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Office of National Service - FOIA [Freedom of Information Act] Status [2]: [National Service Mailing Memo 7/6/89]

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THE WHITE HOUSE
WASHINGTON

Date:

11/11

TO:

Gregg

FROM:

SHARON DALE
Office of National Service
x6266

SD

National Service
Mailing - President's
letter >

Staffing Comments

THE WHITE HOUSE
WASHINGTON

July 10, 1989

MEMORANDUM FOR C. GREGG PETERSMEYER
DEPUTY ASSISTANT TO THE PRESIDENT AND DIRECTOR,
OFFICE OF NATIONAL SERVICE

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

SUBJECT: National Service Mailing

At the request of James W. Cicconi, Counsel's office has reviewed the captioned draft Presidential decision memorandum and accompanying materials. We have no legal objections to the contents of the proposed mailing.

We believe, however, that the draft decision memorandum might usefully be supplemented in at least two ways. First, the current draft does not tell the President how many of these mailings would be sent out; to whom; or whether they would be signed by autopen. Such information might help him make a more informed decision.

Second, the decision memorandum does not explain what follow-up to the mailing, if any, is planned. Such an explanation might be useful in helping the President decide whether this project is worth undertaking at this time.

Counsel's office appreciates having had the opportunity to review this matter.

cc: James W. Cicconi

July 6, 1989

MEMORANDUM FOR THE PRESIDENT

THROUGH: STEPHEN M. STUDDERT
FROM: C. GREGG PETERSMEYER
SUBJECT: NATIONAL SERVICE MAILING

I. ACTION-FORCING EVENT

In New York on June 22, before an historic gathering of leaders from the fields of business, labor, education, religion, civic groups and not-for-profit service organizations hosted by The New York Partnership and The Association for a Better New York, you announced the establishment of the Points of Light Initiative. You called upon all Americans and all American institutions, large and small, to make service central to their life and work.

II. ANALYSIS

As your speech and the initiative were well-received, even among Democrats and liberals, we should ensure that subsequent actions match expectations. To maintain this momentum, I believe that the June 22 speech must promptly be followed by a series of ongoing activities. The first such undertaking should, I believe, be a mailing to American leaders urging them to respond to your call.

III. RECOMMENDATION

I recommend that you approve the mailing of the enclosed draft Presidential letter and accompanying background material. (Note that the background material is a previously approved "fact sheet" which has been slightly revised as reflected thereon.)

_____ Approve

_____ Disapprove

_____ Approve as Amended

_____ No Action

THE WHITE HOUSE
WASHINGTON

July 26, 1989

MEMORANDUM FOR JAMES W. CICCONI

FROM: C. GREGG PETERSMEYER 
SUBJECT: National Service Mailing

In the draft Presidential Action Memorandum dated July 6, 1989 previously submitted to you recommending a National Service mailing, I urged that the South Lawn and New York speeches last month launching the Points of Light Initiative "be followed by a series of ongoing activities." I recommended that "the first such undertaking ... be a mailing to American leaders urging them to respond to [the President's] call."

In the course of the staffing process, several staff members suggested that it might be helpful to the President to know where this proposed mailing fits into the overall Office of National Service strategy and what other activities are contemplated.

As a result of these suggestions, I have decided to submit, along with the proposed mailing, a comprehensive overall implementation plan for the President's approval. We have also revised the "fact sheet" to some degree, to make it more reflective of the overall strategy. As I mentioned to the President last Sunday when he asked me what was contemplated to build upon last month's momentum, I anticipate that this plan and the revised fact sheet will be ready for submission to you for staffing within the next week.

cc: Steve Studdert

WHITE HOUSE STAFFING MEMORANDUMDATE: 7/7/89

ACTION/CONCURRENCE/COMMENT DUE BY:

7/11/89 NOON

NATIONAL SERVICE MAILING

SUBJECT: _____

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☒	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER	☒	☐
DARMAN	☒	☐	STUDDERT	☐	☒
BATES	☒	☐	UNTERMAYER	☐	☐
BREEDEN	☐	☐	ROGERS	☐	☒
CARD	☐	☒	WINSTON	☐	☒
CICCONI	☐	☒	PINKERTON	☒	☐
DEMAREST	☒	☐	PETERSMEYER	☐	☒
FITZWATER	☐	☒		☐	☐
GRAY	☒	☐		☐	☐
HAGIN	☐	☐		☐	☐

REMARKS:

Please forward any comments directly to Gregg Petersmeyer, Rm. 100, x6266, no later than NOON, Tuesday, July 11, 1989, with an info copy to my office. Thank you.

RESPONSE:

- 1) The letter does not ask them to do anything specific. What is the exact purpose of the letter?
- 2) Which leaders will receive the letter?
- 3) The last paragraph needs a "thank you" somewhere.

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

THE WHITE HOUSE

WASHINGTON

July 6, 1989

MEMORANDUM FOR THE PRESIDENT

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FROM: C. GREGG PETERSMEYER *GP*
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_____ Approve

_____ Disapprove

_____ Approve as Amended

_____ No Action

THE WHITE HOUSE

WASHINGTON

July 6, 1989

Dear :

Although America is at peace today and more Americans are enjoying a greater degree of prosperity than ever before in our history, there is still work to do. Too many of our citizens endure a living nightmare of want and isolation. For millions of Americans, the need is not another government program, but a one-to-one relationship with someone who cares.

At a recent meeting in New York of leaders from business, labor, education, religion, civic groups and service organizations, I spoke of what I mean by "a thousand points of light" -- that vast galaxy of people and institutions working together to solve problems in their own backyards. I asked every American and every American institution, large and small, to become engaged in this effort.

I call upon you to lead with me a new crusade to bring national service to every corner of the nation. You have at your command your own galaxy of resources. I ask you to lead everyone in your organization to commit to a one-to-one relationship with someone in need. There are those in your organization who can teach an illiterate co-worker to read or be a "Big Sister" to a pregnant unwed young woman. Others can "adopt" a student or give shelter and food to a homeless family. What matters to me is not how you and those you influence serve others, but that service becomes central to the life and work of everyone in your organization. I believe that from now on in America, any definition of a successful life must include serving others.

Sincerely,

FACT SHEET

POINTS OF LIGHT INITIATIVE

"From now on in America, any definition of a successful life must include serving others."

President George Bush

CHALLENGE

Though America is at peace and more Americans are enjoying a greater degree of prosperity than ever before in our history, we still have work to do. As long as millions of Americans are illiterates, drop-outs, drug abusers, unwed pregnant teens, delinquent or suicidal young people, AIDS victims, and among the homeless, the hungry and the lonely, America has not yet fulfilled its promise. At the root of these problems lies the disintegration of communities, as large as neighborhoods and as small as families. **Our challenge is to overcome the disintegration of communities.** While the government's role is critical, government cannot overcome this challenge alone.

MISSION

The President believes in the readiness and ability of every individual and every institution in America to initiate action as a "point of light." Meaningful one-to-one engagement in the lives of others is now required to overcome our most serious national problems. The growth and magnification of "points of light" must now become an American mission.

STRATEGY

- I. CLAIM PROBLEMS AS YOUR OWN
- II. IDENTIFY, ENLARGE AND REPLICATE WHAT IS WORKING
- III. DISCOVER AND ENCOURAGE NEW LEADERS

I. CLAIM PROBLEMS AS YOUR OWN

A. The President's Call for Action

The President calls on **all Americans and all American institutions**, large and small, to make service of central value in our daily life and work.

The President calls on the **heads of businesses and professional firms** to include community service among the factors considered in making hiring, compensation and promotion decisions.

The President calls on **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.

The President calls on **state and local education boards** to uphold the value of service and to encourage students, faculty and personnel to serve others.

The President calls on **college and university presidents** to recognize the value of community service in considering applicants, to uphold the value of community service and to encourage students, faculty and personnel to serve others.

The President calls on **not-for-profit service organizations** to build the capacity to absorb increasing numbers of volunteers in purposeful roles.

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. The President will call all young people to help overcome society's challenges by serving others through existing organizations or new initiatives.

He will also challenge:

- o Leaders from **all institutions** to engage their organizations in the development of young people;
- o **Community leaders and students** to reach out to **alienated young people** and develop community service opportunities which redirect their lives in a positive way;
- o **Community service organizations** to build the capacity to absorb large numbers of young people in purposeful community service.

Through the foundation, the President will:

- o Select the **President's National Service Youth Representatives** who 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;
- o Initiate the **President's National Service Youth Leadership Forums**; and
- o Present the **President's National Service Youth Leadership Awards** to honor outstanding youth community leaders.

YES to America is not a federal government program, but a nationwide service movement. It is:

- o A movement that is **grass-roots and community-based** rather than devised in and imposed from Washington;
- o A movement that does not compensate people with federal dollars for what should be an **obligation of citizenship**;
- o A movement that integrates service into young people's normal life and career pattern, developing in them a **lifelong commitment to service** rather than a temporary, one or two year involvement.

B. One-to-One Problem Solving

Every individual should "connect" with his or her institution - businesses, professional firms, the media, labor, education, religion, civic groups, associations of all kinds and not-for-profit service organizations - and engage in the lives of others in need on a one-to-one basis. Examples of the kinds of engagement the President calls for include:

- o starting a **literacy program** to teach every employee or member who wants to learn to read;
- o "adopting" a **school, class or single student**, providing tutoring, computers and other learning aids, food, clothing or shelter for each student who needs them;
- o "adopting" a **nursing home**, offering comfort and cheer;

- o starting a one-to-one mentoring program for **needy young people**;
- o forming a consortium to make decent, affordable housing available to the **homeless**;
- o contributing and distributing surplus food to soup kitchens each day to feed the **hungry**.

Individuals wishing to help another in any of the above ways independently of an institution are encouraged to establish a **one-to-one relationship** with an individual in need.

II. IDENTIFY, ENLARGE AND REPLICATE WHAT IS WORKING

The President will serve as Honorary Chairman of a foundation called the **"Points of Light Initiative."**

Governor Thomas Kean of New Jersey will chair an **advisory committee** to make recommendations (**within 45 days of its first meeting**) on the structure and composition of the foundation and the legislation most appropriate to accomplish the purposes of the President's national service initiative.

The President will seek a **Congressional appropriation** of \$25 million annually for the foundation, which will, in turn, seek to match that amount from **private sector contributions**.

The President will challenge each **Governor** to replicate this initiative in each state and encourage **state and local leaders** to develop **"Points of Light Working Groups"** composed of community leaders. These groups will marshal resources within their communities and deploy them to overcome local problems.

The President believes that **virtually every problem in America is being solved somewhere**. There are already countless service initiatives working successfully throughout America. However, these successful initiatives are too often isolated and unknown to others. **These initiatives must be replicated over and over again by individuals and teams until everyone is connected to someone, one-to-one.**

A. Peer-to-Peer Working Groups

Through a foundation initiative to be called the **"ServNet Project"**, corporations, professional firms, unions, schools, religious groups, civic groups and not-for-profit service organizations will be **asked to donate the services of some of their most talented and promising people for a period of time**.

These extraordinary individuals will **form and lead peer-to-peer working groups**, e.g., lawyers going to fellow lawyers, teachers to fellow teachers, union members to fellow union members, bringing examples of successful initiatives and providing training, technical assistance and other support to enable other institutions to devise similar initiatives.

B. Linking Servers to Needs

One of the foundation's objectives is to help to improve existing **methods of matching** would-be volunteers with purposeful service opportunities.

Over time, through an initiative called the **"ServLink Project"** the foundation will stimulate the development through private sector resources of **"technology links"** between those who wish to serve and those who need service (e.g., telephone calls, interactive computers, etc.).

Volunteer centers should be easily accessible to all Americans in their neighborhoods, **matching people with service opportunities**. Such contact points may be in a place of worship, union hall, library, fire station, business building, service group headquarters or neighborhood home.

In addition, every bank, credit card issuer, telephone and utility company will be asked to **include in billing and statement envelopes** printed information about how people and their institutions can become engaged in serving others.

C. Recognition and Awards

In order to encourage others to engage in service, every institution and particularly newspapers, magazines, radio and television stations and other media organizations will be asked to **identify service opportunities, spotlight successful service initiatives and profile outstanding community leaders regularly**.

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.

III. DISCOVER AND ENCOURAGE NEW LEADERS

America's community service movement must have the **strongest, most creative leadership** nationally and locally. Such leadership must be constantly recruited.

The foundation will call upon every institution in America 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 community service.

The foundation will give special attention to **young people** and to **those who have not had the opportunity** to fulfill their leadership potential.

IV. CONCLUSION

The President's national service initiative focuses on the most critical domestic challenges facing the nation today. These problems were long in coming and cannot be solved overnight. But if each American citizen and each American institution responds to the President's call to engage "one-to-one" in the life of another person in need, this initiative will be the most comprehensive and inclusive movement of our time. This movement can dramatically reverse negative trends on many fronts and ensure the fulfillment of America's promise.

"For 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 backyard."

President George Bush