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America Works

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### What Will Our National Organization Do?

1. *america works* will work with city social service organizations, universities, government agencies, fraternal organizations, and corporations in twenty cities to organize service projects or teach-ins on the day.
2. *america works* will work with national organizations to engage the participation of their chapters across the country.
3. Through a media campaign *america works* will motivate citizens who see problems in their communities, but are inexperienced to plan projects. Resource materials, direct advice, and the name of the nearest Volunteer Action Center to be used for further resources will be provided to ensure successful project initiatives.
4. *america works* will register all of these projects in a data base and refer volunteers to them with a toll-free number that will be provided in promotions.

### Who Is *america works* Targeting?

*america works* is for all Americans: the experienced volunteer, the novice volunteer, the motivated, the apathetic. Working with national organizations, motivating project initiatives, and referring people to projects can get many people with different levels of experience out doing good works within their own individual interest and capacity. The inspiration of *america works* will result from the participation of all kinds of Americans.

### Who Supports *america works*?

The American Association of Retired Persons, AFL-CIO, Christmas in April, National Interfraternity Council, Points of Light Foundation, Sigma Chi Fraternity, Sigma Phi Epsilon Fraternity, United Way of America, and US Harvest are currently supporting our organization.

Merrill Lynch & Company, Inc. and Alvin Shoemaker, former CEO of First Boston, have granted the organization its initial seed money.

### How Can You Get Involved?

Anyone can get involved in some capacity. Anyone or any organization, who sees a problem in their community will be able contact us about how to plan a project. Anyone interested in volunteering can call us, and we will refer them to a project if one is in the their area or to a local volunteer center. Finally, anyone interested in getting involved in just a small way will be able to call us and receive our small task pamphlet giving ideas of what they can do.

### Is My Contribution Tax Deductible?

Yes. All contributions are tax-deductible. We are currently in the process of obtaining our Section 501 (c) (3) exemption. You can send checks directly to *america works*. Or if you prefer, pending receipt of our exemption letter, you can make your checks payable to New York CitiWorks/ *Americans for America Day* (our previous name).





### What Is *america works*?

*america works* is a student led initiative which will inspire commitment and enthusiasm about community improvement by promoting and coordinating an annual national community improvement day.

The first full-scale *america works* will occur on Saturday October 15, 1994. Occurring annually, *america works* will eventually spread all over urban, suburban, and rural America.

### What Problem Is *america works* Addressing?

The depth and complexity of social ills have resulted in a sense of frustration and hopelessness in many citizens. Many people have lost their sense of responsibility for the problems facing the country, looking to the government or organizations for solutions. Only a committed and concerted effort by the people of this country can begin to solve our problems.

### What Will The Impact Of *america works* Be?

#### *Generate Concrete Community Improvements*

*america works* anticipates that the event will involve over 20,000 community improvement projects and utilize the participation of more than 1 million volunteers. Concrete improvements will be made in neighborhoods throughout the country, with projects ranging from spontaneous street cleanups to preplanned renovations of local schools.

#### *Attracting New Long-Term Volunteers for Service Organizations*

Asking a non-volunteer outright to commit to long-term volunteering is a difficult sell. However, getting a person out for one day is much easier. One meaningful volunteer experience can inspire a person to continue to volunteer on a long-term basis. This is a perfect day for organizations to attract and recruit people by sponsoring meaningful projects. Our toll-free number will refer people to local service organizations where projects have been organized.

#### *Change Attitudes*

*america works* will change attitudes from apathetic to hopeful and from indifferent to determined by emphasizing the benefits of community service. The project will renew people's awareness of social problems and bring citizens together to find solutions to common problems. *america works* will demonstrate that even little amounts of time and effort can bring improvements to communities, inspiring both large and small efforts in the future. Once enthusiasm has been sparked, commitment can be grasped, and results will soon follow.

#### *Providing Long-Term Solutions to Long-Term Problems*

These goals will be the beginning of long-term solutions. *america works* will renew people's commitment to the community and bring people together to find solutions to common problems.





**Jorey Ramer**  
National Coordinator

**National Advisory Council**

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**Supporting Organizations**

American Assoc. of Retired Persons  
AFL-CIO  
Christmas in April  
National Interfraternity Council  
Points of Light Foundation  
Sigma Chi Fraternity  
Sigma Phi Epsilon Fraternity  
United Way of America  
US Harvest

Mr. Eli Segal  
White House Office of National Service  
Room 145-OEOD  
Washington, DC 20500

Dear Mr. Segal

We are writing you concerning a student led national endeavor, *america works*. On October 15, 1994, our organization will motivate and coordinate citizens to initiate projects that address the needs of their communities. Occurring annually, this day will involve all Americans, regardless of age, ethnicity, or beliefs. This massive demonstration of caring will be the first step towards conquering the apathy that prevents good works from happening. We have enclosed a fact sheet and business plan that elaborate on our idea and how we plan to implement it.

We have secured the commitments of the American Association of Retired Persons, AFL-CIO, Christmas in April, National Interfraternity Council, Points of Light Foundation, United Way of America, Sigma Phi Epsilon, Sigma Chi, and USA Harvest. In addition, we have verbal commitments of the National Association of Secondary School Principals, American Medical Association, American Bar Association, and Kappa Kappa Gamma Sorority. They will be helping us engage the participation of their memberships of over 65 million people, spanning age groups, communities, and ethnic backgrounds.

We have received initial seed funding to implement our plan from the Merrill Lynch & Co., Inc. and Alvin Shoemaker, ex-CEO of First Boston and Chairman, Board of Trustees, University of Pennsylvania.

We would be honored meet with you to discuss this endeavor. With your expertise and knowledge, and our enthusiasm and devotion, we can accomplish this program that is beneficial to all Americans. I will call next week to follow up. Thank you for your time and consideration.

Sincerely,

Jorey Ramer





**Mission:**

*america works* is a student led initiative which will inspire commitment and enthusiasm about community improvement by promoting and coordinating an annual national community improvement day.

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## INTRODUCTION

Imagine 250 million Americans out on the streets at the same time. Imagine them setting aside their cultural, theological, and political differences because they are all Americans. And imagine them working together, hand in hand, toward a brighter and more prosperous future. Imagine the inspiration. This is *america works*.

*america works* is a call to action, an opportunity for all of us to put our caring on the line. Annually, this day will represent a renewal of caring. We Americans must realize that if our social problems, environmental crises, and economic ills are to be overcome, we must join together to work toward a common goal. All races can work together on the problems of our true race -- humanity. Together, we can clean the streets of debris. Together, we can help those who cannot help themselves. We can watch the streets together so that our children can play outside without the threat of crime. This day will change the American attitude, and inspire people to take action and take responsibility for the community. Americans should never feel overwhelmed by the scale of the problems in the community. Americans will see that every individual can make a difference and that they are not alone in their caring.

This day, eventually reaching through every part of America, including every American, will provide new volunteers where manpower is lacking and show those reluctant to undertake community service that it is the first step in solving the problems that face our nation. This is an annual event that will remind every American of their responsibility to the community.





# a m e r i c a w o r k s

## GOALS

### *Change Attitudes*

Many people realize there are problems in the community, but do not think anything can be done about them. Our goal is to convert attitudes of apathy and hopelessness to commitments for change and improvement, as people will notice both the concrete and more abstract benefits of community service. Although only one day a year, the project will renew people's awareness of social problems and bring citizens together in the first step towards finding solutions and methods of prevention. People will recognize that giving even a little time and effort to the community leaves a mark of improvement, a realization which will inspire efforts of both large and small magnitude in the future. Once enthusiasm has been sparked, commitment can be grasped, and results will soon follow.

### *Good Works Accomplished on the day*

Although one day is not enough to teach someone to read or eliminate racism, it can produce many accomplishments, especially with the manpower of the whole country. One day can cleanup a trash-filled street. One day can paint a local school. One day can collect a surplus of blood donations. One day can raise funds for a local service organization. There are many projects across the country that merely need the manpower to be accomplished.

### *Attracting New Long-Term Volunteers for Service Organizations*

Asking a non-volunteer outright to commit to long-term volunteering is a difficult sell. However, getting a person out for one day is much easier. One meaningful volunteer experience can inspire a person to continue to volunteer on a long-term basis. This is a perfect day for organizations to attract and recruit people by sponsoring meaningful projects. Our toll-free number will refer people to local service organizations where projects have been organized.

### *Providing Long-Term Solutions to Long-Term Problems*

These goals will be the beginning of long-term solutions. *america works* will renew people's commitment to the community and bring people together to find solutions to common problems.





## OBJECTIVES

### *Mobilize Cities*

We will work directly with twenty cities. We will work with already established organizations and government agencies throughout the cities to plan volunteer projects or teach-ins. The United Way of America will be a valuable resource in this effort. These events will enable citizens, not necessarily affiliated with the organizations, to volunteer or become educated on a topic. This will give the organizations an opportunity to increase membership and create awareness about the services and programs they offer. We anticipate that 300 organizations will be mobilized in each city for a total of 6,000 projects.

### *National Projects*

We will work with some large national organizations and 100 universities to promote and coordinate projects on a national level. In order to create a sense of unity and inspiration across the country, it is important to involve as much of the country in the *day* the first year as possible, but we do not want to lose control of individual project quality. We would like to create a successful base from which we can expand in future years. By working with national organizations we believe we can achieve both scope and control. We will use their knowledge and expertise in developing the best plan to motivate their chapters and members. We are working with national organizations, such as the AARP, Christmas in April, Points of Light Foundation, Red Cross, Sigma Phi Epsilon Fraternity and Sigma Chi Fraternity. We anticipate that 4,000 chapters of these organizations will organize projects.

### *Individual Projects*

*america works* will motivate individuals to implement projects on their own that address the needs of their community. When the people put their heads, hands, and hearts to work, they will develop a great deal of pride in themselves, their neighbors, and their communities. This feeling of accomplishment and pride will encourage them to continue to improve their community throughout the year, and deter them from adding to the problem. We will provide these project initiators with know-how and advice so their project has the highest chance of success. We will refer project initiators to the Points of Light Foundation's Volunteer Action Centers for further assistance. A poor project can turn a person off to volunteering forever. Our office will be committed to assuring that each project has the best chance for success. We anticipate that approximately 9,000 projects will be organized.

### *Promotion*

In order to inspire participation we will develop a media campaign. Its purpose will be





**OBJECTIVES (Continued)**

two- fold. First, it will motivate individuals to start projects. Second, it will encourage people to get involved in the *day* by calling our toll-free number.

*Clearinghouse*

Prompting and facilitating action will guarantee more involvement. We want to make it easy to get involved and be able to refer individuals to projects who are in need of volunteers. Our national media campaign to motivate individual project initiatives will also encourage people to get involved in planned projects in their area or perform a small gesture of caring. We will provide a toll-free number in our promotions that people can call to find out about activities in their area and types of small acts that they can do on the *day*.





## **METHODS**

Motivating, empowering, and coordinating an entire nation in a community service activity by September 24, 1994 is an enormous undertaking. However, we can implement our objectives by following through six phases: fund raising, mobilization of twenty targeted cities, implementation of the national programming, motivation and empowerment of individual project initiatives, coordination of a clearinghouse and an effective media campaign.

### **Project Resources**

Some organizations and individuals we will be in contact with may not have the expertise necessary to organize a project. We will prepare easy-to-use resources that will be available for them to use. A concise, comprehensive Project Guide, with slight adjustments for University Students will supplement the direct advice our organization and volunteer action centers will provide. This combination will be effective in furnishing individuals and organizations with the necessary knowledge to implement a successful project.

The Project Guide will contain many suggestions of projects. It will also give advice on financing, acquirement of needed materials, risk management, and promotion. In addition, it will provide information on how to sustain and develop long-term projects from this one day event.

The development of the resources will take three months. Our organization will hire two volunteer experts from Campus Outreach Opportunity League (COOL) to develop the guide along with one other staff member. There is ample information on organizing a successful community service project from national service organizations and other sources that we will use. We will ask national service organizations to critique the guide. Once the guides are completed they will be sent to a professional publishing house for editing, layout, design, and publishing.

### **Mobilize Twenty Cities**

#### *Development of City Plans*

We will develop individual plans for each city. The plans will identify what organizations we are contacting, how we plan to contact them, the cost for each city, and a list of potential donors.

A list must be compiled via The Foundation Center, Yellow Pages, and the Regional United Way. Research must be done to find out if the organization's function is relevant to the day and if it is, who to contact within that organization. This will be accomplished by a short phone call. Our national office will be responsible for compiling this list.





## **METHODS (Continued)**

### *Engage Support of Regional United Ways and Member Organizations*

We are working with the United Way of America to assist us in engaging its member organizations to plan volunteer projects and teach-ins. The National United Way will help us gain the support of their regional offices in cities. The regional offices can then engage the support of their local charities, who will develop projects.

### *Mobilize City Organizations*

We will contact United Way affiliates, government community oriented agencies, University service organizations, other service organizations, large companies, and fraternal organizations throughout the city. We will invite these organizations to a city-wide conference. At this conference we will provide information about our mission and motivate these agencies to undertake an activity of their choice. We will give organizations an opportunity to form coalitions if they deem it necessary for the success of their project. We will interact with the organizations interested in participating by mail and phone. We will answer any of their questions throughout the year, provide a project promotion kit, register their project in our database, and provide a project guide if needed. The specifics of our plan and costs are in our case study of Philadelphia.

## **National Projects**

### *American Association of Retired Persons*

An exciting national endeavor we are developing with the AARP consists of combining the resources of the AARP chapters with local high/middle schools. Together the coalition could develop and execute a service project or teach-in. Rarely do the older and younger generations intermingle. While working together to improve their community, the organizations can develop a beneficial relationship which they can explore throughout the year, as well as personal relationships that will provide an understanding of generational differences and similarities.

The AARP has 4000 chapters with a membership of 35 million people. We will initially contact chapters with a recruitment mailing. We will follow up with a phone call, if the chapter does not respond. If the chapter is interested we will provide the chapter information on how to plan a project. We will provide advice for any chapters needing it. We will register their projects on June 30 because the project will have to be tentatively planned before the end of the school year. Once the project is registered, we will provide the chapter with a promotional package. We will confirm projects in early September with a phone call. Finally, we will mail each chapter four encouragement/ newsletter mailings between the initial contact and the *day*.





## **METHODS (Continued)**

### *National and Professional Associations*

National and professional associations have members in every part of the country. Their memberships are in the tens of millions. They would provide a significant contribution to the day. We will work with national labor unions, professional associations, and educational groups. We will mobilize their members to begin and participate in projects across the country.

We will initially contact these organizations with a phone call and a mailing. We will then work with these various groups individually and find the best way to get them involved in the *day*.

### *Universities*

Universities have historically been centers of community service and activism. As University students, it is important to us that significant good works are done on universities and colleges across the country. One hundred large schools will be targeted across the country in addition to those being targeted through the city plans. We will actively attempt to motivate five organizations: the university community service department, the student government, student-run service organizations, and the Interfraternity Council.

We will initially make a research call to each university to find out the names and addresses of relevant contacts. A recruitment package will be sent to each, and followed with a phone call. Once interest has been expressed, we will send a University project guide. We will provide advice and answer questions throughout the year. Project registration will be on in early May. We will mail promotional packages to registered projects in early September and confirm projects with a phone call. Furthermore, we will mail information packets and newsletters from the initial contact to the *day*.

### *Sigma Phi Epsilon Fraternity*

Sigma Phi Epsilon Fraternity has shown strong support for this endeavor. The organization's 270 chapters on college campuses across the country will be on the forefront of university activity. Philanthropy is an important component of fraternal life and often goes unnoticed. We will to bring awareness and recognition to Greek community service in promoting it further through this *day*.

The Sigma Phi Epsilon campaign will begin August 4 at Conclave, the national convention. Legislation will be passed by the undergraduate populous making *america works* the primary public service activity of the national fraternity. We will initially approach individual chapters with a recruitment mailing. We will follow up with a phone





## **METHODS (Continued)**

call and provide a project guide if the chapter requests one. Additionally, we will mail newsletters, advise, and provide a promotional package to those chapters registering projects in early May. A call will be made in early September to confirm the projects.

### **Individual Project Initiators**

Our national media campaign will inform people of the purpose of the *day* and encourage people to plan projects that address the needs of their community. Project initiators can then call our office, and we will provide them with a project guide, promotional kit, and the number of a local Volunteer Action Center, whom they can call for advice. In addition we will provide direct advice if needed. After we have confirmed they have properly prepared the project, we will register the specifics of their project in our database. A poor project can turn a person off to volunteering forever. Our office will be committed to assuring that each project has the best chance for success.

The costs will be based on 9,090 people responding to the newsletter and magazine promotion. If a corporation or the Ad Council committed to providing an advertising campaign, then we would administer a market forecast and reevaluate our costs based on the increase in potential response. We arrived at our number of responses from the response to the previous years advertising. In 1991 our ads ran in 110,000 magazines. Twenty people responded who were interested in doing projects. If 50 million ads were run, approximately 9,090 people would organize projects.

### **Clearinghouse**

All projects that are scheduled for the *day* will be recorded in a data base. A toll-free number will be given in the promotions. When a person calls our national office with the toll-free number, we will direct that person to projects in his area and of his interest. People will be referred to both organizational and individual projects. People who call and are from an area where no project is scheduled will be encouraged to start their own project or perform a gesture of community caring on the *day*.

### **Promotion**

An effective national publicity campaign can be achieved through many mediums and channels. We believe that each of the possible campaigns that follow can be effective singularly, but a combination would be most powerful.





## METHODS (Continued)

### -National newsletters

The National Interfraternity Council has passed legislation endorsing *america works*. They will help us place an ad in the newsletters of every fraternity and sorority in the country. The commitment of the AARP, Christmas in April, Points of Light Foundation, United Way of America, to run an advertisement or article in their newsletters and magazines will provide an effective recruitment campaign.

### -Magazines

In the past Media Networks has donated regional space in *Time*, *Newsweek*, *US News and World Report*, and *Sports Illustrated*. We believe that they will run pro-bona advertising again. The combination of the newsletters, and magazine ads would provide free publicity in nearly 50 million publications.

### -Ad Council

Currently, we are in the final application stages with the *Ad Council*. They could provide a national public service advertising campaign that would compliment the newsletters and magazine advertising with television, radio, and billboards.

### -Corporate

We will also attempt to secure corporate pro-bona advertising.

We believe that these instruments of advertising represent the best way to reach the audience we are targeting in a cost effective manner. If more funds do become available we will use them to them to even more effectively advertise the *day*.

## Fund Raising

Our organization believes that it is possible and worthwhile to implement these different methods. However, a donor might ask, "What will my \$15,000 do for a large national program such as this?" The budget has been developed in such a way that the \$15,000 can go to exactly what program or city project the donor desires. If only one program or city project were funded, then we would implement that one project. Our fund raising strategy is national and city oriented.

### *National*

Our national fund raising will target national corporations and foundations to solicit funds for our national projects, project resource development, individual project initiatives, capital costs, and other developmental costs. We have already begun research of foundations and corporations whose interests seem to parallel our efforts. We will contact them they specify in the Foundation Center's resources. We will modify proposals to the





### **METHODS (Continued)**

specifications of each entity and follow-up with phone calls. We will be prepared to travel to meet interested parties

#### *Urban*

Funds expended in each city will be raised from each city. Resources expended will include financing for the conference, both phone and mail correspondence throughout the year with these organizations, the staff members working directly with the city, and the promotional kit that will be given to the organizations. This will be done before the conference.

After we develop the city plans we will begin fund raising for each individual city. The city plans will provide the list of banks and foundations in the city. We will approach each entity with a co-signed funding letter from the Regional Director of the United Way. We do not want local banks and foundations to be turned off because we are not from their city. The Regional United Way support can counter act that. We will initially contact foundations and banks as specified in our research. We will modify proposals if necessary, follow-up by phone, and travel if necessary.





### **CITY CASE STUDY: Philadelphia**

In Philadelphia we will mobilize the existing service structure and service related organizations into a city-wide community improvement day. Our current plan is focused on four types of organizations: social service organizations, large companies, fraternal groups, and universities. These organizations will have the necessary resources to start effective projects.

#### *Social Service Organizations*

We have targeted 272 service organizations in the city of Philadelphia. These service organizations already run many projects and are experts in the field of community service. They also have the ability to set up many projects in the Philadelphia area. We will harness their expertise and motivate them implement projects or set up teach-ins in the city, where people not affiliated with these organizations can be given the chance to participate.

These organizations will be very responsive to the idea of a national community service day. A small marketing survey revealed this. We are simply asking them to do something they do very often and very well, but just do it on a single day. We have assumed that 50-75% of the organizations will be relevant and willing to participate in the *day*.

The support of the Philadelphia United Way and the Suburban United Way would be a great aid to the recruitment of projects in the Philadelphia area. They have a significant voice in the service arena and have a great deal of knowledge about the service community in the Philadelphia area.

Their support could guarantee the formation of many projects. Of the 272 service organizations we have targeted, 125 are funded by the United Way. If the regional directors agreed to make the initial contact with these service organizations and invite them to the conference, this would greatly reduce the burden placed upon our national office.

Also, support from the United Way would be a selling point that would make the enlistment of projects from other organizations much easier.

#### *Universities*

The University is one of the most dynamic areas in the city. It has the potential to have an explosive impact on the *day*. In Philadelphia we have initially targeted five universities: University of Pennsylvania, Drexel, Temple, LaSalle, and St. Joseph's. At each of these schools we will contact the community service department, the Interfraternity Council,





### **CITY CASE STUDY: Philadelphia (Continued)**

three community service organizations, and the student government. We plan to provide these organizations with information, instructing them on how to plan a project and specific projects for which the university would be well-suited.

#### *Fraternal Organizations and Large Companies*

These types of organizations may be able to significantly expand the scope of the *day*. Many of these entities have community service departments and community service requirements for its employees or members. We can compel these organizations to either initiate a project or devote its resources to an existing project. We have a list of 87 fraternal organizations and companies. We assume that 70 of these organizations will participate in the *day*.

#### **Implementation**

The recruitment of projects in Philadelphia will begin in early January. Before the city plan can begin, research must be done by the national office. We have already compiled a directory of universities, service organizations, fraternities, and large companies we wish to involve in the *day*. The national office will be responsible for further researching these lists and generating contact names at each of these organizations.

#### *Initial Contact*

We will contact all these organizations by mailings and phone calls. During this initial contact we will illustrate what *america works* is all about. We will invite them to a city-wide conference where their interest will be sparked.

The initial mailing for Philadelphia will go out in early January. The second round of calling and mailing will begin in mid-February. The purpose of this communication is to confirm attendance at the conference and reiterate the purpose and benefit of the project.

#### *Conference*

The city-wide conference is the cornerstone for implementing the city plan. Here we will invite representatives from the national organizations, service organizations, fraternal organizations, large companies, corporate and foundation donors, university representatives, and civic leaders.

This conference has many purposes. First, we hope that it will spark enthusiasm for the *day*. We will get the chance to convey the idea and purpose behind the project in a much more personal and hopefully more influential manner. When the representatives see all the potential participants in the *day*, their interest and commitment to *america works* will greatly expand.





### **CITY CASE STUDY: Philadelphia (Continued)**

Second this conference will provide the representatives with an opportunity to ask questions about the *day*. Some will also be given a chance to address the conference and convey their ideas about the *day*.

Third, we will provide the conference participants with the opportunity to combine resources for a project. We will hand out a directory of potential participants. Organizations that wish to combine or devot their resources to another project will be given a chance to do so.

This will start the first wave of local publicity. We will invite local newspapers and television stations to cover the conference. This will provide the *day* with a jump start and the initial publicity that is needed for the success of the project. The conference will provide us with a firm number of commitments for projects.

#### *Follow up*

We will keep in contact with the participating organizations through a monthly newsletter. We have also reserved telephone hours for answering more questions about the *day*. We will ask the Universities to inform us of their project by May 1 or before the school year ends.

We will ask the other organizations to inform us by late July. We will confirm the university projects in September.





## TIME LINE

July 1993

- 1) Gain support from the national organizations. We will ask them to participate in the day the way we have outline in the plan.
- 2) Begin national fund raising. We will make initial contact and mail the proposals.
- 3) Begin work with the National United Way. We will meet with them and ask them for their support and advice on gaining the support of their member organizations and regional offices.
- 4) Prepare for Sigma Phi Epsilon National convention: a major fund raising opportunity

August 1993

- 1) Continue national fund raising. We will continue to mail proposals and follow-up the proposals with telephone contact and/or mailings.
- 2) Sigma Phi Epsilon national convention (Aug. 4-8).
- 3) Initiate contact with the regional United Ways in the twenty targeted cities.

September 1993

- 1) Hire four people. They will be on the phones developing a list of contact names for each city plan and entering them into the database.
- 2) Continue to fund raise nationally.
- 3) Begin work on the specific city plans.
- 4) Travel to meet with United Way regional directors if necessary.

October 1993

- 1) Continue to fund raise nationally.
- 2) Continue development of city plans and lists of contact names.
- 3) As city plans are developed, we will begin to fund raise from foundations, companies, and bank in each specific city.
- 4) Hire three people to begin development of project guide

November 1993

- 1) Continue national fund raising.
- 2) Finish city plans.
- 3) Continue to city fund raising.
- 4) Create promotional package.
- 5) Begin to recruit staff.
- 6) Continue development of project guide

December 1993

- 1) Hire and train eleven more people.
- 2) Research contact names at universities, AARP chapters, Red Cross chapters, and Sig Ep chapters.
- 3) Install hardware needed for the project (i.e. phone system, computer terminals etc.).





**TIME LINE (continued)**

- 4) Continue fund raising nationally and on the city level.
- 5) Continue development of project guide

**January-August 1994**

In these months we plan to contact every organization that will participate in the *day*. Rather than going through a day by day schedule of when we are going to contact each organization we will list time lines that we plan to follow for the different organizations. The time lines will be carried out specifically to the day. However the time allotted for the advice and counsel can not be exact. Different organizations will call us at various times. Thus we have stated the amount of time we deem necessary for advice and counsel, but we can not be sure when we will be called on to provide this service. By the end of each advice and counsel time period every entity in the organizational time line will be contacted.

*City Time Line*

The city plan will employ fifteen staff people. The mailings and telephone contact occur at weekly intervals in order for the mailings to arrive a reasonable time before the initial telephone contact begins. We will be contacting three cities each of the first six time periods. On the seventh period we will be only contacting two cities, for a total of twenty cities.

Initial mailings	Telephone contact	2nd mailings	RSVP (telephone)	Conferences	Advice
Jan. 03	Jan. 10-14	Feb. 15	Feb. 21-25	Feb. 25, 28, Mar. 02	Jul. 01,04,05
Jan. 10	Jan. 18-24	Feb. 22	Feb. 28-Mar 4	Mar. 04, 07, 09	Jul. 06,07
Jan. 17	Jan. 25-31	Mar. 1	Mar. 07-11	Mar. 11, 14, 16	Jul. 08,09,12
Jan. 24	Feb. 01-07	Mar. 8	Mar. 14-18	Mar. 18, 21, 23	Jul. 13,14
Jan. 31	Feb. 08-15	Mar. 15	Mar. 21-25	Mar. 25, 28, 30	Jul. 15,16,19
Feb. 07	Feb. 16-24	Mar. 22	Mar.28-Apr 1	Apr. 04, 06, 08	Jul. 20,21
Feb. 14	Feb. 25-Mar 9	Mar. 29	Apr. 04-08	Apr. 11, 13	Jul. 22, 23

From January 10 until February 21 all those people will be responsible for making initial contact with every organization in the city. On February 21, eight people will continue that work, while seven others will begin to make the RSVP calls. Conferences begin on February 25. We will designate ten people on the staff to be city heads. Each head will be in charge of two cities. He/she will travel to their





**TIME LINE (continued)**

specific cities with the city director. They will become experts on their cities and will be in charge of incoming calls from their city for the duration of the project. They will also help in training the extra staff needed for September.

*National time line*

As the staff finishes their obligations for the city plan they will start to contact organizations in the national plan. Eight people will be available in March to work on the Universities, the Sigma Epsilon fraternities, and the AARP. From April 11-15, 14 people will be working on mobilizing the AARP. By April 15, all fifteen people on the staff will be able to work on the national plan. The AARP is split into two different time periods because of the amount of time it will take. We want the mailings to arrive at a reasonable time before the initial telephone contact.

Mailing	Initial mailings	Telephone	Advice	Project Notification	PromoPack
Univ.	Mar. 02	Mar. 10-16	Apr. 26	May 05	Sept. 07
Sig Ep	Mar. 09	Mar. 17-22	Apr. 27	May 05	Sept. 07
AARP	Mar. 13 Apr. 06	Mar. 23- Apr. 15 Apr. 18-25	Apr 28- May 04 May 06-17	Jun. 30, Jul 01 Jul. 05, 06	Jul. 01 Jul. 06

**July 1994**

- 1) Hire and train 15 people for the Individual Project Initiative.

**August 1994**

- 1) Provide Service Manuals and advice to Individual Project leaders

**September 1994**

- 1) Refer people to projects
- 2) Give advice to project leaders





## **RESOURCE ALLOCATION GOALS**

These are our monthly fund raising goals. Many of the plans explained in the methods section span over one month. We have assessed the cost of each plan at time implementation begins. If the total fund raising goal is not met we will implement the portion that is funded.

### **July 1993**

- 1) National organization meetings - 250.00
  - 2) Proposal formation - \$240.50
  - 3) Labor will be donated by the directors
  - 4) Office Rent and Insurance - \$1300
- Total--\$1790.50

### **August 1993**

- 1) Initiate contact with Regional United Way - \$12.20
  - 2) Sigma Phi Epsilon convention - \$2200
  - 3) Labor will be donated by the directors.
  - 4) Office Rent and Insurance - \$1300
- Total-- \$3512.20

### **September 1993**

- 1) Development Contact list for city plan - \$10,410
  - 2) Fund raising - \$2105
  - 3) United Way RD support - \$10,230
  - 4) Office Rent and Insurance - \$1300
  - 5) Administrative - \$3840
- Total - \$27,885

### **October 1993**

- 1) Fund raising - \$2105
  - 2) City fund raising - \$7938
  - 3) City plan development - \$10,401
  - 4) Office Rent and Insurance - \$1300
  - 5) Administrative - \$3840
  - 6) Project Guide- \$24,380
- Total - \$25,584

### **November 1993**

- 1) Fund raising - \$2105
  - 2) City fund raising - \$7938
  - 3) City plan development - \$10,401
  - 4) Office Rent and Insurance - \$1300
  - 5) Administrative - \$3840
- Total - \$25,584





## RESOURCE ALLOCATION GOALS (continued)

### December

- 1) Administrative - \$3840
  - 2) Training - \$1000
  - 3) University research - \$430
  - 4) Fund rising - \$10,043
  - 5) Computer equipment \$15,000
  - 6) Office Rent and Insurance - \$1300
- Total - \$31,613

### January 1994

- 1) Moving Costs - \$1000
  - 2) City plan - \$288,000
  - 3) Office Costs and Insurance - \$2600
  - 4) Administrative - \$ 3840
- Total - \$295,440

### February

- 1) Administrative - \$3840
  - 2) Office Rent and Insurance - \$2600
- Total - \$6440

### March

- 1) Sig Ep - \$10,500
  - 2) Universities - \$14,800
  - 3) AARP - \$122,300
  - 4) Administrative - \$3840
  - 5) Office Rent and Insurance - \$2600
- Total - \$154,040

### April

- 1) Administrative - \$3840
  - 2) Office Rent and Insurance - \$2600
- Total - \$6440

### May

- 1) Administrative - \$3840
  - 2) Office Rent and Insurance - \$2600
- Total - \$6,640





## RESOURCE ALLOCATION GOALS (continued)

### June

- 1) Administrative - \$3840
  - 2) Office Rent and Insurance - \$2600
- Total - \$6440

### July

- 1) Training - \$1000
  - 2) Administrative - \$3840
  - 3) Office Rent and Insurance - \$2600
- Total - \$7440

### August

- 1) Computer Upgrade (Rentals)- \$3,000
  - 2) Individual Project Initiative - \$152,000
  - 3) Phone System Upgrade - \$5,000
  - 4) Administrative - \$3840
  - 5) Office Rent and Insurance - \$2600
- Total - \$166,440

### September

- 1) Administrative - \$3840
  - 2) Office Rent and Insurance - \$2600
- Total - \$6440

Completed total - \$795,908





**DONATIONS**

Merrill Lynch- \$15,000  
Alvin Shoemaker, former CEO First Boston, - \$1,000  
Points of Light Foundation- \$7, 150 in services  
**Total-\$23,150**





# a m e r i c a w o r k s

## BUDGET

### DEVELOPMENTAL BUDGET

#### PROJECT MANUAL

Labor	12 wks	40hrs.	3 staff	12 wage		\$17,280.00
Mail						\$100.00
Editing						\$1,000.00
Design						\$3,000.00
Layout						\$3,000.00
<b>TOTAL</b>						<b>\$24,380.00</b>

### CITY PLAN DEVELOPMENT

STEPS	TELEPHONE			Total	LABOR			Total	Misc.	TOTAL
	Min/Call	Cost/Min	#Calls		Hrs.	#Orgs.	Wage			
Research					0.03	6000	8.00	1,440.00	25.00	\$1,465.00
Initial Call	10	0.23	6000	13,800.00	0.25	6000	8.00	12,000.00		\$25,800.00
Data Entry					0.08	6000	8.00	3,984.00		\$3,984.00
<b>TOTAL</b>				<b>13,800.00</b>				<b>17,424.00</b>		<b>\$31,224.00</b>

### UNITED WAY --REGIONAL DIRECTOR CONTACT

STEPS	TELEPHONE			Total	MATERIALS			Total	LABOR			TOTAL
	Min/Call	Cost/Min	#Calls		Pub.	#Orgs.	Posta		Hrs/Or	Wage	#Org	
Dev. w/ Nat.												\$500.00
Initial Mail								12.20				\$12.20
Follow-up Call(s)	30	0.23	20	138.00	0.50	20	0.11	12.20	0.5	8.00	20	80.00
20 Trips												\$9,500.00
<b>TOTAL</b>				<b>138.00</b>				<b>12.20</b>			<b>80.00</b>	<b>\$10,230.20</b>





# a m e r i c a w o r k s

## BUDGET (Continued)

### CITY BUDGET-PHILADELPHIA

#### UNIVERSITY BUDGET

STEPS	TELEPHONE			Total	MATERIALS			Total	LABOR			Total	TOTAL
	Min/Call	Cost/Min	#Calls		Publishing	#Orgs.	Postage		Hrs/Org	#Orgs.	Wage		
Recruitment Mailing					\$2.00	30	\$0.10	\$62.94					\$62.94
Follow-up Call	25	0.23	30	\$172.50					0.5	30	\$8.00	\$120.00	\$292.50
RSVP Mailing					\$0.25	30	\$0.08	\$9.90					\$9.90
Conference													
Manual					\$5.00	25	\$0.50	\$137.50					\$137.50
Add'l Phone call	10	\$0.23	30	\$69.00					0.25	30	\$8.00	\$60.00	\$129.00
Project Notification	10	\$0.23	30	\$69.00					0.25	30	\$8.00	\$60.00	\$129.00
Promo Package					\$5.00	30	\$0.50	\$165.00					\$165.00
4 Newsletters*					\$0.25	30	\$0.08	\$39.60					\$39.60
<b>TOTAL</b>				<b>\$310.50</b>				<b>\$414.94</b>				<b>\$240.00</b>	<b>\$965.44</b>

#### SOCIAL SERVICE ORGANIZATIONS

STEPS	TELEPHONE			Total	MATERIALS			Total	LABOR			Total	TOTAL
	Min/Call	Cost/Min	#Calls		Publishing	#Orgs.	Postage		Hrs/Org	#Orgs.	Wage		
Recruitment Mailing					\$2.00	277	\$0.10	\$581.15					\$581.15
Follow-up Call	25	\$0.23	277	\$1,592.75					0.5	277	\$8.00	\$1,108.00	\$2,700.75
RSVP Mailing					\$0.25	205	\$0.08	\$67.65					\$67.65
Conference													
Add'l Phone call	10	\$0.23	205	\$471.50					0.25	205	\$8.00	\$410.00	\$881.50
Project Notification	10	\$0.23	205	\$471.50					0.25	205	\$8.00	\$410.00	\$881.50
Promo Package					\$5.00	205	\$0.50	\$1,127.50					\$1,127.50
4 Newsletters *					\$0.25	205	\$0.08	\$270.60					\$270.60
<b>TOTAL</b>				<b>\$2,535.75</b>				<b>\$2,046.90</b>				<b>\$1,928.00</b>	<b>\$6,510.65</b>

#### FRATERNAL ORGANIZATIONS AND LARGE COMPANIES

STEPS	TELEPHONE			Total	MATERIALS			Total	LABOR			Total	TOTAL
	Min/Call	Cost/Min	#Calls		Publishing	#Orgs.	Postage		Hrs/Org	#Orgs.	Wage		
Recruitment Mailing					\$2.00	87	\$0.10	\$182.53					\$182.53
Follow-up Call	25	\$0.23	87	\$500.25					0.5	87	\$8.00	\$348.00	\$848.25
RSVP Mailing					\$0.25	70	\$0.08	\$23.10					\$23.10
Conference													\$0.00
Manual					\$5.00	70	\$0.50	\$385.00					\$385.00
Add'l Phone call	10	\$0.23	70	\$161.00					0.25	70	\$8.00	\$140.00	\$301.00
Project Notification	10	\$0.23	70	\$161.00					0.25	70	\$8.00	\$140.00	\$301.00
Promo Package					\$5.00	70	\$0.50	\$385.00					\$385.00
4 Newsletters*					\$0.25	70	\$0.08	\$92.40					\$92.40
<b>TOTAL</b>				<b>\$822.25</b>				<b>\$1,068.03</b>				<b>\$628.00</b>	<b>\$2,518.28</b>

\*Cost is calculated per newsletter and then multiplied by four. "Total" represents the cost of four newsletters.





**BUDGET(Continued)**

**CONFERENCE**

	TELEPHONE			Total	MATERIALS			LABOR			Misc	TOTAL
	Min/Call	Cost/Min	#Calls		Publishing	#Orgs.	Total	Hrs/Org	#Orgs.	Wage		
Conference Room											\$1,000.00	\$1,000.00
Breakfast											\$1,400.00	\$1,400.00
RSVP Telephone	10	\$0.23	350	\$805.00				\$0.25	350	\$8.00	\$700.00	\$1,505.00
Travel											\$150.00	\$150.00
Materials					\$1.00	350	\$350.00					\$350.00
<b>TOTAL</b>				<b>\$805.00</b>			<b>\$350.00</b>				<b>\$700.00</b>	<b>\$2,550.00</b>

**TOTAL BUDGET**

Organizations	Telephone	Materials	Labor	Misc.	Total
Social Service	\$2,535.75	\$2,046.90	\$1,928.00		\$6,510.65
Frat/Large Co.	\$822.25	\$1,068.03	\$628.00		\$2,518.28
Universities	\$310.50	\$414.94	\$240.00		\$965.44
Conference	\$805.00	\$350.00	\$700.00	\$2,550.00	\$4,405.00
<b>Total</b>	<b>\$4,473.50</b>	<b>\$3,879.87</b>	<b>\$3,496.00</b>	<b>\$2,550.00</b>	<b>\$14,399.37</b>

In order to obtain the cost for all twenty cities, we have multiplied the cost of for Philadelphia by twenty.

Total cost for all twenty cities= \$288,000





**BUDGET (Continued)**

**NATIONAL ORGANIZATIONS BUDGET**  
**AARP**

STEPS	TELEPHONE				MATERIALS				LABOR				TOTAL
	Min/Call	Cost/Min	#Calls	Total	Pub.	#Orgs.	Postage	Total	Hrs/Org.	#Orgs.	Wage	Total	
Strategy Development													\$500.00
Recruitment Mailing					\$2.00	4000	\$0.11	\$8,440.00					\$8,440.00
Follow-up Call	25	\$0.23	4000	\$23,000.00					0.5	4000	\$8.00	\$16,000.00	\$39,000.00
Manual					\$5.00	3000	\$1.00	\$18,000.00					\$18,000.00
Advice&Questions	25	0.23	3000	\$17,250.00					0.5	3000	8.00	\$12,000.00	\$29,250.00
Project Notification	5	0.23	2500	\$2,875.00					0.16	2500	8.00	\$3,200.00	\$6,075.00
Promo Package					\$5.00	2500	\$1.00	\$15,000.00					\$15,000.00
4Newsletters*					\$0.25	3000	\$0.11	\$4,320.00					\$4,320.00
Confirmation Call	5	0.23	2500	\$2,875.00					0.16	2500	8.00	\$3,200.00	\$6,075.00
<b>TOTAL</b>				<b>\$43,125.00</b>				<b>\$45,760.00</b>				<b>\$34,400.00</b>	<b>\$123,285.00</b>

**UNIVERISTY**

STEPS	TELEPHONE				MATERIALS				LABOR				TOTAL
	Min/Call	Cost/Min	#Calls	Total	Pub.	#Orgs.	Postage	Total	Hrs/Org.	#Orgs.	Wage	Total	
Research	10	\$0.23	100	\$230.00					0.25	100	\$8.00	\$200.00	\$430.00
Recruitment Mailing					\$2.00	500	\$0.11	\$1,055.00					\$1,055.00
Follow-up Call	25	0.23	500	\$2,875.00					0.5	500	8.00	\$2,000.00	\$4,875.00
Manual					\$5.00	300	\$1.00	\$1,800.00					\$1,800.00
Advice&Questions	25	0.23	300	\$1,725.00					0.5	300	8.00	\$1,200.00	\$2,925.00
Project Notification	5	0.23	300	\$345.00					0.16	300	8.00	\$384.00	\$729.00
Promo Package					\$5.00	300	\$1.00	\$1,800.00					\$1,800.00
4 Encouragement Mail					\$0.25	300	\$0.11	\$432.00					\$432.00
Confirmation Call	5	0.23	300	\$345.00					0.16	300	8.00	\$384.00	\$729.00
<b>TOTAL</b>				<b>\$5,520.00</b>				<b>\$5,087.00</b>				<b>\$4,168.00</b>	<b>\$14,775.00</b>

**SIGMA EPSILON FRATERNITY**

STEPS	TELEPHONE				MATERIALS				LABOR				TOTAL
	Min/Call	Cost/Min	#Calls	Total	Pub.	#Orgs.	Postage	Total	Hrs/Org.	#Orgs.	Wage	Total	
National Convention**													\$2,200.00
Recruitment Mailing					\$2.00	270	\$0.11	\$569.70					\$569.70
Follow-up Call	25	0.23	270	\$1,552.50					0.5	270	8.00	\$1,080.00	\$2,632.50
Manual					\$5.00	200	\$1.00	\$1,200.00					\$1,200.00
Advice&Questions	25	0.23	175	\$1,006.25					0.5	175	8.00	\$700.00	\$1,706.25
Project Notification	5	0.23	175	\$201.25					0.16	175	8.00	\$224.00	\$425.25
Promo Package					\$5.00	175	\$1.00	\$1,050.00					\$1,050.00
4 Newsletters*					\$0.25	200	\$0.11	\$288.00					\$288.00
Confirmation Call	5	0.23	175	\$201.25					0.16	175	8.00	\$224.00	\$425.25
<b>TOTAL</b>				<b>\$2,961.25</b>				<b>\$3,107.70</b>				<b>\$2,228.00</b>	<b>\$10,496.95</b>

\*\*Includes Travel Expenses and Promotional Material  
\*Cost is calculated per newsletter and then multiplied by four. "Total" represents the cost of four newsletters.





**BUDGET (Continued)**

**INDIVIDUAL PROJECT INITIATIVE**

**POINTS OF LIGHT FOUNDATION**

STEPS	TELEPHONE			Total	MATERIALS			Total	LABOR			Total	TOTAL
	Min/Call	Cost/Min	#Calls		Pub.	#Orgs	Postage		Hrs/Org.	#Orgs.	Wage		
National Development													\$500.00
Recruitment Mailing					\$2.00	500	0.11	\$1,055.00					\$1,055.00
Follow-up Call	25	0.23	500	\$2,875.00					0.5	500	8	\$2,000.00	\$4,875.00
4 Newsletters*					0.25	500	0.11	\$720.00					\$720.00
<b>TOTAL</b>				<b>\$2,875.00</b>				<b>\$1,775.00</b>				<b>\$2,000.00</b>	<b>\$7,150.00</b>

\*Cost is calculated per newsletter and then multiplied by four. "Total" represents the cost of four newsletters.

**DONATED**

**MOTIVATION AND COORDINATION**

STEPS	TELEPHONE			Total	MATERIALS			Total	LABOR			Total	TOTAL
	Min/Call	Cost/Min	#Calls		Pub.	#Orgs	Postage		Hrs/Org.	#Orgs.	Wage		
Advertising Development													\$1,000.00
Manual Mailing					\$5.00	9090	\$1.00	\$54,540.00					\$54,540.00
Advice&Questions	25	0.23	9090	\$2,267.50					0.5	9090	8	\$36,360.00	\$88,627.50
<b>TOTAL</b>				<b>\$2,267.50</b>				<b>\$54,540.00</b>				<b>\$36,360.00</b>	<b>\$144,167.50</b>
<b>TOTAL</b>													<b>\$151,317.50</b>

