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Visibility Campaign [Americorps]

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Copy for Ann Levens
Anne McGuire

MEMORANDUM

TO: Morgan Binswanger
Nick Bollman
Dan Dutko
John Gomperts
Peter Hart
Melinda Hudson
Deb Jospin
Debbie Klingender
James Martin
Shirley Sagawa
Eli Segal
Roy Spence

FROM: John Scardino

RE: Follow up to 4/7/99 meeting

DATE: April 12, 1999

CC: AnnMaura Connolly

Feel free to join any of
these mtgs - wld
love to have you

Shirley

AnnMaura will coordinate the fundraising efforts of the campaign. She will also work with Morgan on the effort to develop a web initiative and other multi-media possibilities, including a possible network television production. Questions on these issues should be directed to her.

I will coordinate issues related to the media campaign, including polling, advertising and earned media. As such, I will facilitate the efforts of Peter Hart Research Associates, GSD&M, and the Corporation's communications office.

Tomorrow at 2:00pm, Peter Hart and Debbie Klingender will meet at the Corporation (CNS) with Tara Murphy and the CNS communications staff, as well as Jospin, Gomperts, Hudson, and Scardino to discuss the focus of the polling effort.

On **Wednesday, April 14th**, at 11:30am Eastern, the CNS communications staff, Gomperts, Hudson, Sagawa, Scardino and others at CNS will meet to discuss the priorities of the media and advertising campaign. James Martin will join the discussion by phone at 12:00noon Eastern with others from GSD&M.

THE NEXT GENERAL DISCUSSION: A conference call with the 12 people on the distribution list for this memo is scheduled for **Wednesday, April 21st**, at 3:00pm Eastern. At that time, we'll review the target audiences for the media campaign. Also, AnnMaura will review the status of the fundraising effort and we'll cover other issues related to the campaign. I will circulate an agenda on Monday, April 19th. If there's an issue you would like to add to the agenda, please let me know by the end of this week.

The next general meeting is planned for **Wednesday, May 12th**, 9:30am, at the Hay Adams. All campaign issues will be reviewed. Everyone who attended last week's meeting will be contacted and asked to attend.

If you have a scheduling conflict with the conference call on 4/21 or the meeting on 5/12, please let me know immediately. Please don't hesitate to contact me or AnnMaura for questions on other issues related to the campaign.

From
the meeting
at the
Way Adams

MOBILIZING AMERICA

At our best, America is a country of doers and dreamers; we are strivers and achievers. We are our most vulnerable when we become complacent, content, when we refuse to see the future with peripheral vision – seeing not just what's in front of us, but what confronts us all.

Americans are taking making a difference into their own hands, and AmeriCorps is paving the way; putting the power of focused funding where it is needed most – with people.

TOMORROW IS IN GOOD HANDS

Idealism, purity of vision, purpose, passion and restlessness are the ingredients of change, of progress. Like past generations, today's young people are leading a revolution – albeit a quiet revolution. It is not a political revolution, but a people revolution.

They are preparing to do well by doing good. They are taking making a difference into their own hands. They understand that prosperity is not an individual accomplishment; instead true prosperity is when we as a community of people prosper.

With AmeriCorps, our country's young people earn, learn and impact America both today and tomorrow.

ACTING LOCALLY

America is at its greatest when neighbors stand shoulder to shoulder united in a common cause. Americans are most effective when we try to make a difference starting in our own backyards.

AmeriCorps exists to support those who give of themselves to make a difference locally. To go into the places they know best and make things for the better.

ENTREPRENEURS

Individuals with ideas inspired to make a difference. People with a dream and the will to make it happen. It is what America was built on; it is what fuels America today.

At AmeriCorps, we fund and facilitate those people who want to bring an entrepreneurial zeal to the challenge of making a difference in communities across this great land.

Americorps Polling February 2, 1999
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Key Points:

1) Awareness of the Americorps program is extremely low (33% aware) and there is great potential for image building. After an explanation of the program, 76% are supportive of it. A high opinion of the Peace Corps supports the potential for developing a strong Americorps image.

2) The image of Americorps can be built around the following points:

- Developing good citizens by teaching the importance of giving back to our country and getting youths involved in the community.
- Making a difference in people's lives.
- Including not excluding. Americans don't want this to be a highly selective program, and would prefer that Americans of any age and background can participate.

3) This image should be developed by focusing on projects that include: working in schools to enrich after-school programs for needy children, disaster relief, and working to rebuild the physical structure of troubled neighborhoods.

4) Opportunities for expansion and new ideas that enjoy broad popularity include increasing involvement in after school programs and summer school programs, and getting retirees involved through the creation of a Seniors Corp of Senior volunteers.

Awareness of Public Service Programs

Americorps is perhaps the most important new administration program that has extremely low recognition.

Dec. 10, 1998:

Americorps

32/7% have a favorable/unfavorable opinion of Americorps, **62%** don't know

32% favorable (**12%** very + **20%** somewhat)

7% unfavorable (**5%** very + **2%** somewhat)

Peace Corps

73/5% have a favorable/unfavorable opinion of the Peace Corps, **12%** don't know

73% favorable (**38%** very + **35%** somewhat)

5% unfavorable (**2%** very + **3%** somewhat)

Teach for America

26/5% have a favorable/unfavorable opinion of Teach for America, **69%** don't know.

26% favorable (**12%** very + **14%** somewhat)

5% unfavorable (**3%** very + **2%** somewhat)

Perception of Americorps

Dec. 24, 1998

Awareness of program

33% / 65% have / have not heard about a program called Americorps.

Asked their support on an unaided basis, the answer was don't know:

18% / 13% support / oppose the Americorps program

69% had no opinion.

<i>What leaders do you associate with starting the Americorps program? OPEN – END RESPONSES (Dec. 24)</i>	All	Dems	Reps	Inds
President Clinton	25	23	25	29
Hillary Clinton	3	0	8	4
Colin Powell	1	0	3	2
Don't know	68	71	64	65

When AmeriCorps is explained, most overwhelmingly support it:

Given the following statement, **76% / 17%** support / oppose AmeriCorps (Dec. 24): *AmeriCorps was created in 1993 for young people who want to do public service for poor urban and rural communities. AmeriCorps participants spend 2 years in community service projects in urban and rural areas and receive a stipend to cover living expenses for their work and to go towards college costs.*

76% support (51% strongly + 25% somewhat support)

17% oppose (5% strongly + 12% somewhat oppose)

<i>D</i>	<i>R</i>	<i>I</i>
93//4	52/43	75/15

42% consider this type of program public service, **30%** consider it community service, and **20%** consider it volunteerism (Dec. 24).

<i>D</i>	<i>R</i>	<i>I</i>
38/35/18	46/13/33	43/37/10

Messaging

The polling shows that Americans are very interested in having AmeriCorps make a significant contribution to after-school programs in poor areas – helping to give these kids a better chance.

<i>Which of the following do you think is the most important aspect of the AmeriCorps program? (Dec. 24)</i>	<i>1st + 2nd Most</i>	<i>D</i>	<i>R</i>	<i>I</i>
Teaching young people to contribute back to their nation and serve in their communities	56	28	46	47
Helping poor urban and rural communities	51	32	23	17
Getting Americans of all different backgrounds to work together	48	23	11	18
Paying for volunteers to go to college	25	6	7	12

The issue is not really response to criticism – it is about making the program visible enough to be seen as making a difference in the lives of our young people.

<i>Given each of the following statements, do you strongly support, somewhat support, somewhat oppose or strongly oppose the Americorps program? (Dec. 24)</i>	Strongly Support	Support / Oppose	D	R	I
CRITICISM: Critics of the Americorps programs say it is too expensive- costing the government \$15,000 per volunteer for a total of 400 million dollars a year.	38	65/29	77/18	46/49	65/27
The lives of hundreds of thousands of children in poor neighborhoods have been improved through tutoring and other community service work provided by Americorps volunteers.	53	79/15	86/6	54/42	89/4
Leaders such as Colin Powell and organizations such as Habitat for Humanity have endorsed the Americorps program as successful and well worth the funding	53	78/18	87/6	52/44	84/12
The money earned by Americorps volunteers helps them pay for a college education while allowing them to serve in communities.	52	79/16	83/8	57/39	88/7
For every Americorps volunteer who is paid, many more unpaid volunteers are recruited to sign up and participate in community service projects.	45	75/20	81/14	56/79	84/14

Project Focus

<i>Which of the following new service projects is most important for Americorps to undertake (Dec. 24)?</i>	All	D	R	I
Working in schools with needy kids and after school programs	40	41	48	38
Disaster relief	20	22	20	19
Emphasizing literacy programs	15	15	5	20
Building homes for poor families	8	9	10	6
Recruiting bright college students to teach in high risk schools	8	8	5	7
Cleaning up our parks and beaches	3	2	0	7

<i>What type of student should be selected to be paid Americorps volunteers (Dec. 24)?</i>	All	D	R	I
Americans who want to do service of all ages.	49	55	41	50
A mixture of high school and college graduate from many different backgrounds.	20	13	18	25
Poor children who have dropped out of high school.	16	26	16	8
Only a select group of high achieving college graduates.	7	6	6	9

Americorps Messages

<i>Does each statement on the Americorps program make you much more favorable, somewhat more favorable, somewhat less favorable or much less favorable towards Americorps? (Dec. 24)</i>	Much More favorable	More / Less favorable	D	R	-
Americorps develops good citizens by getting them involved in service for their community and the country.	64	86/9	94/5	72/21	89/7
Americorps gives high school drop outs a second chance by allowing them to serve their community.	64	83/12	91/8	64/23	86/12
Americorps helps support existing non-profit organizations such as the Red Cross and Habitat for Humanity by providing funding and staffing for these volunteer services.	56	86/11	91/9	70/25	92/5
Americorps rewards the responsibility of young people who serve by helping them pay for college.	56	85/11	96/3	66/31	87/4
The Americorps program brings together Americans of diverse backgrounds to service side by side for a common cause.	56	85/10	89/10	49/26	91/1
The Americorps programs is a domestic Peace Corps that enables Americans to volunteer in communities within the United States.	52	86/10	99/1	63/29	91/6
Americorps brings much needed services to inner cities and poor rural communities.	51	82/12	91/8	67/27	83/6
The Americorps program is a way for Americans who do not want to go into the military to serve their country.	40	62/33	72/27	38/55	67/23

Possibilities for Expansion

<i>Does each new idea that Americorps might undertake make you much more favorable, somewhat more favorable, somewhat less favorable or much less favorable towards Americorps? (Dec. 24)</i>	<i>Much More favorable</i>	<i>More / Less favorable</i>	<i>D</i>	<i>R</i>	<i>I</i>
Working in schools to enrich after-school programs for children.	64	85/13	90/6	66/28	95/5
Working shoulder to shoulder to rebuild the physical infrastructure of troubled neighborhood.	63	90/9	94/6	71/24	98/2
Bringing retired Americans into the program to use their skills to help communities.	58	85/12	88/8	73/28	94/6
Creating summer service projects so 8 th graders could do summer volunteer work.	56	83/16	94/6	60/33	89/10
Selecting the most talented Americans with initial funding to start service programs in their own communities.	40	76/21	75/23	55/34	91/9

Nov. 30, 1998

82% are support expanding the Americorps program to create a Senior corps of 10,000 Senior volunteers to serve as tutors and mentors and in after school programs.

<i>D</i>	<i>R</i>	<i>I</i>
96	64	83

74% support expanding the Americorps program from 50,000 to 70,000 members per year to serve in after school and summer school programs.

<i>D</i>	<i>R</i>	<i>I</i>
88	49	81

FROM: Dan Dutko
Eli Segal
Nick Bollman

RE: Planning Meeting

DATE: March 31, 1999

*Ann -
please come
if you can.
Shirley*

Thank you for your willingness to assist with the AmeriCorps visibility campaign. On April 7, a small group will meet to come to agreement on a plan for the media campaign and the fifth anniversary celebration. As you know, we have the great fortune of pro bono assistance from Roy Spence, Peter Hart and their firms. They will be joining us on the 7th to discuss ideas for the campaign.

The meeting will be held on Wednesday, April 7 1999 from 9:00 am to 12:30 PM, at the Hay Adams Hotel in the Concorde Room. The Hay Adams Hotel is located across from the White House at 16th and H Streets, NW.

Attached is a draft agenda for the meeting. Materials will follow. Please confirm your participation by calling Karen Swiatek at the Dutko Group, (202) 484-4884. We look forward to seeing you on the 7th.

Distribution:

Don Baer
John Gomperts
Laura Sullivan
Roy Spence
Peter Hart
Shirley Sagawa
AnnMaura Connolly
Morgan Binswanger

AGENDA
PLANNING MEETING FOR AMERICORPS ANNIVERSARY
WEDNESDAY, APRIL 7, 1999
9:00 AM

- 9:00 AM 5th Anniversary Planning Meeting
Chair: Gomperts
Purpose: Discuss previously distributed plan with the goal of reaching consensus and clarifying roles, responsibilities and budget.
- 10:30 AM Media Campaign
Chair: Dutko
Purpose: Determine message and components of media campaign, confirm work plan, develop budget, and next steps.
- 12:30 PM Adjourn.

FROM: Dan Dutko
Eli Segal
Nick Bollman

RE: Follow up to meeting with the First Lady

DATE: March 31, 1999

Since our meeting with the First Lady, we have been working to organize an effort to achieve the goal she suggested: to raise the visibility of AmeriCorps to ensure its long-term sustainability. We wanted to bring you up to date with our efforts in the hope that you will agree to assist us.

We view our objectives as three-fold: (1) to raise awareness of AmeriCorps through a campaign that includes both free and paid media. (2) To assist the Corporation for National Service in the organization of a highly visible 5th anniversary celebration for AmeriCorps. (3) To encourage AmeriCorps alumni and "friends of AmeriCorps" to remain active and involved. Our role in achieving these objectives is primarily to create and implement a media campaign, to be launched this fall, and to raise funds to support all three objectives.

In furtherance of our goals, we have recruited two highly respected firms to provide pro bono assistance – Roy Spence with GSD & M, and Peter Hart with Peter D. Hart Research Associates. They have been working over the last month to develop a draft visibility plan and to develop messages, which will be tested with polls and focus groups. We will meet with both firms on April 7 to discuss their progress to date.

We are pleased to report that \$250,000 has been pledged to kickoff our fundraising campaign. AmeriCorps Alums, the nonprofit alumni association of AmeriCorps, has agreed to serve as the fiscal agent for the project and has formed an advisory board to oversee it.

Staff work for the project is being provided by AnnMaura Connolly, the former director of Independent Sector liaison for the Corporation for National Service, now a highly regarded consultant in the service field. We hope AnnMaura will be joined shortly by another staff person with complementary expertise.

We will be in touch with you again soon to explore your interest in assisting with this effort. In the meantime, don't hesitate to call one of us if you have any questions or ideas. We can be reached at Dan Dutko (202) 484-4884, Eli Segal (202) 955-3005 extension 307 or Nick Bollman at (415) 777-2244. Thank you in advance for your help.

ATTENDEES
PLANNING MEETING FOR AMERICORPS ANNIVERSARY
WEDNESDAY, APRIL 7, 1999

9:00 AM

AS OF APRIL 6, 1999

6:00 PM

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Along with James Martin

CONCEPT PAPER

The Fifth Anniversary of AmeriCorps celebration

September, 1999

*All*AmeriCorps Weekend
Getting Things Done for America*

On September 12, 1999, AmeriCorps will celebrate its fifth anniversary having deployed over 100,000 active duty citizens in service to their communities. This anniversary will be a time to look back at our accomplishments and to look forward to the potential of national service in the future. It will be a time both to celebrate and to buckle down in a burst of citizen service energy to get things done for America. And it will be a time honor our heroes and inspire, encourage, and deploy our heroes of the future. All of AmeriCorps — alumni, current members, full and part time, AmeriCorps*VISTAs and corpsmembers of the AmeriCorps*NCCC, members serving in their own communities and states and those who serve neighbors from another part of our nation — will join together across the nation in an All*AmeriCorps weekend of celebration and of service.

There are four distinct components to the weekend. The first will be a leadership forum that brings together the most creative and effective leaders and practitioners in the national service field to look forward to the next century of service. The second is a new award that honors AmeriCorps members who are demonstrating the highest achievement and ideals of the core principles of national service — getting things done, strengthening community, developing participants, and building common ground. The third demonstrates the power of service through a week/weekend of service projects in the four issue areas of AmeriCorps — education, public safety, human needs, and the environment. And finally, we will celebrate, honoring our past and our next generation of heroes who will get things done for America.

All*AmeriCorps Leadership Forum

I challenge a new generation of young Americans to a season of service — to act on your idealism by helping troubled children, keeping company with those in need, reconnecting our torn communities. There is so much to be done — enough indeed for millions of others who are still young in spirit to give of themselves in service, too.

President Clinton, Inaugural Address

AmeriCorps is a partnership between citizens, government, business, educational institutions, faith-based organizations — all working together as partners in progress to solve our problems and secure our promise for this nation. The Leadership Forum will be an opportunity for a small group of leaders and partners in the public and private sectors to present models, envision the potential, and plot the future of national service in the next century. Young leaders and CEO's of businesses,

nonprofits, religious institutions, civilian and military service programs, schools, colleges and universities will bring their best examples of how service is transforming America and will collaborate on a vision for bringing it to scale in the future.

All*AmeriCorps Awards

I saw the wreckage, the insanity, the lost human potential that you can find now not only in our biggest cities, but in every community. And yet, I saw even in the most difficult circumstances the light in the eyes of so many young people; the courage, the hunger for life; the desire to do something to reach beyond themselves and to reach out to others and to make things better.

Bill Signing Ceremony, 1993

Service calls forth heroes. The new All*AmeriCorps Awards will honor the outstanding achievements of AmeriCorps members who through their service have made a difference in and serve as an example to their communities, their states, and their nation. There will be four categories of awards to illustrate the powerful components of AmeriCorps. The Getting Things Done Award will highlight service of individuals that helped to solve real community problems through citizen action. The Strengthening Communities Award will honor those who have made a lasting impact through collaboration and leadership. The Leadership Development Award will recognize outstanding individual growth and personal achievement through service that builds active duty citizens. And the Common Ground Award will highlight the service of individuals who have brought people and organizations together across the lines that divide them. This first year, the All*AmeriCorps Awards will honor outstanding AmeriCorps alumni from the first four years and will launch a tradition of awards for the classes to come.

All*AmeriCorps Day of Service

There's nothing that's wrong with America that can't be fixed by what is right with America. And you are what is right with America.

AmeriCorps Launch, 1994

There is no better way to celebrate AmeriCorps than to roll up your sleeves in a national service project. All across the country, AmeriCorps members, alumni, and their partners and programs will be getting things done in a wide range of community service projects that demonstrate that national service helps meet needs in education, public safety, human needs, and the environment.

The service will be tied together by the theme that illustrates the future of service and the potential of young people to be leaders in their communities — such as Service for the 21st Century or Future Serve or Next Generation Day of Service or even something reflecting Presidential

themes such as "Forever and For the Better" — and would be focused around schools in under-resourced areas. AmeriCorps members, alumni and other volunteers will build playgrounds, renovate classrooms, open technology labs, hold health screenings, enroll students in afterschool programs, and sign up young volunteers for 100 hours of service a year. The day also could be kicked off by local fundraisers all across the country, such as a 5K All*AmeriCorps Run for the 5th Anniversary.

All*AmeriCorps Celebration of Service

The great challenge of your generation is to prove that every person here in this great land can live up to the fullest of their God-given capacity. If we do it, the 21st century will be the American century. The American Dream will be kept alive if you will today answer the call to service.
Rutgers University, 1993

Finally, with the assistance of nationally known celebrities and leaders, we will salute AmeriCorps with a musical celebration that highlights the accomplishments of AmeriCorps alumni and inspires others to answer the call to serve. Celebrities and national service heroes will salute AmeriCorps and will present to the nation the All*AmeriCorps award winners. Video vignettes from the "I am AmeriCorps" Call to Service campaign will be interspersed throughout. The celebration will be broadcast live to satellite downlinks in other All*AmeriCorps cities and will be recorded for rebroadcast to the nation. And it will not only be a celebration, but a national Call to Service.

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