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OVERVIEW

Pro-active Strategy

- Theology and morale
- Movement vs program
- Inclusive, aggressive, empowering
- Conspicuous victories

Implementation Plan

- Office commitments to the President
- Marriage of key sectors and office commitments
- Prioritizing
- Formal plan
- Key control documents/end products

Organization

- Basic office responsibilities
- Key control documents/end products
- CGP's activities

① General Call to X
Pres. role

- Newsworking event

- P&S #, when

- POL atay

- Policy committee

- who made ChP meeting? /
Pres meeting? /

- Briefing

- when
what order
who

② Goals of Sectors

**POINTS OF LIGHT INITIATIVE:
COMMUNITY SERVICE AS NATIONAL POLICY**

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

**President George Bush
June 22, 1989**

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.** Illiterates, drop-outs, drug abusers, unwed pregnant teens, delinquent or suicidal young people, AIDS victims, homeless, hungry, unemployed and lonely, millions of essentially good people are enduring a waking nightmare of want and isolation. Each one of these desperate individuals is free falling through society, as their communities, small as families, and large as neighborhoods, disintegrate all around them. We must take action, not only because it is morally right, but because America's continued economic, political and military strength and global competitiveness demand it. While government's role is critical, government alone can never meet this challenge. **For what millions of Americans need most is not another government program, but a set of meaningful relationships that results in the conviction that their future is not limited by their present circumstances.**

MISSION

The nation's mission must be to solve our most critical social problems. To accomplish this mission, each individual and institution must begin to play a direct and consequential role in community problem solving. The capabilities of communities must be pooled and channeled to **attack comprehensively the multiple problems of individuals in need.** To be a "point of light" is to serve others with whatever means and skills one has available. The President believes in the innate desire of every single American and American institution to serve others and in their matchless ability to devise creative solutions to daunting problems. This community-based movement will be aided by the formation of a foundation to institutionalize community service as national policy. The foundation will be known as **The Points**

of Light Initiative and the President will serve as Honorary Chairman. As we enter the new century, the growth and magnification of "points of light" across the nation must be America's mission.

STRATEGY (OVERVIEW)

Objective: A Nation Transformed by Service

I. CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

To call every American and every American institution to engage in solving our most critical social problems in whatever way they can and with whatever means and skills are available to them.

II. IDENTIFY, ENLARGE AND REPLICATE WHAT IS WORKING

To identify successful and promising community service programs and initiatives, bring news of their existence to other communities and replicate them across the nation.

III. DISCOVER AND DEVELOP NEW LEADERS

To discover and develop individuals and institutions who are "points of light" and to attract to the meaningful and adventurous field of community service those with leadership potential.

STRATEGY

I. CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

"Our challenge, then, is to [engage] each citizen, school and business, church and synagogue, service organization and civic group. 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 back yard."

President George Bush
June 22, 1989

A. Every single institution in America should develop its own "point of light" community service initiative(s) ~~that are of~~ a scale that welcomes participation by every single member and that every single member of an institution ~~participate in~~ *should* at least one initiative somewhere. By

(on)

"institution" we mean every corporation, firm, school, place of worship, union, club, group or association, as large as General Motors and as small as a bowling team. Larger institutions are urged to create service opportunities in each chapter, group, division, department or other unit, in order to facilitate participation by everyone.

Community service initiatives should ideally be:

- o Targeted at those problems that seem most difficult;
- o Focused on systemic reform;
- o Structured as a partnership among several institutions with complementary resources so as to respond simultaneously to the multiple problems affecting an individual in need.

Examples of "points of light" initiatives or programs that may be designed to meet these criteria include:

- o A program like the partnership in Atlanta between a hotel chain, Days Inn of America, Inc., and a center with trained social service volunteers, that provides mentoring and child care for young mothers, housing, meals, job training and employment for the homeless.
- o A program like that of Brother Bruce Earl in Detroit who has mobilized his parishioners to march on community crack houses every Sunday and, through a mortgage partnership between the local bank and the church, buys vacant crack houses and makes these properties available to parishioners.

B. The distinctive capabilities of institutions and the unique skills of individuals should be engaged in overcoming the nation's social problems. This initiative will seek out the "gift" that each individual and institution has and will encourage the giving of that "gift." For example:

- o Every television and radio station, newspaper, magazine, cable system and other media institution is encouraged to awaken all individuals and all institutions to their ability to solve problems, by relentlessly promoting community service as a national ethic, spotlighting successful service initiatives, profiling outstanding community leaders and institutions and informing the public of how to get involved in community service;

- **Every credit card issuer, bank, telephone and utility company** is encouraged to include in billing and statement envelopes printed information about how and where individuals and institutions can serve others;
- **Every place of worship** is encouraged to make community service central to the life of their congregations.
- **Every real estate developer, building contractor, architect and financial institution** is encouraged to form consortiums to build decent, affordable housing;
- **Every restaurant, grocery and convenience store and farm** is encouraged to make surplus food available to the hungry each day.

C. **Every institution should create an ethic that places paramount importance on community service and instills in each individual and institution the conviction that any definition of a successful life must include serving others.** To accomplish this attitudinal change and institutional restructuring:

- **Every institution** is asked to identify and prominently honor as heroes individual members most deserving of recognition for their work in the field of community service;
- **Every employer** is encouraged to include community service among the factors considered in making hiring, compensation and promotion decisions;
- **Every state and local education board** is urged to uphold the value of community service in primary and secondary schools;
- **Every college and university** is urged not only to uphold the value of community service, but also to weigh an applicant's community service record in admissions decisions;
- **Every not-for-profit service organization** is asked to build the capacity to absorb increasing numbers of volunteers in meaningful roles, to serve as "coaches", bringing their expertise and insights to those new to the business of community service and to work with each other in a coordinated and cooperative manner to address more effectively the multiplicity of problems affecting communities.

- o **Every young American, age 5 - 25, is challenged to lead this effort and make community service part of their daily pattern of living. Through an initiative entitled "Youth Engaged in Service (YES) to America," young people are called to engage in community service and to persuade adults and institutions to contribute to youth leadership by devising community service programs and initiatives that address the particular needs of young people and by involving young people in community service programs that help others.**

Like the overall "Points of Light" initiative, YES to America is not a federal government program, but a nationwide service movement led by young Americans and others who are interested in young Americans. As the President said in an address on June 21, 1989,

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

II. IDENTIFY, ENLARGE AND REPLICATE WHAT IS WORKING

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

**President George Bush
June 22, 1989**

A. Matching Solutions with Problems

The President believes that virtually every problem in America is being solved somewhere. However, successful initiatives are too often isolated and unknown to others. Successful initiatives must be replicated again and again across the nation by individuals and institutions until the best ideas are made known to every community and claimed by local citizens willing and able to translate ideas into action. On a scale never before tried and with an approach never before attempted, tested or promising new ideas for solving community problems and those who have put such ideas into action will go to new communities in search of potential new leaders with initiative, the will to succeed and access to resources. These tested or promising new ideas will be spread throughout the nation by the foundation and the individuals and institutions who conceive them.

"Points of Light" Action Groups, as small as a band of committed citizens, and as large as a partnership among neighborhood leaders, corporate chief executives, local

management, business associations, community activists, not-for-profit groups, educational institutions, media organizations, civic associations, minority groups, religious denominations and local political leaders, will identify community problems, marshal community resources and apply tested or promising solutions.

Through a foundation initiative to be called the "ServNet Project," institutions like 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 pressure groups, e.g., union members going to fellow union members, CEO's to fellow CEO's, neighborhood leaders to neighborhood leaders, lawyers to fellow lawyers, teachers to fellow teachers, Boy Scout leaders to fellow Boy Scout leaders, bringing examples of successful initiatives within their particular area of expertise to others in the same field and providing training, technical assistance and other support to enable institutions without such initiatives to devise them.

B. Matching Servers with Needs

One of the foundation's objectives is to help to improve existing methods of matching those who wish to serve 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 hotlines, interactive computers, etc.).

Volunteer centers should be easily accessible to all Americans in their neighborhoods. Ultimately, such centers of community life should be in every neighborhood, in places of worship, union halls, libraries, fire stations, post offices, service group headquarters or neighborhood homes.

III. DISCOVER AND DEVELOP NEW LEADERS

"You can find what you are looking for in helping others. When it comes right down to it... what all of us want out of life are two things: meaning and adventure... If you walk this path with me, I can promise you a life full of meaning and adventure."

President George Bush
June 21, 1989

A. Identify Strong and Creative Leaders

Those who excel in other walks of life or those who have great but untapped potential will be drawn to service by the recognition that no other endeavor in America today brings to one's life more meaning and adventure. America's community service movement must have the strongest, most creative leadership nationally and locally.

The foundation will call upon every institution in America to **identify the most promising leaders** who are not now engaged in community service and **encourage them to devote their talent and energy**, at least on a part-time basis, to the challenging and rewarding field of **community service**.

Special attention will be given to **identifying new leaders among young people and older Americans** and developing their community service leadership potential. The energy and idealism of youth and the experience of age can combine to contribute much to the community service movement.

B. Recognition and Awards

The **discovery and development of new leaders is the responsibility of every institution**. 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.

Every single institution in America will be encouraged to follow the President's example by regularly and prominently recognizing and honoring its own "Points of Light."

IV. CONCLUSION

America's most critical social problems were long in coming and cannot be solved overnight. But though our problems are great, our resources are far greater and far greater than we have ever been led to believe. While there is a critical role for money and programs, the poet Emerson was right when he said, "The greatest gift is a portion of thyself".

Never before have the gifts of every individual and institution in America, the galaxy of resources controlled by businesses, firms, unions, places of worship, clubs, groups and associations, been joined with those of government and the not-for-profit sector to attack our problems systemically. Brightened by millions of points of light across the nation, this initiative can become the most inclusive movement of our time, dramatically reversing negative trends on many fronts and ensuring the fulfillment of America's promise.