 ~:

I am pleased to announce that following many months of planning and hard work, the launch of AmeriCorps, the President's national service initiative, is scheduled for Monday, September 12, 1994. Following the launch, AmeriCorps Members will begin serving in communities throughout the nation "getting things done" to help solve pressing problems in public safety, education, human needs and the environment; strengthening the ties that bind us together as a people; and making our communities better places to live.

There will be over fifty AmeriCorps launch events, involving every state in the nation. So that you may participate in the launch of AmeriCorps in 3 ~, please ask your scheduler to save the date of September 12, 1994. On that day, President Clinton, along with Mrs. Clinton, Vice President Gore, Mrs. Gore, the Cabinet Secretaries, Members of Congress, Governors and Mayors will swear in the first AmeriCorps Members. We are in the process of working with the Commission on National Service in your state to determine the site for the launch. We will keep you informed about the details of the launch as they become available.

If you have any questions about the launch, please contact me or Gene Sofer, Director of Congressional and Intergovernmental Relations at (202) 606-5000 ext. 235. I look forward to working with you over the coming weeks to ensure the success of the AmeriCorps launch events.

Sincerely,


Eric J. Segal
Chief Executive Officer

1100 Vermont Avenue, NW
Washington, DC 20525
Telephone 202-606-5000
Fax 202-606-4928

Getting Things Done.
AmeriCorps, National Service
Learn and Serve America
National Senior Service Corps

TO: STATE COMMISSIONS
CORPORATION FIELD OFFICES
THE AMERICORPS NATIONAL SERVICE NETWORK
OF PROGRAMS

FROM: THE PUBLIC AFFAIRS AND PUBLIC LIAISON
DEPARTMENTS OF THE CORPORATION FOR
NATIONAL SERVICE

RE: AMERICORPS LAUNCH AND THREE MONTH ROLLOUT

DATE: AUGUST 8, 1994

CORPORATION
FOR NATIONAL
SERVICE

o AMERICORPS NATIONAL LAUNCH DATE

After an extensive review/audit involving the Corporation, Cabinet and Agency principals, and the AmeriCorps National Service Network of Programs to date, **Monday, September 12, 1994** has been selected to launch AmeriCorps nationwide.

o AMERICORPS NATIONAL LAUNCH OBJECTIVES

On September 12, a significant number of the approximate 20,000 Americans who will be engaged in national service in 1994 will join their fellow AmeriCorps Members at scores of special venues (large and small) across the United States to take the AmeriCorps oath and celebrate the beginning of their AmeriCorps service.

The dual and complementary objectives of the AmeriCorps National Launch are 1) to honor and reinforce the American tradition of service, and 2) to mark the opportunity AmeriCorps presents to further the ethic and work of service into a national movement that will **get things done**.

To accomplish these objectives, the AmeriCorps National Launch is being planned to inspire and delight all AmeriCorps Members, the communities they will serve, and the nation as a whole.

This memorandum is being distributed to State Commissions Corporation Field Offices, and the AmeriCorps National Service Network of Programs both to date you on overall plans for the launch, and to alert you to the procedures now in place by which you will be receiving regular communications and launch-oriented assistance from designated members of the Corporation's Public Affairs and Public Liaison Staff.

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O SPECIAL NOTE TO AMERICORPS PROGRAMS NOT OPERATIONAL BY LAUNCH

Please know we are fully aware that some AmeriCorps Programs from the National Non-Profits will not have completed their recruiting by the launch date. And, of course, significant numbers of the state competitive and state formula programs will be in the midst of their organization and recruitment process at launch time.

In that regard, the launch is being organized and promoted not as one-stop national recognition day, but as the beginning of what will be an intensive three month "roll-out" featuring aggressive communications outreach and opportunity for all AmeriCorps Programs.

Please be assured, it is our intent that those AmeriCorps Programs not operational by September 12 be fully involved in recognition and media outreach surrounding the launch activities. As such, launch events should be viewed as opportunities to further ongoing local identity and recruitment efforts. Importantly, program and recruitment quality should not be sacrificed in order to meet the launch date.

O A SINGLE STATE/SINGLE EVENT STRATEGY WHEN APPROPRIATE

The AmeriCorps National Service Network of Programs clearly reflects the Corporation's intent for AmeriCorps to meet local needs in local communities. The result is an AmeriCorps Network of multiple programs and wide ranging numbers of AmeriCorps Members per state.

Obviously, it will be impractical and ineffective for each and every AmeriCorps Program to mount individual launch events on September 12.

To concentrate Corporation, White House, and state resources and communications outreach for the AmeriCorps Launch, we have organized a launch strategy generally encouraging and emphasizing a single event per state (where appropriate) that will draw AmeriCorps Members statewide to a specific venue.

O AMERICORPS "CONCENTRATION SITES"

To further direct our resources and impact, we have targeted "concentration" launch sites that will receive a significant level of organizational input and monitoring from the Corporation. The selection of these sites was based primarily on large concentrations of AmeriCorps Programs and AmeriCorps Members, and by geographic and program diversity.

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These concentration sites include the following: ^{Chicago, Illinois} New York City, New York; Boston, Massachusetts; Philadelphia, Pennsylvania; Washington, D.C./Baltimore, Maryland; Atlanta, Georgia; Miami, Florida; Houston and El Paso/Rio Grande, Texas; Kansas City, Missouri/Kansas; Los Angeles, San Francisco, San Diego, California; Seattle, Washington; Cleveland, Ohio; and Denver, Colorado.

To the extent possible, all AmeriCorps Programs reflecting these "concentration" sites will travel to such sites on launch day to join their fellow statewide AmeriCorps Members.

o LAUNCH EVENTS/PROGRAM FORMATS

We fully expect the AmeriCorps Launch to involve the participation of the President, the Vice President, the First Lady, and Mrs. Gore -- all engaged in one or more AmeriCorps sites. In addition, fifteen Cabinet Members and agency heads (winners of AmeriCorps program grants) will be traveling to sites across the nation to participate as key speakers at AmeriCorps events. As the Congress is not expected to be in session that Monday, we expect significant Congressional participation as well.

As we have indicated, the launch venues and the participant makeup will vary per site. However, all "concentration sites" and sites in other states when appropriate will generally feature the following:

- o Invited governors, mayors, local and statewide public officials, key political and service constituencies, and service heroes.
- o Statewide AmeriCorps Members in AmeriCorps T-shirt uniforms (also sweatshirt/jackets and hats) bearing the AmeriCorps seal/logo.
- o A swearing-in segment featuring the taking of a common oath as AmeriCorps Members.
- o A ceremony that will include the participation of spokespersons from a Roosevelt-era CCC member; to a veteran who benefited from the G.I. Bill (our service for education message); to a Peace Corps member; to a new local AmeriCorps Member(s).
- o Major national and/or local celebrity/performing artist participation.

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o AN IMPORTANT CONCENTRATION ON OTHER SITES/STATES AS WELL

Please Note: AmeriCorps events will obviously be taking place in all other non-concentration states/sites with assistance from the Corporation in conjunction with State Commissions and Corporation Field Offices.

Occasionally, AmeriCorps Programs and Members may be of significant numbers to encourage consideration of a single statewide event or -- in some cases -- regional event in non-concentration sites.

Importantly, events planned by a local program or programs of whatever size in non-concentration sites will be of at least equal interest to the national and regional media due to the special nature of the AmeriCorps Programs and AmeriCorps Members within any given state.

- The AmeriCorps National Service Launch Media Data Base:

To assure recognition of all AmeriCorps Programs and their AmeriCorps Members, we are establishing a national data base of AmeriCorps Launch events by state that will enable all national and local media to track the launch event/AmeriCorps Program of their choice.

o THE AMERICORPS "LAUNCH PAD"

- A Campaign Desking Operation:

To accomplish the activities and objectives of the AmeriCorps National Launch, the Corporation has formed a campaign-style boiler room known as the AmeriCorps "Launch Pad" -- comprised of the Corporation's Public Affairs and Public Liaison staff.

- Five Launch Cluster Regions:

The Launch Pad will operate as a desking operation -- tracking the already existing five Clusters of the Corporation's Program staffs. These clusters include the Pacific, Atlantic, South, South West, and North Central regions.

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- **Launch Cluster Staffing:**

Each Cluster represents 10 to 11 states. Along with a Cluster leader, each Cluster will be represented by 3 to 4 staff who will oversee approximately three states per representative -- thereby assuring significant coordination and assistance with the State Commissions, the Corporation Field Offices, and AmeriCorps Programs in each state.

Your Cluster representative will be sending a cover memo accompanying this communiqué introducing him or herself. Your representative will be calling you shortly to discuss the contents of this memo and procedures for future coordination.

o **COMMON NATIONAL IDENTITY**

One of the most important and timely responsibilities of your Cluster representative will be the distribution to you of the common items provided by the Corporation to all AmeriCorps Programs by launch date. These include:

- o AmeriCorps T-Shirts, jackets (sweat shirt jackets), and caps.
- o A supply of AmeriCorps bumper stickers, buttons, posters, and banners.
- o Copies of the television national Public Service Announcement and national radio PSAs for localized recruiting and recognition purposes.
- o An orientation video, AmeriCorps Member handbooks, national press kits, and national spokesperson talking points.

Final Note: Please do not make any specific plans for your launch until we have completed this opportunity to update you on general launch plans and share information with you on a state by state basis.

We are exploring the possibility of making (limited) launch funds available to the states for launch-specific activities. We will be able to update you on these potential funding in the near future.