

FOIA MARKER

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Collection/Record Group: Clinton Presidential Records

Subgroup/Office of Origin: National Service

Series/Staff Member: Shirley Sagawa

Subseries:

OA/ID Number: 24265

FolderID:

Folder Title:

[Citizen's Service Summit] [Loose] [1]

Stack:

S

Row:

66

Section:

1

Shelf:

9

Position:

1

Must see

- Mainan
- Children's Coal. Inc
- Rob Keener falls
- Bill Galotang
- Elizabeth Dole

Partners

Organizations playing key roles in Summit development & execution, i.e. NGA, Cure League, Leadership 4

Criteria

- Make a Commitment
- Send rep to Blue Ribbon Panel
- Serve on planning committee?
oversight
- Advise on agenda + other matters
- advertise through own network
- CEO attendance
- Name listed



POINTS OF LIGHT
FOUNDATION

FAX TRANSMITTAL

DATE: 12/20/96

FAX #: 565-2784

TO: Shirley Sagawa

PAGES: 3
(Includes Fax Cover Sheet)

FROM: Ginger Morris

SUBJECT: _____

MESSAGE/COMMENTS:

If there are any problems/questions, please call: Ginger
at (202) 223-9186, ext. 216 . Main Fax #: (202) 223-9256



A national movement to remind all of us of what we can accomplish when we work together - and to move us to action. By connecting through service we can bridge our disconnection from one another and help solve the problems facing our communities and our society.

Handwritten note: New copy to St. Davis

10/10/96

SUMMIT TIMETABLE AND STAFFING REQUIREMENTS

INVITATIONS

Requirement: Getting the right delegations to the summit. Invitations will be used not as recognition for service done before the Summit, but as an opportunity to stimulate action by requiring personal and institutional commitments to be made to the summit.

Activities: Labor intensive; outreach required including getting background on communities, deciding who will be responsible in each community, explaining delegation selection objectives, and helping local "captain" successfully work through the process

Task:	Due Date:
Secure host and sponsor of invitation	11/1
Secure money for community delegates to use for travel to and lodging at summit (scholarships)	11/1
Create one page fact/spin sheet with key dates	11/1
Gather potential sponsor lists at neighborhood and community, state, and national level	11/1
Determine all 100 summit communities	11/8
Recruit community leaders to select and convene delegations	11/10 to 12/13
Gain referrals of potential summit participants and delegates	12/2 to 1/3
Delegation development support, including scholarship support	12/9 to 1/3
Send formal invitation packet to summit participants	1/6
Deadline for RSVPs from all summit participants	1/20
Send confirmation mailing to summit participants	1/24
Logistical support for delegations	Ongoing

Staffing requirements:

The Corporation for National Service
 Coordinator Rhonda Taylor (3-5 days per week)
 Commitments Invitation Data Base (TBD)
 Staff Assistant (TBD)
 Jim Scheibel (2 days per week)
 Anne Ostberg (3 days per week)
 Don Mathis (5 days per week)

The Points of Light Foundation
 Virginia Austin (1 day per week)
 John Dutton and colleagues
 (as required for outreach of
 Volunteer Centers and other local
 POLF constituents)
 Support staff as required

Physical location: The Corporation for National Service

COMMITMENTS

Requirements: Securing a relatively small, targeted group of sample commitments that will be newsworthy within their sectors and set a standard for other commitments that will be made nationally and in conjunction with local summits and follow-on initiatives over the next three years. In addition, there will be a general "call for commitments" made at public announcement of the event and the national Summit. Need to ensure that the commitments made prior to the national Summit are announced in an appropriate manner.

Activities: Work includes selecting the right targets, figuring out what the "ask" is and who should make it, providing that person with a piece of paper with enough background information and a clear "ask" so that he or she is knowledgeable about what the company is already doing, understand the "ask" to be made, is prepared to discuss good alternative ideas, and then "close." Then first-rate follow-up work at the staff level to nail down the details.

<u>Task:</u>	<u>Due Date:</u>
Approach organizations from each sector for bold commitments	10/28 to 11/11
Approach Corporation for National Service Board and Points of Light Foundation Board members for commitment assistance	10/18
Confirm 3-5 lead commitments from each sector	11/11
Make "call for commitments" at public announcement of Summit	11/18
Convene leadership group for commitments	12/6
Produce booklet of resources for commitments made to further the work of Summit communities	1/27

Staffing requirement:

The Corporation for National Service

Coordinator: Melinda Hudson (3-5 days per week)

Kerry Yeager (Consultant, paid by Corporation)

Jim Scheibel (1-2 days per week)

Marcie Levin (1-2 days per week)

Sylvia Hacaj (1 day per week)

Ann Maura Connolly (3-5 days per week)

Susan Stroud (1 day per week)

Drew McGowan (3 -5 days per week)

The Points of Light Foundation

Jeff Wilklow (up to 1 day per week)

Virginia Austin (up to 2 days per week)

2 - 3 other program staff up to 75% time each

Support staff as required

Summit Staff/Other

Pat Bland

Physical location: The Corporation for National Service and Points of Light Foundation

YOUTH

Requirement: A fully integrated youth track with all key elements of the Summit, including invitations, commitments, media, agenda and program, and post-summit community work through local summits and other follow-on activities.

Activities: Connect all youth to their respective community (or state) delegation but have enough dedicated activities that the potential of young people is more fully appreciated among the public and delegations themselves. Seek funding for youth to attend. Secure commitments that are from youth organizations and/or that will impact youth service.

Task:	Due Date:
Develop integrated youth strategy	11/1
Work with other youth organizations	11/1 to 11/30
Develop post-summit plans (See elements of "post-summit plans")	11/1
Recruit youth to attend Summit (Integrate approach with overall Summit "invitation strategy")	12/2 to 1/3
Secure youth commitments as part of overall commitment strategy (See elements of commitment schedule under "commitments")	10/28 to 11/11
Develop youth communication and press outreach including plan for public announcement of Summit (See elements of "communication and public affairs" schedule)	11/1
Develop youth part of Summit program and agenda (See elements of "program and agenda")	11/15

Staffing requirements:

The Corporation for National Service
Drew McGowan (3-5 days per week)

Summit Staff/ Other

Chad Mayer: Co-coordinator
Interns: Ian Johnson
Shannon Rice

The Points of Light Foundation
Cynthia Scherer : Co-Coordinator -
(up to half time)
YES Ambassadors - (as required
based on final workplan)
Jen Gilligan - (as required based on
final workplan)

Physical location: Points of Light Foundation

COMMUNICATIONS/PUBLIC AFFAIRS

Requirement: Get the attention of the country, in particular those leaders who live and work at the neighborhood and grassroots level, others who work from positions of institutional power or administrative authority in communities.

Task:	Due Date:
Revise communications plan for period leading up to the first national Summit	11/1
Secure firm to do opinion polling (With results to be announced at public announcement of Summit)	11/1
Secure a video production company	11/15
Public announcement (press conference) of the national Summit and three-year process	11/18
Conduct targeted media outreach	11/18 to 2/17
Gain commitment of network for Summit coverage	11/31
Work with network on Summit coverage	11/31 to 2/18
Work with regional press of communities attending the Summit	12/1 to 2/17
Develop and conduct internal "news bureau" to handle press questions/interviews of Summit participants	11/1 to 2/17
Launch communications projects to build interest in summit (award programs, op-eds)	1/20 to 2/17

Staffing requirements:

The Corporation for National Service

Coordinator: J. Toscano (1-4 days per week)

Other staff as needed

Summit Staff

PR Firm/Company (TBD)

Interns: Trevor Milton, Blair Lyman,
Begene Baker, Elizabeth Lockhead,
Heather Stakich

Note: Gregg Petersmeyer ;
Harris Wofford; and Bob Goodwin
will be involved

The Points of Light Foundation

Barbara Lohman (up to 3.5 days per
week)

Tobeka Greene (up to 3 days per
week)

Ashley Carr (at least 1 day per week,
more as needed)

Richard Mock (as needed)

Back-up AA support for these staff
as required

Kenn Allen - management time, as
appropriate

Golin/Harris - up to 80% of current
contractual commitment -
roughly 1 FTE per month

Note: (1) all dependent on nature and
scope of final plan; 2) Summit responsible
for fundraising for additional contracted
services and/or short-term staff and out-of-
pocket expenses per final plan

Physical location: Points of Light Foundation and Corporation for National Service

INTERNET/COMMUNICATION TECHNOLOGY

Requirement: Put the full weight of communication technology behind the effort

Activities: Develop a site that (1) provides information leading up to the Summit, (2) communicates about the participants and events when the Summit is occurring, (3) facilitates communication and support for the local summits and follow-on activities focused on achieving the national goal between 1997 and 2000, (4) builds momentum toward community celebrations of the progress they are making on the national goals in the year 2000, and (5) engages citizens time and again through the use of chat sessions

Task:	Due Date:
Begin work with Web Producer on development of Summit site on the Internet	10/28
Develop contents/collect "exemplary" stories for site	12/15
Complete development of Summit site	1/15
Develop demonstration for the Summit event	1/15

Staffing requirements:

The Corporation for National Service

Tracy Gray (1 day per week)

Web Manager (TBD) (1 day per week)

Summit Staff

Web Producer (TBD)

The Points of Light Foundation

Staff from POLF strategic partner -
(time commitment to be determined)

Jeff Wilklow (limited advisory time)

Ed Szrom (limited advisory time)

Richard Mock (some editorial services time)

Physical location: TBD

SUMMIT PROGRAM AND AGENDA

Requirement: Two tracks that are somewhat independent (1) the "public show," and (2) the experience and work of the 100 community delegations. The need is for the program and agenda to get the public's attention and help attendees to be able to achieve certain goals when they return to their communities or state and national organizations.

Activities: Public relations firm and independent network consultants should be in charge of the "public show." A group with experience in facilitating groups of individuals so they plan and work together in successful ways should be in charge of the schedule and events for the community delegations. Some of the latter work is done by the conference planning function.

<u>Task:</u>	<u>Due Date:</u>
Recruit agenda committee for the Summit/agenda	10/25
Complete development of community breakout sessions for Summit agenda	11/22
Recruit facilitators for community breakout sessions from invitation strategy	11/11 to 12/20
Determine agenda for town meeting and staging (with television coverage)	12/20
Recruit entertainment/celebrities for Summit	12/6
Support facilitators/speakers in preparation for Summit	11/12 to 2/17
Complete design for major, public events of the Summit	1/10
Complete design of Summit program agenda for Presidents, First Ladies, national leaders, opinion leaders, and state delegations	12/13
Work out logistics for registration, hotels, etc.	Ongoing

Staffing requirements:

The Corporation for National Service

Harris Wofford
Tracy Gray
Steve Waldman

Summit Staff

Gregg Petersmeyer
Manager/Consultant (TBD)
Interns: Brent Maier, Ryan Hays

The Points of Light Foundation

Carolyn Berkowitz
Richard Mock
Tobeka Greene
Claudia Kuric
Kenn Allen

Note: All as required for planning and implementation

Physical location: The Foundation

PRESIDENTS AND FIRST LADIES

Requirement. For Summit to be seen as a historic event and to carry the full authority of the individuals who have served our country as President and First Lady, as many of these individuals need to make a commitment to be present at the Summit.

<u>Task:</u>	<u>Due Date:</u>
Get event on President Clinton's official calendar	11/1
Gain commitment for participation from Hillary Clinton, Barbara Bush, Carters, Fords, Nancy Reagan	11/11
Work with the Presidential staffs in preparation for Summit	11/1 to 2/17
Determine logistics support required for Presidents and protocol	12/20
Implement protocol	12/20 to 2/17

Staffing requirements:

Corporation for National Service
Harris Wofford

Points of Light Foundation

Summit Staff/Other

Gregg Petersmeyer
Independent Protocol Consultant (TBD)

FUNDRAISING

Requirement: in order for the Summit to be successful and not drain on either of the co-sponsoring organizations, the Summit must raise funds for the implementation and production of the national Summit in February, staff costs and consultant fees, communications and public relations design and implementation. Costs of the project past February have been undetermined.

Task:	Due Date:
Secure funding from Ford and MacArthur for basic Summit budget	
Develop fundraising approaches for:	
community team/delegation scholarships	11/1
youth scholarships	11/1
discount airline flights for Summit attendees	11/11
define other areas where funds are needed	11/1
Conduct fundraising for public relations plan/secure funds	
Develop fundraising approaches to support local post-summit activities	11/15
Conduct ongoing reporting requirements of grants	10/1 to 2/17

Staffing requirements:

The Corporation for National Service
Ann Maura Connolly

Summit Staff/Other
Gregg Petersmeyer

The Points of Light Foundation
Rennie Golec: Manager (up to half time)
Debbie Erickson (as needed)
Jeff Wilklow (1 day per week)
support staff as required

POST-SUMMIT PLANNING**Requirement:**

<u>Task:</u>	<u>Due Date:</u>
Develop a plan for follow-up strategy/structure/staff/systems for all elements of the Summit - how will this work with Points of Light/Corporation future plans	11/22

Staffing requirements:**The Corporation for National Service**

Harris Wofford
Shirley Sagawa
Jim Scheibel

Summit Staff/Other

Gregg Petersmeyer
Stuart Lord
Pat Bland
Chad Mayer

The Points of Light Foundation

Bob Goodwin
John Dutton
Kenn Allen
Virginia Austin
Jeff Wilklow

Shirley-
F41-AM

MEMORANDUM

October 16, 1996

TO: Bob Goodwin
Marian Heard
Gregg Petersmeyer
Don Staheli
Harris Wofford

FROM: Ray Chambers

RE: Summit

As a result of my discussions with Gregg and Bob yesterday, I would suggest that the Executive Committee of the Steering Committee for the Summit be duly authorized and empowered to become the practical day-to-day governing entity to whom Gregg and his staff would report. Considering the time deadlines, it is almost imperative that a comprehensive plan for the Summit (in detail) be submitted to the Executive Committee by next Monday, October 21. The Executive Committee should set a time to meet telephonically for 30 minutes each week to compare the actual results to those planned. The Executive Committee, after a period of time, might then decide there would only be need to convene every two weeks.

I also strongly suggest again that we "bite the bullet" and make this Summit specifically and completely for children and youth and not "primarily for" or where "children and youth would be emphasized." I think the national media and business support we would receive as a result of making that commitment would be much greater than any support we would lose by not being broad enough.

I think it is important as well to adopt four or five "targets" that could be displayed on the front of every tee-shirt and would be something that would explain what the Summit is all about without murkiness. Examples of these "targets" might be: a) 2,000,000 mentors by the Year 2000; b) 2,000,000 additional safe spaces for children and youth by the Year 2000; c) 2,000,000 additional children and youth immunized or provided with health insurance by the Year 2000; d) 2,000,000 additional children and youth given the basics of business, marketable skills or given summer jobs by the Year 2000; and e) 2,000,000 additional children and youth engaged in community service by the Year 2000.

I think those specific targets, in addition to the much broader goals outlined in Gregg's last paper, are essential to measure qualifiable results and to clearly define what the Summit is all about.

As part of the plan, we must understand what entity is going to oversee the progress toward the targets after the Summit.

I look forward to the next meeting of our Executive Committee.

RGC:fm
13006

- Scheduling
- Book tour

1:30 Mondays

9/29/96

SUMMIT TIMETABLE AND STAFFING REQUIREMENTS

Overall objectives of the Summit

- 1.) Get attention of the country (so communication is critical).
- 2.) Seed activity in strategic places (so compelling conference is critical).

Tracy call Bob to ask Carolyn Berkowitz

Overall Management

melinda
Tracy

Stuart Lord and Marilyn Smith ? (Currently Ex Dir of Maryland Commission)

Marge Gates

Responsibility: Invitations, Commitments, Youth, Communications, Internet, Summit Program and Agenda, Post-Summit Planning, Funding and Budget.

Conference
Logistics
Legal Insurance

- ① Send him back
- ② No report
- ③ Stay here
- ④ Greg come here

INVITATIONS

Requirement: Getting the right delegations to the summit.

Activities: Labor intensive; outreach required including getting background on communities, deciding who will be responsible in each community, explaining delegation selection objectives, and helping local "captain" successfully work through the process.

Debbie -> space

Tasks and Due Dates:

- | | |
|---|-----------------|
| 1. Recruit 150 community leaders who can lead selection process | October 30 |
| 2. Support community leaders in the selection process | Oct. 31- Nov.30 |
| 3. Raise scholarship funds for certain groups (e.g., youth) | Oct. 31 |
| 4. Develop database of individuals to attend the Summit | Nov. 30 |
| 5. Send formal letters of invitation to individuals | Dec. 15 |
| 6. Deadline for RSVPs | Jan. 7 |
| 7. Send information packets to individuals regarding their participation | Jan. 15 |
| 8. Provide logistical support (travel; hotel; registration) for attendees | Jan. 7-Feb. 18 |

Staffing requirements:

Coordinator/Manager:	<u>Rhonda Taylor</u>	From Corporation. 3-5	90,000
Community Outreach:	Jim Scheibel ? ok	From Corporation (4 ² days a week)	plus Ann Othberg 3
	Don Mathis ? ok	From Corporation (4 ⁵ days a week)	
State Networks:	Frank Dirks ?	From Michigan Commission	
Database manager:	Rhonda's assist. ?	From Corporation	
2 Support:	?	From the Corporation	no 1 hire (Rhonda)
	?	From the Foundation	John?

Commitment + Invitations

Physical location: The Corporation

Other needs: Well functioning computer and e-mail system.

COMMITMENTS

Requirements: Securing a relatively small, targeted group of outstanding commitments that will be newsworthy within their sectors and set a standard for other commitments that will be made nationally and in conjunction with local summits and follow-on initiatives over the next three years. Also need to manage a more populist commitment process in terms of collecting accurate information concerning "unsolicited" commitments and ensuring that they are announced at the summit in an appropriate manner.

Activities: "Development" work. Need leadership from someone who has a feel for the service point of view but is grown-up about how the world works; need to make the pitch without offending. Plus real grounded staff work just like a first-rate fundraising operation is essential. Work includes selecting the right targets, figuring out what the "ask" is and who should make it, providing that person with a piece of paper with enough background information and a clear "ask" so that he or she is knowledgeable about what the company is already doing, understand the "ask" to be made, is prepared to discuss good alternative ideas, and then "close." Then first-rate follow-up work at the staff level to nail down the details.

Tasks and Due Dates:

Track One: Commitments Process

- | | |
|---|------------------|
| 1. Partners meet and agree on the commitments strategy | September 25 |
| 2. Develop of documents to hand-out | September 30 |
| 3. Approach organizations and secure commitments | Oct. 1 - Feb. 1 |
| 4. Publicly "Call for Commitments" (at public announcement of Summit) | Week of Nov. 11 |
| 5. Ask major groups to publicize "Call for Commitments" | Nov. 11 - Dec 15 |
| 6. Sort commitments into categories for Summit announcements | Jan. 15 - Feb. 5 |
| 7. Prepare written material for Summit announcements | Oct. 1 - Feb. 10 |

Track Two: Post-Summit Leadership Group

- | | |
|---|-------------|
| 1. Recruit 5-7 founding leaders for Inter-Sectoral Leadership Group | December 15 |
| 2. Meet with group to determine Summit announcement | January 15 |
| 3. Prepare written material for Summit announcement | February 10 |

Staffing requirement:

Commitments Manager:	<u>Melinda Hudson</u> ?	From the Corporation	3-5	160,000
Corporate Outreach:	Jeff Wilklow?	From the Foundation (half-time)		
	<u>Kerry Yeager</u> ?	Paid (2 days a week) By the Corporation		
Public Outreach:	<u>Shirley Sagawa</u> ?	From Corp. (half-time after 11/15) 2 days a week		
	<u>Jim Scheibel</u> ?	From Corp. (4 days a week)		
Non-profit Outreach:	Virginia Austin?	From the Foundation (half-time)		
	Mary Phillips?	Paid (2 days a week)		
Foundations/ETW support:	<u>AnnMaura Connolly</u> ?	From the Corporation (half-time)	3-5	
2 Support:	? no	From the Corporation		
	?	From the Foundation		
Education	<u>Susan Shorel</u>	1 day a week		
Physical location:	The Corporation and Foundation			

YOUTH

Requirement: A youth track (fully integrated wherever possible) with all key elements of the Summit, including invitations, commitments, media, agenda and program, and post-summit community work through local summits and other follow-on activities.

Activities: Connect all youth to their respective community (or state) delegation but have enough dedicated activities that the potential of young people is more fully appreciated among the public and delegations themselves. Seek funding for youth to attend. Secure commitments that are from youth organizations and/or that will impact youth service.

Tasks and Due Dates:

- | | |
|---|-------------------|
| 1. Define role of youth in the Summit | October 31 |
| 2. Work with other youth organizations | Oct. 1-Oct. 31 |
| 3. Develop post-summit plans
(See elements of "post-summit plans") | October 31 |
| 4. Recruit youth to attend Summit
(Integrate approach with overall Summit "invitation strategy") | December 1 |
| 5. Secure youth commitments as part of overall commitment strategy
(See elements of commitment schedule under "commitments") | Oct. 1 - Feb. 1 |
| 6. Develop youth communication and press outreach including plan for public announcement of Summit
(See elements of "communication and public affairs" schedule) | Oct. 10 - Feb. 18 |
| 7. Develop youth part of Summit program and agenda
(See elements of "program and agenda") | November 12 |

Staffing requirements:

Director of Youth Affairs
Full-time Youth Manager
Other Youth Managers:

Alan Khazei ? *no*
?
Drew McGowan ? *communication*
Cindy Scherer ?
~~Barbara Agresti ?~~

95,000
On loan from City Year
From City Year or Public Allies ?
From the Corporation
From Foundation (half-time)
From the Corporation

Physical location: YSA

*Who Cares Heather McLeod
Youth Summit → leading up to
Treat as a sector/commitments*

COMMUNICATIONS/PUBLIC AFFAIRS

Requirement: Get the attention of the country, in particular those leaders who live and work at the neighborhood and grassroots level; others who work from positions of institutional power or administrative authority in communities.

Activities: Implement a revised communications plan of the scope, if not the exact details of, the Edelman plan done for the Summit pro bono.

Tasks and Due Dates:

- | | |
|---|-------------------------------|
| 1. Secure firm to do opinion polling
(With results to be announced at public announcement of Summit) | October 15
Week of Nov. 11 |
| 2. Secure a video production company | October 31 |
| 3. Press Conference announcing the Summit | Week of Nov. 11 |
| 4. Conduct targeted media outreach | Nov. 11- Feb. 17 |
| 5. Gain commitment of network for Summit coverage | November 31 |
| 6. Work with network on Summit coverage | Nov. 31 - Feb. 18 |
| 7. Work with regional press of communities attending the Summit | Dec. 1 - Feb. 17 |
| 8. Develop and conduct internal "news bureau" to handle press questions/interviews of Summit participants | Dec. 1 - Feb. 17 |
| 9. Launch projects to build interest in summit (e.g., school curriculum/
Award program/DMV program) | Jan. 20-Feb. 17 |

Staffing requirements:

Director of Com./Public Affairs	?	Loaned executive
Manager of Press Affairs	?	Loaned executive
4 Staff	?	Loaned from Corporation
	?	"
	?	"
	?	"
Edelman Worldwide	Support	Support team - Paid

160,000
They get firm
corporation oversees
whole set of
tasks

Physical location: YSA

INTERNET/COMMUNICATION TECHNOLOGY

commitment

Requirement: Put the full weight of communication technology behind the effort.

Activities: Develop a site that (1) provides information leading up to the Summit, (2) communicates about the participants and events when the Summit is occurring, (3) facilitates communication and support for the local summits and follow-on activities focused on achieving the national goal between 1997 and 2000, and (4) builds momentum toward community celebrations of the progress they are making on the national goals in the year 2000.

Tasks and Due Dates:

- | | |
|--|------------------|
| 1. Work with EDS on development of Summit site on the Internet | Oct. 1-Jan. 15 |
| 2. Develop contents/collect stories for site | Oct. 15- Dec. 31 |
| 2. Complete development of Summit site | Jan. 15 |
| 3. Develop demonstration for the Summit event | Jan. 15-Feb. 17 |

Staffing requirements:

Project Manager	Kathy Soffin ?	From the Foundation	60,000
Data base development	? Tracy Gray -	From the Corporation	1 day a week
	Debbie Erikson ?	From Foundation (half-time)	
Two full-time Interns?	? NO	From the Corporation	
	?	From the Foundation	
	Web person -		1 day a week

Physical location: YSA

SUMMIT PROGRAM AND AGENDA

Requirement: Two tracks that are somewhat independent (1) the public show, and (2) the experience and work of the 150-200 community delegations. The need is for the program and agenda to get the public's attention and help attendees to be able to achieve certain goals when they return to their communities or state and national organizations.

Activities: Public relations firm should be in charge of the "public show" and a group with experience in facilitating groups of individuals so they plan and work together in successful ways should be in charge of the schedule and events for the community delegations. Some of the latter work is done by the conference planning function.

Tasks and Due Dates:

- | | |
|---|-------------------|
| 1. Recruit agenda committee for the Summit/agenda committee meets | October 22 |
| 2. Develop objectives/specific sessions for Summit program | Nov. 12 |
| 3. Recruit facilitators for sessions and speakers | Nov. 12 - Dec. 16 |
| 4. Determine agenda for town meeting and staging (with television coverage) | Nov. 12 |
| 5. Recruit entertainment/celebrities for Summit | Nov. 12 |
| 6. Support facilitators/speakers in preparation for Summit | Nov. 12- Feb. 17 |
| 7. Work out logistics for registration, hotels, etc. | Thru Feb. 17 |

Staffing requirements:

Agenda and Program Working Group should include the following:

Gregg Petersmeyer ?	Summit
Harris Wofford ?	Corporation
Bob Goodwin ?	Foundation
Public relations person	For Summit
Television person	For Summit ("town meeting" and other)
Presidents and First Ladies protocol person	For Summit

Tracy to find

Agenda Manager

*Tess - mid Nov
Billie Ann Myers*

Ken Allen ?	Foundation
Carolyn Berkowitz ?	Foundation (for Summit logistics)
Jon Kinghorn ?	Kettering Foundation (for delegations)
Shirley Sagawa ?	Corporation
Steve Waldman ?	Corporation
Sue Vinyard ?	Independent Consultant

Physical location: The Foundation

OTHER ISSUES:

PRESIDENTS AND FIRST LADIES

Tasks and Due Dates:

- | | |
|---|-----------------|
| 1. Get event on President Clinton's "official" calendar | October 5 |
| 2. Gain commitment for participation from:
Hillary Clinton, Barbara Bush, Carters, Fords, Nancy Reagan | October 30 |
| 3. Work with the Presidential staffs in preparation for Summit | Oct. 30-Feb. 17 |
| 4. Determine logistics support required for Presidents
and protocol/implement protocol | Nov. 15 |

Staffing requirements:

20,000

Former protocol officer
or Senior Advance Person ? From the Corporation ?

FUNDRAISING

Tasks and Due Dates:

- | | |
|--|-----------------|
| 1. Secure funding from Pew, Ford, and MacArthur for
basic Summit budget | October 31 |
| 2. Develop fundraising approaches for: | |
| - youth scholarships (Kauffman, Ford) | October 15 |
| - discount airline flights for Summit attendees | October 15 |
| - define other areas where funds are needed | October 15 |
| 3. Conduct fundraising for public relations plan/secure funds | October 31 |
| 4. Develop fundraising approaches to support local post-summit
activities (e.g., state community foundations support -- Lilly Endow.) | October 31 |
| 5. Conduct ongoing reporting requirements of grants | Oct. 1- Feb. 17 |

Staffing requirements:

Consultant working with
Gregg Petersmeyer
Funding officer
Additional Support

Pat Bland Foundation
Jeff Wilklow ? Foundation (half day/week)
AnnaMaura Connolly Corporation (half day/week) — *staffing HW*

POST-SUMMIT PLANNING

Tasks and Due Dates:

1. Develop a plan for follow-up strategy/structure/staff/systems October 31
for all elements of the Summit
- how will this work with Points of Light/Corporation future plans?

Staffing requirements:

Planning Group should include, among others: *

Harris Wofford ?	Corporation
Bob Goodwin ?	Foundation
Pat Bland ?	Summit
John Dutton ?	Foundation (Local outreach)
Shirley Sagawa ?	Corporation <i>Jim Scheibel</i>
Others ?	<u>Summit</u>
<i>STUMMIT</i>	

FINAL NOTE

During the next few weeks, Gregg Petersmeyer will devote his primary attention to staffing, fundraising and budgeting, and securing summit participation by the former presidents and former first ladies. Then, as needed, he will become more involved in commitments, communications/public affairs, INTERNET/communication technology, summit program and agenda, and post-summit planning. He will, of course, be as helpful as he is asked to be with invitations and youth (although he is less and less youthful every day).

Staff Requirements:

Executive Assistant	Chad Mayer
Administrative Assistant	Greer Forsyth

Summit Team Leader Meeting

Minutes

October 29, 1996 at 10:00am

NOTE: Items in italics are important dates or developments.

Present -- Melinda Hudson, AnnMaura Connolly, Rhonda Taylor, Kenn Allen, Jay Toscano, Rebecca Denkler, Stuart Lord, Gardner Humphreys, Ginger Morris, Drew McGowan, Chad Mayer, Cynthia Scherer

Overview

The teams discussed progress and coordinated ongoing projects.

TEAMS

Invitations

Rhonda reported that she has received word from Bob, Gregg and Harris to begin a field approach for assembling the delegations.

They are working on a draft of a new strategy and expect to have it completed by Wednesday. A strategy meeting for national organization invitations, incorporating commitment strategy with Kevin, Virginia, Stuart, a youth rep., Bob, Cynthia, Gregg, John, Mei, Kenn, Jeff, Rhonda and perhaps Steve Waldeman and others was confirmed for Friday, November 1 at 4:00 at CNS.

Commitments

Melinda Hudson read the text of the first official commitment, and has it for anyone interested.

She alerted everyone to the October 31st meeting and said she did not currently need interns until the task areas are more clearly divided.

The team will meet on October 31 with Virginia Austin present and then put out their action plan that afternoon.

Melinda requested sample youth commitments.

Public Affairs

Kenn reported a current working name to be "Service Summit" with a byline that involves Americans, youth, and getting things done.

Kenn noted that a proper PR firm is being sought for assistance.

The team stressed that certain information, e.g., Presidential attendance, must be decided before the November 18 announcement.

There is a meeting with Edelman on October 30 to discuss the presentation of the Summit and a future meeting to discuss work options with the Golden Harris firm CEO.

The team is producing a revised and prioritized budget for Bob, Gregg and Harris.

Logistics

Carolyn is in New York and could not update the group.

Youth

Youth team members will meet with Public Affairs, Commitments, and Agenda & Programming.

Chad reminded the group not to present youth as problem to be fixed but rather a partner for improvement, and remarked that he was preparing a memo that outlayed potential pitfalls in this regard with our present course. He invited all to comment on the concern.

Agenda and Program

Chad and Carolyn are working on a draft agenda, timeline included, of Summit operations including advance and post-Summit plans, and the tracks or session content.

Host

Carolyn T. and Gregg are attending a meeting with Pew today.

Funding

The team is following a strategy set forth after last week's meeting with Gregg.

Internet

Tracy was not present for comment.

Miscellaneous

The executive coordination and leadership training for the team leaders and Summit planners was confirmed by Melinda on Tuesday, November 5, around the hours of 8:00am to 12:00am. Team leaders should provide a representative if not able to attend. Stuart stated action plans are due to the Board around October 31 or November 1.

*** Please contact Gardner at ext.224 @ POLF with questions or suggestions on the minutes.**

INTEROFFICE MEMORANDUM

TO: SHIRLEY
FROM: MARCI *Marc*
SUBJECT: RECAP: STEPS TAKEN TO GET HW ON THE NGA & USCM AGENDAS
DATE: JANUARY 8, 1997
CC: GENE

The Governors:

1. See attached January 3, 1997 memorandum to Gene re: the bad news from NGA about and the Nevada Washington office about HW's speaking about the summit at a plenary session.

2. Today received the bad news from Governor Carper's office about HW presenting at the NGA Human Resources Committee (about one-third the governors). Governor Carper told Jon Jones (his Washington rep) that he wasn't sure what he wanted to discuss in the meeting re: child development. If any non-governors are speaking, he wanted a speaker who had "been in the trenches." I told Jon I will send him materials on the Summit - the Fortune Magazine article and a (rewritten) piece connecting the Summit to early childhood education.

3. HW was asked to contact Bruce Reed. I don't know if they connected.

4. HW and Governor Howard Dean have traded phone calls. If they haven't connected yet, maybe HW can ask Governor Dean to call Governor Miller?

4. Another piece: Getting a Summit mention in the President's remarks to the governors.

The Mayors:

1. Mayor Daley's Washington rep is supposed to call me today and tell me whether HW will be able to address the Mayors. The Mayor's chief of staff is aware that we want HW on the agenda.

2. HW telephoned Mayor Rendell today. I don't know what they said.

3. Mayor Ashe was asked to mention the Summit at the Mayors' Education Forum.

INTEROFFICE MEMORANDUM

TO: GENE
FROM: MARCI
SUBJECT: HW AND THE NGA WINTER MEETING
DATE: JANUARY 3, 1997

Bad news re: Harris speaking at the NGA Winter Meeting.

Evelyn Ganzglass told me (per Ray Scheppach) that Harris will NOT be speaking at a plenary at the NGA Winter Meeting. She wouldn't tell me if the negative is coming from NGA or Nevada, but implied that the negative was coming from Nevada.

Leo Penne (Governor Miller's Washington staffer) said that before the holidays (the last time he spoke to Nevada folks about having Harris at a plenary) there had been no decision.

I asked his advice. Leo said that a call from the White House (i.e. Marcia Hale) to either Governor Miller's Chief of Staff - Jim Mulhall - or the NGA Winter Meeting liaison - Nicole Lamboley might do the trick. Both can be reached on 702/687-5670.

Can you call Marcia Hale -- maybe she can mention the flood in Carson City first (!) and then segue into the Summit and that Harris should speak at a plenary.

I think that a phone call is better than a memo, and obviously, don't mention Leo's name!

Kerry - Thauler -

Gregg Petersmeyer

Potential Co-signators of Summit Invitation Letter

Bob Goodwin - POLF

Marion Heard - Chair of Board of Directors, POLF

Harris Wofford - Corporation for National Service

Bob Rogers - Chair of Board of Directors, Corporation for National Service

Mary Rose Main - Girl Scouts of America, Chair of Leadership 18

Betty Beene - United Way of America

Fred Grandy - Goodwill Industries

Ray Cortinez -

Ray Chambers - Amelior Foundation

Bill Shore - Share Our Strength

Gregg Petersmeyer - Communities of Light

Bill Richardson - Kauffman Foundation

Rebecca Rimel - Pew Charitable Trusts

Tom Kean - Drew University

✓ ~~Rich~~ ^{RICK} Little - International Youth Foundation

Bill Milliken - ^{Communities} ~~Cities~~ in Schools

Jim Burke - Coalition for a Drug Free America

Jim Hayes - Junior Achievement

✓ Jay Winston - Harvard ^{School of Public Health}

Roxanne Spillet - Boys and Girls Clubs

Bill Bradley --

Ed Rendell - Mayor of City of Philadelphia

Judith Rodin – University of Pennsylvania

Oprah Winfrey – Harpo Productions

Tommy Dortch – Coalition of 100 Black Men

Michelle Engler – First Lady of Michigan

Sara Melendez – Independent Sector

Christine Benero – Coalition for Children

✓ Jan Kraemer – Greater Kansas City Community Foundation

Cole Wilbur – David & Lucile Packard Foundation

Marian Wright – CDF
Edelman

Gordon Raley – NCY

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Jan Kraemer – Greater Kansas City Community Foundation

From: Gardner 12/17

Shirley,

These are the citizen success stories I mentioned yesterday. This pamphlet may help in our communications efforts, or if you decide to develop a draft, I will also contact Jay and Ken with the info.

P.S. The cover verso explains its use.

Thanks,

Gardner

SUMMIT MEMORANDUM

December 17, 1996

TO: Shirley Sagawa
FROM: Communications Intern Team and Gardner Humphreys
RE: The Citizen Service Pamphlet

Enclosed you will find the new pamphlet ("*Streams of Service*") of citizen success stories screened and formatted by the interns on the Public Relations Team. The pamphlet now contains over fifty ideal projects that address the five goals, showcasing a diverse cross-section of citizens. Summarized below are the objectives, selection criteria, and potential uses of the pamphlet.

Objectives

The primary objective of the pamphlet is to mobilize everyday citizens around creative and simple ways they can have a significant impact on the goal areas using their existing interests and skills. These accounts also profess hope in the efficacy of citizen service as a solution for complex and serious community issues. In addition, the pamphlet can challenge participating organizations to make commitments supporting proven citizen initiatives. For the general public, these stories will put a face on the work the Summit proposes.

Selection Criteria

We improved the pamphlet by reevaluating stories from the Points of Light Awards, adding outside newspaper or magazine sources. The stories were screened and judged according to their creativity, accessibility, diversity of participants, sectors and skills involved, and their potential for growth. Lastly, the stories were placed under the appropriate goal in order of their unique quality; the first stories being the most original and effective.

Potential Uses

The Public Affairs Team can feature pamphlet stories in the pre, event, and post-Summit strategies. Perhaps we can headline the pamphlet sections with our "Hero Citizens" highlighted in the Summit agenda. Another vehicle may also be the web page and the resource kit sent to community delegations both attending and uninvited.

The team appreciates the opportunity to contribute to this project, and we thank you for your time.

The Streams of Citizen Service

Purpose Statement

Of all the members of a community; businesses, faith groups, government, non-profit organizations, citizens -- to name a few -- the most profound relationships of service are neighbor helping neighbor. Local citizen action springing from these sectors composes the bedrock channeling the streams of service in a community. If the foundations of these streams begin to converge and expand, then the force of citizen action will swell and overcome obstacles in its path.

In many neighborhoods, the waters are already surging. Yet the break level of today's social ills is formidably high. A quantum leap in the quality of life for our youth can only be achieved when citizens, as those profiled within, recognize the national goals of the Summit in their hometowns and see that local solutions are within their grasp.

These pages reveal accounts of everyday citizens bringing their neighbors, and communities, closer to success. The people are from every walk of life, of every age and identity. What every citizen has in common is a contribution that while may be small in scale is giant in its effect.

Introduction

The following accounts of citizen action reveal that community members can initiate efforts with their public, private, and non-profit neighbors using their individual skills and interests. Working together or acting alone, everyday people set the example for accomplishments that are both local and grand in scale.

These are their stories. How will yours be written?

1. Caring and Supportive Mentoring Relationships in the Life of Every Young Person.

Lunch Buddy program brings together adults and students

Founded in 1990, the Lunch Buddy Program pairs an adult volunteer with an elementary school student who needs more individual attention. Teachers refer students to the Lunch Buddy Program which ultimately increases their academic performances. Over 60 volunteers, including city and state employees, senior citizens, business professionals, and school district employees, currently work with students from Madison and Garfield Elementary Schools. Teachers have stated that students who are matched with a lunch buddy have improved in attendance, class participation, and academic performance.

Lunch Buddy Program, Olympia, WA (Public/Private)

Fraternity tutors and mentors adolescent boys

In 1986, two members of the Phi Omega Chapter of Omega Psi Phi Fraternity, James M. Griffin and Billy Hice, launched the Principle Achievers Program to provide more adult supervision and attention to adolescent and teenage boys who lack strong role models. The Principle Achievers Program draws more than 120 student participants from six Baltimore area schools. Many come from low-income or single parent families, have poor academic records, or lack the ability to interact well with their peers. In most cases, the youths are referred to the program by their teachers. Each volunteer spends at least two hours per week with a youngster reviewing class assignments. This experience helps the youths broaden their career and educational aspirations and develop good character and values.

Principle Achievers Program, Baltimore, MD (Private)

Navy Squadron and retirees mentor children

The Adopt-A-School Program of Orange Park, Florida, is a partnership between the Navy Patrol Squadron 45 and the Penney Farms Retirement Community. Together, they adopted the students of Green Cove Elementary School. The partnership supplements the students' education and involves the squadron and retirement community in the education of local youth. The men and women serve as tutors, supervise field trips, and provide inspirational talks. The students reciprocate by corresponding with members of the patrol squadron stationed at sea. The experiences of the senior citizens and the dedication of the navy personnel greatly enhance the learning process of the Green Cove students.

Adopt-A-School, Orange Park, FL (Public)

Unicycles reform gang members

Mr. Smith, 66, has served as a volunteer Shriner clown since 1954. He now uses his performing talents to draw the attention of young people who are members of gangs or have committed criminal offenses. Late at night, when gangs are loitering on the streets, Mr. Smith brings his unicycles out, challenging the gang members to ride them in front of others. Many of the tough youth learn they are not so fearless. Eventually, Mr. Smith earns the respect and admiration of the young people. Some of the young people now perform in local parades and shows as clowns while many went on to graduate from high school or obtained employment at the police department.

John Smith, Oklahoma City, OK (Private)

Church and school team up to help children in need

The First United Methodist Church "adopted" the Washington Elementary School, where the majority of students live at or near the poverty level. Volunteer church members visit the school each week at a scheduled time, assisting teachers in the classroom, tutoring students who need academic support, and helping students in the reading lab. Each month, volunteers collect and distribute clothing to children in need. They also periodically donate supplies for the children, including pencils, erasers, paper, tissues, and crayons. Finally, the volunteers prepare food baskets for children and their families during the holidays.

First United Methodist Church / Washington Elementary School Partnership, Vancouver, WA (Non-profit/ Public)

Volunteers assist therapists to help children deal with grief through art

Volunteers assist registered art therapists in helping children who have lost family members and friends express their grief through the creative expression of art. Sponsored by Sutter's Community Hospital Foundation, the group has served over 805 children since 1985. Volunteers attend all art therapy sessions and develop close relationships with the children and their families.

Children's Bereavement Art Group, Sacramento, CA (Non-Profit)

Fifth through eighth graders use magic to gain confidence

This year-round curriculum provides tutoring and cultural and recreational classes. About 300 volunteers from all over the metropolitan area offer their time in everything from AIDS awareness and civil rights classes to extra help in literature and math. Bob Weiman, an Alexandria school teacher, teaches magic to inner-city students as a way to sharpen presentation skills and gain self-confidence, while getting a few laughs along the way.

The Higher Achievement Program, Washington, D.C. (Non-profit)

After-school program teaches life skills to youth

The Youth Foundation was established in 1979 by Professional Golfers Association champion Chi Chi Rodriguez, educator Bill Hayes and the late Bob James. The Foundation works with young people who have been victims of abuse or have suffered from other crises. "Chi Chi's Kids" is an after-school program at Glen Oaks Golf Course and the Chi Rodriguez Golf Club. Volunteers teach horticulture, golf and retail skills, personal and life management, good health and social behavior to over 100 young people. The youth are referred to the program by teachers, counselors, and concerned citizens.

Chi Chi Rodriguez Youth Foundation, Inc., Clearwater, FL (Private)

Senior citizens instill self esteem in disabled youth

Mrs. Frank, 65, teaches an aqua-therapy class for youth with physical disabilities. Since she established this program in 1968, 135 swimmers each year have overcome obstacles ranging from broken ankles to multiple sclerosis. Mrs. Frank, along with 100 volunteers, offers students one-to-one assistance through a specially-designed, individualized program. She has also introduced youngsters with disabilities to juvenile delinquents in order to meet and learn about their respective challenges.

Doris Frank, Lake Waukomis, MO (Public)

Volunteers offer motivational clinics and coach basketball for drug-free youth

The basketball league is a partnership among the San Antonio Spurs, the National Youth Sports Coaches Association, San Antonio Parks and Recreation, YMCA and the Boys and Girls Club. It gives young people an opportunity to play basketball while developing cooperation, teamwork, and discipline. Nearly 250 volunteers serve as coaches for 230 teams serving over 2,300 youth. The young people make a drug-free pledge and the members of the Spurs offer motivational clinics.

San Antonio Spurs Drug-Free Youth Basketball League, San Antonio, TX
(Private)

Undergraduates inspire young students through education

Boston University undergraduates volunteer to enter classrooms of local public schools to mentor and teach children. The program combines the undergraduates' abilities to tutor with the desire to inspire young students through education. Many college students participate in the Wizard Program to gain experience with teaching as well as working with children. The children then gain an appreciation for education and receive the chance to learn more with caring mentors.

The Wizards Program, Boston, MA (Private)

2. Education that Prepares the Coming Generation for Productive Employment and Good Citizenship.

Tech Corps provides computer education for students

The Massachusetts Software Council initiated Tech Corps to help raise the computer literacy of youth by helping them understand basic technology. The program works with 47 school districts and has been sighted by President Bill Clinton as a model for a national computer literacy project. More than 300 volunteers work to train teachers, implement local networks, and connect schools to the Internet. The Tech Corps Program has received support from many area corporations as well.

Massachusetts Software Council, MA (Private)

Medical students offer health screenings and advice

"I Have A Future" is a program of Meharry Medical College, a historically black college. The program addresses teen pregnancy, substance abuse, violence, and unemployment. More than 200 student volunteers work with people in housing developments, offering health screenings and weekly classes on pregnancy, decision making, and conflict resolution.

"I Have A Future" Program, Nashville, TN (Public)

Police officers reach out to students

Captain Lewis, who commands the 22nd District Police Department, has gone above and beyond his official duties in the community to promote literacy. He initiated a tutorial program for the young people in his neighborhood, whereby police officers tutor students in basic reading and writing. The Captain also established a public library in response to the need to increase literacy and promote neighborhood unity. The library, located at the James Weldon Johnson Housing Project, was built by Captain Lewis and other police officers.

Captain Al Lewis, Philadelphia, PA (Private/ Public)

Retirees share science knowledge with elementary school students

The program allows retirees to talk vividly about their experiences while using their professional connections to bring in equipment and supplies that schools otherwise would not have access to or could not afford. They help students learn about science as professionals do, by experimenting. Each retiree teaches classes in five District elementary schools and two in Montgomery County for six weeks and conclude the sessions with a field trip.

Retired Scientists, Engineers & Technicians, Washington, DC (Private)

Corporation provides supplemental education

KIRO, a division of Bonneville International Corporation, a commercial broadcasting and media communications corporation, devotes over 18,000 hours to community service each year. KIRO participates in two educational programs; "Partnership in Public Education," in which KIRO employees teach students about media and broadcasting; and "Junior Statesmen," where interested students learn the role of media in politics. In addition, KIRO employees also assist homeless families with securing apartments, improving their writing skills, and obtaining employment.

KIRO, Inc., Seattle, WA (Private)

Corporation and Girl Scouts support youth education

The Girls Scouts and Johns Hopkins Corporate Security Services created Project HOPE (Her Opportunity, Protection, and Education) which consists of after-school classes and Saturday field trips for girls from eight to seventeen years old. Students participating in the program receive tutoring in math, dramatic reading, and science. In addition, they attend discussions to help deter drug abuse, alcoholism, school dropouts, and pregnancy. The Maryland Juvenile Justice Advisory Council is the program's primary benefactor.

Project HOPE, Baltimore, MD (Non-profit/ Private)

Resident teaches young people to appreciate their community

For over three years, Mr. Baldwin, 18, has been an active member of the Beloit Positive Youth Development (PYD) program. Mr. Baldwin mentors young people in Beloit's low-income neighborhood, helping them to develop an appreciation for their community and the environment. As president of the local Urban 4-H Program, he leads a summer camping trip for urban youth. While in the wilderness, he speaks with the young people about the importance of caring for the environment and describes the plant and animal life. He also founded a rap group, "DP Boyz," whereby he offers advice to young people on peer pressure, drug involvement, and making difficult decisions. Mr. Baldwin coordinates community clean-ups and trips to museums and parks for the city's youth.

Davarian Baldwin, Beloit, WI (Private)

Marines serve as friends and role models for school children

In 1983, the United States Marine Corps of Henderson Hall adopted the Barcroft Elementary School to provide students with friends and role models. The Marines, known by the students as "Marine Buddies," visit the students dressed in their military uniforms, stressing the discipline and positive behavior needed for success. After completing a tutor training program, each Marine is matched with a student in need of academic support. Every Tuesday from 11:00 a.m.-1:00 p.m., thirty Marines tutor their buddies. Teachers provide assignments helping reinforce what is taught in the classroom. In most instances, the student/tutor relationship has developed into a friendship. The Marines may invite the student to their homes for a holiday meal or the student may invite their "Marine Buddy" to a scout activity or birthday party.

Henderson Hall / Barcroft Elementary School Adopt-A-School Program, Arlington, VA (Private, Public)

Retiree volunteers as high school instructor

George Simmons, 78, has dedicated the last six years of his retirement to the students of Mt. View High school, volunteering as a woodworking instructor. He spends four hours a day, five days a week sharing his experience and talents while assisting students in creating pieces which have won state awards. His one-on-one approach forms close relationships with his students, helping to bridge the generation gap. Mr. Simmons also filmed a videotape which teaches simple woodworking skills. In addition, he instructed numerous people in the art of blacksmithing, with the hope of continuing the existence of a nearly extinct trade.

George Simmons, Provo, UT (Private/ Public)

Corporation partners with school to provide work study

New England, an insurance and investment corporation, formed a partnership with the Jeremiah Burke High School, an inner-city school, offering students work-study opportunities. New England then approached the Big Sister Association to train employees on how to serve as career mentors to the students. The students, who are 11th and 12th graders, work from 2:00 until 5:00 after school and full-time during the summer. They are employed in entry level positions and paid higher than minimum wage. Students meet with their mentor at least once per week to discuss their progress, identify special interests, and set goals for the future. The volunteers also help students complete college applications and obtain college scholarships.

The New England Mentor Program, Boston, MA (Private/ Public)

3. A Healthy Start in Life and Incentives for Healthy Behavior.

Volunteers provide grief counseling for children

My Guardian Angel is the first organization in Dallas to target the special needs of children who have suffered loss or estrangement. The program provides peer support groups for children who have experienced bereavement because of divorce, separation, desertion, or death of a loved one. Through the peer support groups, three to six children meet once a week for twelve weeks with two adult volunteer facilitators. While the children participate in the program, the parents, caregivers, or guardians are invited to meet with their own support groups. At the end of the twelve weeks, all program participants come together for a session. Since the program's inception, more than 500 volunteers have been trained.

My Guardian Angel, Dallas, TX (Private)

Engineers use their skills to help disabled individuals

Volunteers for Medical Engineering (VME) is a non-profit group founded by John Staehlin, a mechanical engineer for Westinghouse Electric Corporation. The effort grew from his conviction that his engineering skills could be used to help individuals with disabilities. Since 1981, VME has combined the creative potential of engineering professionals with the expertise of the rehabilitation and medical communities to develop devices to help disabled individuals become more productive and comfortable. Today, there are numerous chapters throughout the nation with more than 600 volunteers. Martin Marietta Corporation and General Dynamics have supported their employees in establishing VME chapters.

Volunteers for Medical Engineering, Baltimore, MD (Non-profit)

Puppet show warns children of drug abuse

BABES, a puppet show initiated by Retired Senior Volunteer Program (RSVP), reaches youth at an age when attitude about alcohol and drugs are being formed. This initiative is a unique opportunity for seniors and youth to share their experiences, talents, and skills with each other. In a series of seven puppet shows, RSVP volunteers convey messages to young people, ranging from how to enhance self-esteem to the dangers of drug abuse.

*Beginning Alcohol and Addiction Basic Education Studies (BABES),
Cleveland, OH (Private)*

Housing and counseling for drug addicted women and their children

Founded in 1987 by members of St. Timothy Lutheran Church, Ruth House Ministries consists of five halfway houses where women who have been hospitalized for drug addiction treatment can live with their young children. A corps of volunteers provides a variety of services to the women who live at Ruth House. Some help the women obtain high school diplomas or enroll in vocational training, others find appropriate schooling for their children, while others accompany the women to support groups and meetings. Many volunteers also help the women prepare meals, maintain the home, and care for the children. In addition, local lawyers provide legal services free of charge.

Ruth House Ministries, Tampa, FL (Non-profit)

Lawyers and Nurses offer drug counseling

Lawyers from the Bronx District Attorney's Office and Nurses from Lehman College teach young students about the dangers of using and dealing drugs through a four week program. During the four weeks, students participate in a variety of learning experiences, such as attending a trial at a court house and visiting babies born addicted to drugs. Nurses, doctors, and attorneys volunteer throughout the program.

*Substance Prevention and Intervention Network in School -- Pupils,
Lawyers, Nurses Against Drugs (SPINS -- PLAN), Bronx, NY (Public)*

New Futures partners with United Way to engage youth in service

The VYTAL project, a collaborative effort between Pittsburgh New Futures and the United Way, is committed to students engaged in community service. The program is designed to prepare tomorrow's leaders to contribute to their community. It augments human resources through a student volunteer corps and instills in youth the knowledge, skills, and values essential for community service, helping them learn how to support community service agencies.

*Volunteer Youth Training and Leadership (VYTAL), Pittsburgh, PA
(Non-profit)*

Project helps detect breast cancer in economically disadvantaged women

Milwaukee's Breast Cancer Awareness Project represents a unique partnership between government, private industry, medical practitioners, and volunteer organizations. The group was formed to promote education, awareness, and early detection of breast cancer among economically disadvantaged women. Traveling in a mobile unit, over 30 volunteers accompany trained health care professionals as they perform breast examinations. There is no charge for any of the services provided. Eight hospitals voluntarily provide follow-up treatment for those women possibly needing mastectomies.

Milwaukee's Breast Cancer Awareness Project, Milwaukee, WI
(Public/ Private/ Non-profit)

Rehabilitation program reaches out to victims and the community

This multi-faceted rehabilitation program has led the way in addressing the needs of former inmates and individuals recovering from alcohol and drug dependencies in the Seattle community. Founded in 1962 by a recovering alcoholic, this initiative has provided numerous services to the socially disadvantaged, including low-cost alcohol and drug-free counseling, work release programs, and drug rehabilitation programs. In addition, clients from Pioneer Human Services, along with others from the community, operate a warehouse and food distribution network for local food banks, helping them stretch their food purchasing dollars by buying food at cost and distributing it to local programs. With a volunteer work force, the network shipped nearly 4.5 million pounds of food last year.

Pioneer Human Services, Seattle, WA (Private)

Gospel Mission offers professional services to indigent men and women

In 1951, the Union Gospel Mission first opened its doors as a small soup kitchen. Today, over 100 volunteers provide companionship, serve meals, and offer professional services such as medical, legal, and counseling aid to indigent men and women at the Mission. The Mission's eye care clinic is a program through which professional optometrists give vision exams every Thursday. The optometrists collect used eye glasses from the community and then offer them to the individuals at the Mission. Volunteers also help with the Mission's regeneration program, helping residents make the transition back into the community and employment.

Union Gospel Mission, Spokane, WA (Non-profit)

Volunteers repair buildings to shelter broken families

CREW volunteers work together to renovate and expand shelters that house AIDS-infected women and their families. Many of the women are current or past students in home-repair courses taught by group leader Denise Wheeler, a licensed electrician, through the University of New Mexico Continuing Education Program.

Community Renovation Empowering Women (CREW), Albuquerque, NM (Nonprofit)

4. Safe and Decent Places to, Gather, Learn, Work, Play, and Live.

Citizens clean up their community

The 300 citizens of the small town of Hope volunteered to improve their community together. Through their combined efforts, the residents transformed an abandoned school into a new community center. Scraping classroom walls with a razor blades and cleaning bricks with a steel wool were some of the painstaking jobs they undertook. The center now houses the town's library, an adult center, and the Hope Police Department.

Town of Hope, Hope, NM (Private)

Business executives and residents unite to coach little league

The Near North Little League, located in the Cabrini Green Housing Complex, offers 300 inner city youth the opportunity to play baseball and interact with peers and with caring adults. Business executives, parents and Cabrini Green residents act as volunteer coaches and facilitators for the league's baseball season and its African-American studies and self-esteem programs.

Near North Little League, Chicago, IL (Private)

Residents protect students walking to and from school

Kid Watch is a new program in which neighborhood residents watch children on their way to and from school. The idea of the program is to have adult residents outside, either watering the lawn, washing the car or reading the paper, when the children walk to and from school. The important thing for the adults is to supervise the children and call 911 if an emergency arises. This comforts the children by knowing that adults are keeping an eye on them.

Kid Watch Program, Los Angeles, CA (Non-profit)

Apartment building owner reaches out to children

Mr. Foster, 55, owns the Fort Vancouver Terrace Apartments, a federally subsidized housing project in Vancouver, Washington. He has gone beyond the typical efforts of an apartment building owner by serving as a caring, positive role model to the hundreds of children who live in the complex. Mr. Foster spends much of his time around the complex listening to and talking with young people. He organized three social clubs for children ages 6 to 17, the "Teen Club," the "Pre-Teen Club," and the "MTV Club." Mr. Foster also plans activities and projects and runs an after-school study hall where people receive homework assistance and tutoring. He regularly drives children to school and waits at the school bus stop to prevent confrontations. In addition, Mr. Foster never lets a birthday go uncelebrated.

William Foster, Brush Prairie, WA (Private)

Individual volunteers repair services for others

Mr. Stolarski, 77, has literally hammered, sawed, and drilled the dreams of many disadvantaged individuals into reality by answering the President's call, "If you have a hammer, find a nail." Mr. Stolarski is active with "Some Young Carpenters," an initiative of the Catholic Student Association at the College of William and Mary. On any given Saturday, Mr. Stolarski and his student apprentices can be found building a new house or repairing a dilapidated home for low-income or disabled individuals. They fix plumbing and electrical problems, lay roofing, construct siding, and build steps.

Mack Stolarski, Williamsburg, VA (Public/ Private)

Path paves the way for environment in community

The community of Stowe united to preserve and enhance its environment by creating the Stowe Recreation Path and Town Greenway. Through this project, community members not only share the change of seasons, the arrival of flowers, and the fall of leaves, but they also join together in caring for and maintaining the path. The 5.3 mile path winds along the river, with benches along the way on which to rest and enjoy the view. It offers a sense of community, fosters volunteerism, and provides enjoyment for hikers, bikers, walkers, joggers, and cross-country skiers.

The Community of Stowe, Stowe, VT (Private)

College students spend spring break volunteering

Alternative spring breaks are being offered in colleges across the United States to get students involved in their communities. College students are spending their spring breaks helping elderly, disabled, and disadvantaged people. Habitat for Humanity, campus ministries, and many other humanitarian groups provide opportunities for service such as renovating rundown homes, cleaning up flood and hurricane damage, building Habitat homes, participating in missionary work, and even going abroad to assist native cultures. Alternative spring breaks are becoming a popular option for college students in the United States.

Volunteers hit road instead of beach, USA (Private)

Volunteers work with police to report criminal activity

Drop-A-Dime is a 24-hour anonymous crime hotline that connects residents in the Boston area to local law enforcement officials. The hotline allows victims, witnesses, and the community to participate actively in fighting crime. The program uses a "tip" line that people call anonymously. Volunteers write a report and immediately send it to the relevant law enforcement agency. Calls to the hotline have been credited with several felony arrests. In addition, the program conducts lectures on crime prevention in elementary schools, senior citizen centers, and for any group requesting their services. Finally, Drop-A-Dime has been successful in building positive working relationships between law officials and the community.

Drop-A-Dime, Boston, MA (Non-profit)

Residents work together to make their community a safer place

The residents of Orchard Manor, the largest public housing community in the state, are working together to make their community a decent, drug free, and safe place to live. In 1990, four residents formed a tenant's council to combat the drugs and violence which has grown out of control in the neighborhood. Today, the Tenant's Association has 30 active members who have been trained by the city police to run a neighborhood watch. The volunteers maintain an after school center for children, raise money to pay for field trips, and deliver meals to homebound senior citizens. Orchard Manor, which once had one of the city's highest rates of violent crime, is virtually free from crime and drug activity today.

Orchard Manor Tenant's Association, Charleston, WV (Private)

Syndott Community College volunteers help stabilize the homeless population

Established in 1988, the KCK Rebound Center helps homeless individuals secure employment and move into permanent housing. Open seven days per week, 24 hours a day, the Center is supported by 30 volunteers from Syndott Community College, local social service agencies, and religious and community groups. The volunteers provide homeless individuals with services that include job-search assistance, tutorial programs for youth, free health care, transportation assistance, and nutritious meals. They also run evening programs aimed at helping residents learn to solve problems that have contributed to their homelessness.

Kansas Rebound Center, Inc., Kansas City, KS (Non-profit/ Private)

Organization committed to building communities

Do Something is an organization that builds communities by providing guidance, training and financial resources to young leaders. Teachers in schools, known as Community Coaches, also work with young people to improve their communities. Community members representing all ages, neighborhoods, and institutions meet to develop and implement plans to improve their neighborhoods.

Do Something, New York, NY (Non-profit)

5. Opportunities and Inspiration for every young person to give back to others through service and to contribute to the common good.

School promotes student volunteerism

In 1985, Volunteer East Tennessee State University was established to provide opportunities for the students at East Tennessee State University to experience the joy of serving others, while supplementing local community service organizations. The students can choose from a variety of volunteer efforts, depending on their interests and goals. Those who enjoy working with children coach sports teams for boys and girls clubs, assist Special Olympics, and mentor children at a local recreation center. Other volunteers collect food and clothing for the needy, visit patients at a local veterans hospital, or visit elderly people in nursing homes.

Volunteer East Tennessee State University, Johnson City, TN (Private)

Volunteers provide transportation for elderly people

Care Cars for Elders meets the needs of elderly people who are unable to use public transportation and have no friends or relatives available to assist them. Approximately 25 to 30 volunteer drivers transport senior citizens to medical appointments, shopping, and on errands. The volunteers, who range in age from young adults to the elderly themselves, provide the people with much needed friendship and support. Volunteers work one to two days per week, driving over 27,000 miles annually.

Care Cars for Elders, Spokane, WA (Private)

Local newspaper reports on volunteer opportunities and successes

The Memphis Commercial Appeal, a Tennessee newspaper, answered the President's call for media institutions to recognize volunteers in their community. On July 2, 1989, the paper began a series highlighting citizens who have made community service a central part of their lives. The series, entitled "A Thousand Points of Light," reflected the President's conviction that "From now on in America, any definition of a successful life must include serving others." On Thanksgiving Eve, President Bush addressed a crowd in front of The Commercial Appeal building, congratulating the newspaper and its honorees, referring to them as "great American success stories."

The Memphis Commercial Appeal, Memphis, TN (Private)

Community greenhouse employs a volunteer work force

The Cheyenne Botanical Gardens employs a volunteer work force of disabled individuals, senior citizens, juvenile offenders, and local residents to operate the botanical garden and municipal nursery. In 1982, a community greenhouse expanded into the 6500 square foot Cheyenne Botanical Gardens. Volunteers grow vegetables, plants, and flowers. Sixty-five percent of the food goes to low-income families, and the plants and flowers are donated toward municipal beautification efforts. One of the greatest benefits of this initiative is the mutually rewarding interaction between juveniles, seniors, and the disabled.

Cheyenne Botanical Gardens, Cheyenne, WY (Private)

Family brings joy to needy children in their community during holidays

The Stouffers, endearingly known as "Santa and Mrs. Claus," bring the joy of the holiday season to the needy children in their community. For the past 17 years, The Stouffers have delivered gifts during the holiday season. Throughout the year, the Stouffers collect clothing and toys and refurbish them during the summer months. The gifts are then boxed according to the needs of economically disadvantaged children. Without the Stouffers, many families would not have a merry holiday season.

Lou and Lola Stouffer, Terra Alta, WV (Private)

National Civic League works to encourage volunteerism

John W. Gardner, a former professor of public service at Stanford Business School and founder of Common Cause, is now chairman of the board for the National Civic League. He has helped launch an Alliance for National Renewal which strives to foster a universal ethic of volunteerism and stimulate cities to tackle their own problems through which over 100 organizations work towards community development. In essence, the program has initiated partnerships between local governments, businesses, and non-profit organizations.

Alliance for National Renewal, Denver, CO (Non-profit)

Police officer lends a helping hand to elderly woman

Ted Glaude, 47, exemplifies the possibilities available to police officers in helping those who are in need. While responding to a reported break-in at the home of an elderly woman, Officer Glaude discovered that 82-year-old Ophelia Poindexter needed some help with daily chores. Through the Senior Citizen Contact Program, sponsored by the Henrico County Division of Police, he began volunteering in 1988 to check up on senior citizens who live alone. Officer Glaude has also developed a lasting relationship with Ms. Poindexter, helping her by shopping and doing yard work.

Officer Ted Glaude, Highland Springs, VA (Public/ Private)

Partnership gives young people sense of national and community pride

The members of Post No. 93 and the students have devoted more than 8,000 hours to the Fall and Summer Special Olympic Games. Serving as "huggers", volunteers are matched up with players to encourage and assist them throughout the games and ensure they participate in the correct events. The partnership also sponsors spelling bees and math contests for high school students. The partnership not only helps young people grow intellectually and physically, but also instills in them a sense of national and community pride.

Ceredo-Kenova American Legion Post No. 93 and the Tolsia High School, Kenova, WV (Public/ Private)

Submarine pilots tutor students in area schools

Submarine Group 6, in conjunction with the Chamber of Commerce, formed a partnership with area schools. Military personnel and civilians can tutor students in math, physics, biology, chemistry, judge science fairs and lead tours through the submarines. They also support academically challenged students, tutoring them in remedial reading and math.

Submarine Group 6, Charleston Naval Base, SC (Public)

Project offers counseling and support to those with HIV

Founded in 1985 by concerned community members, MAP cares for those with the Human Immunodeficiency Virus (HIV), offering them counseling and support. After completing an intensive training program where they learn about issues relating to HIV, volunteers assist the efforts of MAP in a variety of ways. Some volunteers offer AIDS patients help with meal preparation, errands, shopping, and transportation, while others speak to local community groups about AIDS and related topics. They also help patients with personal hygiene if they are terminally ill and facilitate support groups for those with HIV who are substance abusers or single mothers.

Milwaukee AIDS Project (MAP), Milwaukee, WI (Non-profit)

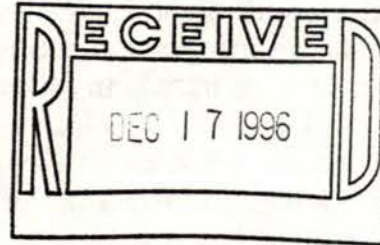
E W I N G M A R I O N
KAUFFMAN FOUNDATION

Summit File

cc: Shirley
Melinda
DEB,

December 16, 1996

Harris Wofford
Chief Executive Officer
Corporation for National Service
1201 New York Avenue, NW
Washington, DC 20525



Dear Harris:

After the last conference call on the President's Summit, it occurred to me that we may be expecting too much too soon from youth serving agencies and others involved in local communities in regard to their buy-in and support for the tentative targets that have been established to engage people in service after the Summit in support of America's youth.

Our own experience at the Kauffman Foundation in working at the local community level in building the kind of collaboratives that have been implied in our conference calls, is that they require a lot of relationship building and process consultation before groups can engage in meaningful activity that brings people from diverse backgrounds together to work together toward a common goal. It also requires strong leadership from the communities and neighborhoods where the targeted beneficiaries live (i.e., children and youth). Leadership at the neighborhood and community level is rather scarce even in Kansas City which has been recognized as one of the more advanced cities from a community building point of view. Investing in leadership development activities, we believe, is a condition precedent to achieving the kind of goals and targets that have been tentatively established for the President's Summit. In addition, when an initiative's targets are focused on youth, we have found that the use of a youth advisory team in the planning and implementation process is critical to the success of the initiative.

Attachment I is a product of our strategic planning process for youth development at the Kauffman Foundation. The key message illustrated here is that it is a complex process that requires a web of supportive development services for youth and families to enable them to grow and become contributing members of society. The challenge of bringing needed supports together around children and families is more complex in low income areas than anywhere else. No one institution can possibly

expect to have an impact on all aspects of this wheel. It can only happen by forming meaningful public/private partnerships where government, business and neighborhood institutions come together. The question here is, how do we integrate the Summit's targets with the work of the institutions and individuals involved with this "web of support" circle.

Attachment II is what we call a Healthy Community Model. It illustrates the conclusions we reached after taking a diverse team of representatives from local institutions on a 17 city tour to identify best practices in building community. As previously mentioned, it starts with relationship building; getting people from business, government and neighborhood institutions together around a table, first to get to know each other so that trust can be established, and second to decide on how they want to pull-through the social and economic resources they need to have a healthy community. The key person in this process, as indicated by the point where the concentric circles overlap, is the local neighborhood leader.

My basic point is that maybe a more reasonable expectation of what might be done at the Summit is to outline the strategies and principles that will assure success in achieving the targets when implemented at the local level. An example of that is enclosed as Attachment III which is a report on a conference we sponsored in 1994 in Washington on Integrating Education, Health and Human Services. This has enabled us to form the *Family Investment Trust* in the state of Missouri and the *Local Investment Commission* in Kansas City which is currently overseeing the implementation of the *Caring Community Schools*. These schools are producing a result similar to that described in the attached report. We are aware of no other city that has made as much progress in this area as Kansas City, however, it has taken us several years to get in a position to show significant results in moving people from welfare to work and bringing children to schools ready to learn.

The bottom line is, it takes a lot of cooperation and collaboration among many institutions to bring together a cast of significant caring adults to help youth grow up and become contributing members of society. Local leaders in communities around the nation need guidance and direction on ways to build this supportive web of services that young people require. If the conference can supply the nation's community leaders a helpful document describing "how to get the job done," then the community representatives attending the conference (and those that didn't) can go home with some degree of assurance that the

commitments they made to be selected for attendance at the Summit can be realized.

Should you desire to talk about this some more, I'd be happy to carve out some time for that purpose. As previously mentioned, one of our board members, Siobhan Nicolau, has been an important consultant to us on such matters and might be a good resource to engage in the Summit planning process. You can contact her at her New York office (212-529-9323) if you choose to do so. In addition, Damian Thorman, our chief of public affairs at the Foundation, was the primary organizer of the conference described in Attachment III. Should you want to contact him, he can be reached at (816) 932-1401. Shirley Sagawa knows Damian well, having worked with him when he was a staffer on the Hill.

Best regards,

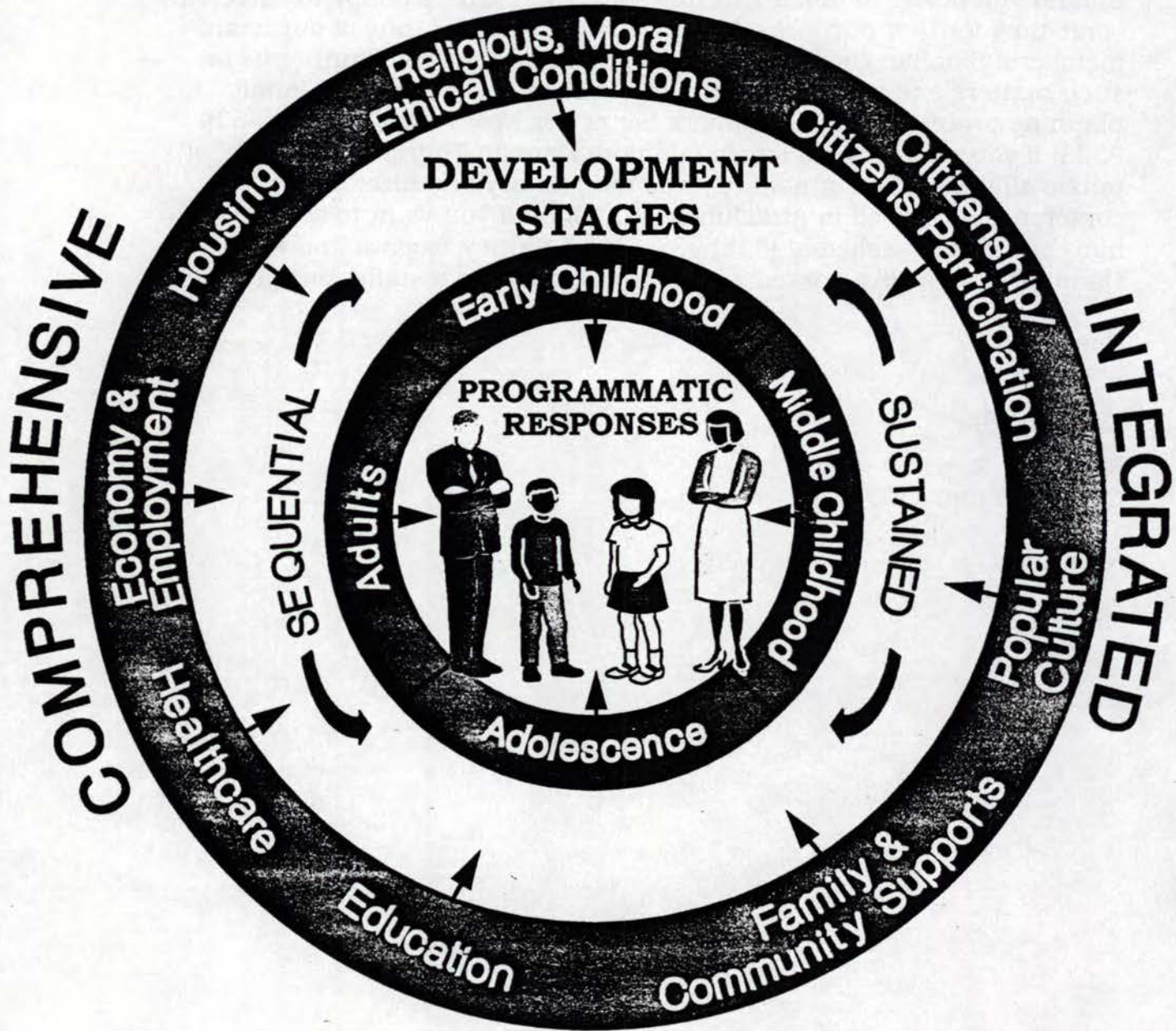


Robert B. Rogers
Chairman and CEO

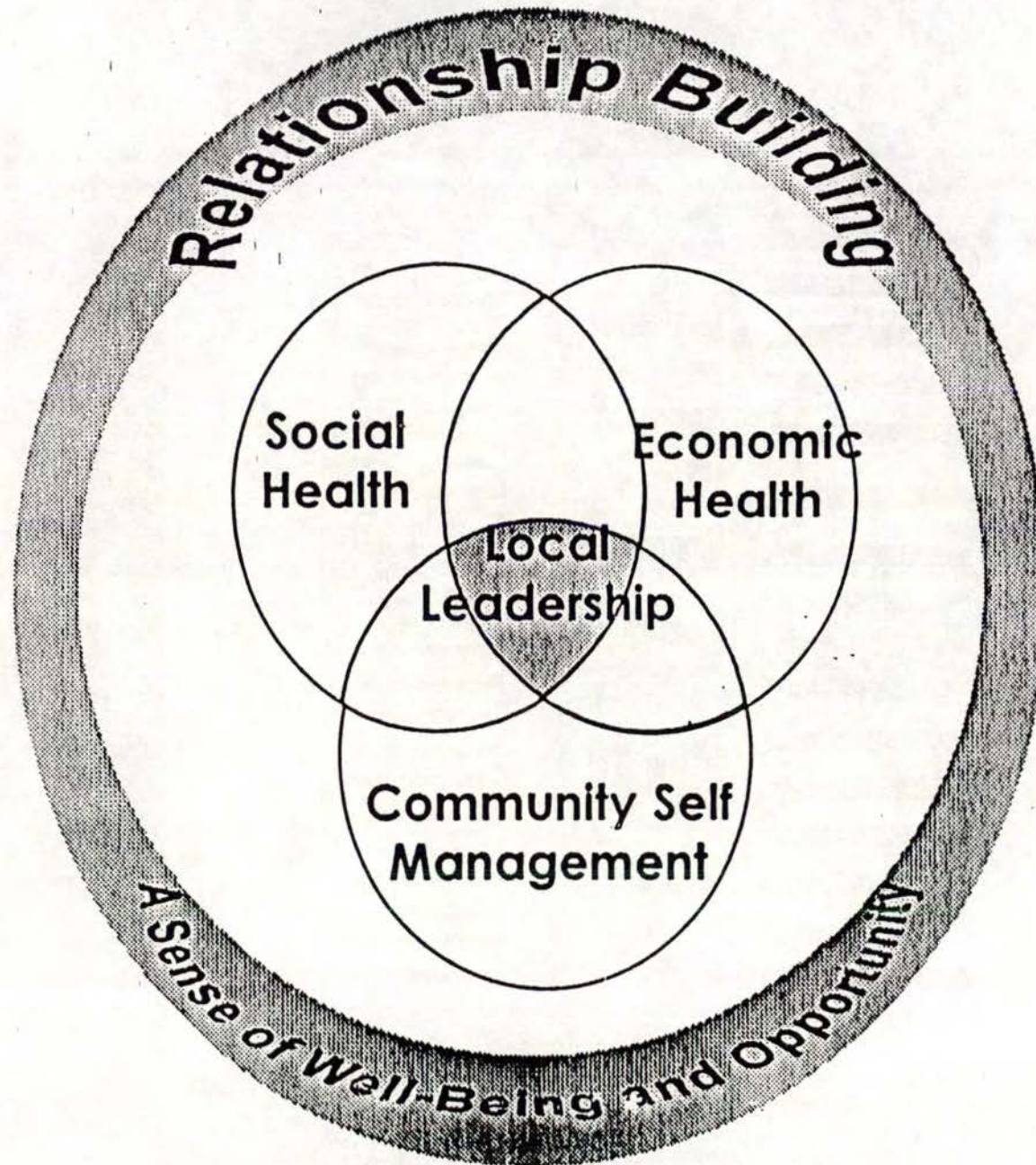
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Enclosure

HUMAN DEVELOPMENT CONCEPTUAL FRAMEWORK



Healthy Community Model



AMERICAN ACADEMY OF PEDIATRICS • AMERICAN ACADEMY OF PEDIATRIC DENTISTRY • AMERICAN ASSOCIATION OF SCHOOL ADMINISTRATORS

PRINCIPLES TO LINK BY

AMERICAN MEDICAL ASSOCIATION • AMERICAN ASSOCIATION OF NURSES • AMERICAN PSYCHOLOGICAL ASSOCIATION • AMERICAN PUBLIC WELFARE ASSOCIATION

HEALTH PROGRAMS • ASSOCIATION OF STATE A

INTEGRATING

EDUCATION

HEALTH

AND

HUMAN SERVICES

CHILDREN'S DEFENSE FUND • CENTER FOR POPULATION C

COUNCIL OF GOVERNORS' POLICY ADVISORS • CHILD WELFARE LEA

FOR CHILDREN, YOUTH, AND FAMILIES:

EDUCATION LEADERSHIP • NATIONAL ASSOCIAT

Systems that are Community-Based and School-Linked

NATIONAL ASSOCIATION OF SCHOOL NURSE CONSULTANTS • NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS • NATIONAL ASSOCIATION OF SOCIAL WORKERS • NATIONAL ASSOCIATION OF STATE BOARDS OF EDUCATION • NATIONAL CENTER FOR SERVICES INTEGRATION

FINAL REPORT

NATIONAL EDUCATION ASSOCIATION • NATIONAL HEAD START ASSOCIATION • NATIONAL PTA • NATIONAL SCHOOL BOARDS ASSOCIATION • NATIONAL SCHOOL HEALTH EDUCATION COALITION • NATIONAL URBAN COALITION • PUBLIC EDUCATION FUND NETWORK

1994

cc: Melinda Shirley

POINTS OF LIGHT FOUNDATION

October 1, 1996

TO: Ray Chambers
Marian Heard
Bob Rogers
Don Staheli
Harris Wofford

FROM: Bob Goodwin PKG

CC: Gregg Petersmeyer

You have now received Gregg's proposed timetable and staffing plan for the Summit. As we have discussed over the past week or so, a key element in responding to that plan is to determine how best to integrate the work of the Summit with that underway for Connect America. Until we resolve that more fundamental question, it will be difficult to know how best we can make the Summit a successful reality. Hopefully, we can reach resolution on this in our phone discussion tomorrow.

We believe that there is a tremendously positive potential synergy between the Summit and Connect America - that the Summit can add to the substance and to the visibility of Connect America and that Connect America can provide the framework and continuity within which the Summit can happen. We also believe that by integrating the two we can maximize our leverage with the media, with our funders and with national leaders while at the same time minimizing duplication and overlap and avoiding potentially harmful competition.

The attached documents summarize how we believe that integration can best take place. This analysis was done at my request and has been reviewed and affirmed by the senior management team of the Foundation. I hope that you will take a few minutes to review them prior to our telephone call.

September 29, 1996
11:00 PM

TO: Bob Goodwin

FROM: Kern Allen

Attached is the analysis which you requested concerning the potential operational relationship between the Foundation/Connect America and the Presidents Summit. I apologize for getting it to you so late but Gregg was unable to send me his timetable and staffing plan until about 6:30 this evening and I wanted to review it before completing the attached. It is my understanding that Harris and you also have received this information from Gregg.

Please consider this cover memo an integral part of the analysis and, as you wish to do so, please feel free to share it with others. There are six or seven key summary points that need to be considered as leaders of the board and you decide together how we should create the appropriate interface between the Summit and Connect America.

1. The Summit plan, as currently written, is fundamentally sound. While participation by our staff might result in "tweaking" that would add value to the plans, it would be incremental improvement rather than major reworking. We should approach our collaboration on that basis, respecting the good work that has been done to date.
2. There is strong potential synergy between the Summit and Connect America. As described in the attached paper, the Summit can contribute significantly to the overall positioning of Connect America. Our work on behalf of the Summit can be a critical factor in insuring its success.
3. But, unless fundamental issues about the relationship of the two activities are resolved, the synergy will not be realized. Worse, the Summit can and will do harm to and undermine the clear commitment the Foundation has made to Connect America. Those issues include the name of the Summit, the "message" and use of the proposed goals, the understanding by staff on both sides of the expectation of their interdependence, etc.
4. The operational issue of greatest concern has to do with the timing of the Summit. While the current Summit plan is solid, it is not clear that it can be reasonably accomplished in the time available, particularly given the year-end holidays. Serious, immediate discussions need to take place, involving senior staff of the Foundation and of the Corporation, to determine whether the timetable is really feasible. If it is not, we need to be clear about what the added cost will be to extend the timetable and from where the needed financing will come.

5. We will need to make a major commitment of staff in order to insure that Gregg's proposed timetable is successful, a commitment probably greater than that contemplated by Gregg. Even if we assume that the timetable can be met, we need to carefully consider whether the Foundation can bear the cost. We will be required to divert our current staff from many of the activities already planned for FY97. While there may be some natural trade-off that sustains our forward momentum, we need to be fully convinced that the return to us will be worth the investment that will be required.

6. If the Foundation's key staff members continue to be excluded from meaningful participation in planning for how to achieve the Summit's goals, there will be little ownership for the desired product and little enthusiasm for undertaking the work required to get the job done. This has become more puzzling and thus more difficult given what appears to be the growing inclusion of staff from the Corporation.

7. None of the plans directly addresses what should be a key ingredient in our ability to make the Summit (and, indeed, Connect America or the Foundation's overall program) a success - the committed and energetic involvement of our volunteer leadership. The commitment process, particularly, will likely fail if it is a staff-driven effort. We must have the active participation of key members of the boards of the Foundation and the Corporation to make it a success.

8. This also offers us an excellent opportunity to work in close partnership with staff from the Corporation for National Service. Although I have not presumed to suggest specific places where their involvement might be most appropriate, it seems to me that it should stand side-by-side with our own. Thus, we should create a joint communications team that draws on their resources as well as ours. If they take the lead on the invitations process as Gregg suggests, we should work in support of them. And, as Harris and you have discussed, we should insure that our single Web site is designed so that it is supportive of and a gateway to information about the Corporation and its programs. Perhaps one of the next steps should be some joint discussion between the Corporation's lead senior people on this and our own to determine how best to match up our resources.

I look forward to reviewing this analysis with you in "real time." I will be in the office all day tomorrow (Monday) beginning at around 8:15 AM. Please give me a call or leave a voice mail message whenever it is convenient. Thanks!

The Presidents Summit and Connect America

Potentials for Partnership

September 29, 1996

The following analysis was prepared at the request of Bob Goodwin to suggest potential synergies between the Presidents Summit and the Points of Light Foundation/Connect America. As described below, it appears that a mutually beneficial relationship can be developed between the two efforts, insuring the success of the Summit and positioning Connect America as the national movement that is best equipped to carry forward the work started by the Summit.

Note that this analysis does not consider what role can be played by the Corporation for National Service.

Why is the "Presidents Summit" an asset for Connect America?

1. The proposed national goals help to answer the question "Connect America for what?". They create a framework within which ongoing work can be undertaken at both the national and local levels, by both organizations and individuals.
2. The nature of the Summit meeting creates an "excuse" for commitment, a focal point that maximizes our ability to command the attention of organizational leaders and to move them to commitment.
3. The Summit meeting potentially can be a high visibility "public moment," consistent with other such activities already planned. It can help to position Connect America with leaders in each sector, with media and with the public.
4. Participation in the Summit process will strengthen the commitment of current Connect America partners and will give impetus to recruitment of new partners.
5. The Summit fulfills one of the original notions of Connect America, development of a national "blueprint" to Connect America and a series of follow-up local dialogues to build commitment to that agenda.

Why is Connect America an asset for the "Presidents Summit"?

1. The concept of "disconnection" as a fundamental problem in American society and "connection through service" as a powerful solution has had a high level of resonance with

a wide variety of people. It creates a broadly acceptable rationale for new forms of collaborative action and, thus, for the Summit.

2. Connect America creates an ongoing framework into which the Summit fits and which can carry forward the work begun by the Summit.

3. Connect America's current national partners and prospective "leadership companies" are an appropriate starting point to for the "commitment process" of the Summit.

4. Because Connect America is fully integrated with the Points of Light Foundation, it brings to the Summit the full resources of the Foundation - working relationships with Volunteer Centers, national nonprofit organizations and corporations; strong external communications capacity; strong event management and logistical support capacity; high credibility with the field.

What specific support can the Foundation offer the Summit?

1. The local Volunteer Centers affiliated with the Foundation can serve as local convenors in the invitation process and should be represented in all local delegations.

2. The Connect America national partners, the Foundation's best corporate and foundation friends and the Foundation's corporate members should be the first ones solicited to make commitments tied to the Summit.

3. The Foundation's Youth Engaged in Service Program can plan and execute a high quality youth track, working in close cooperation with other national youth service organizations and through our state-level Youth Ambassadors.

4. The Foundation's Public Awareness unit and its public relations firm, Golin-Harris, can provide communications support for the Summit and create a consistent message that totally integrates Connect America and the Summit.

5. The Foundation has the capacity to manage the logistics of the Summit meeting itself.

6. External Relations staff of the Foundation can collaborate in executing the commitment process for the Summit.

7. Impact Online, working in collaboration with EDS and staff from the Foundation and the Summit, can develop a single web site that meets the immediate needs of the Summit while establishing the long-term resource needed by the Foundation and Connect America.

8. The Development unit of the Foundation may be able to assist in raising funds to support the Summit; it definitely can insure that the Summit and the Foundation are not competitive with one another.
9. Senior staff of the Foundation can provide creative and conceptual input to the Summit to support design of the Summit meeting itself and post-Summit activities, insuring that the Foundation is prepared to assume responsibility for carrying forward Summit activities.
10. Members of the board of the Foundation and of its various advisory committees can be important advocates/ambassadors for the Summit.

What will be required to achieve full mutual benefit between the two efforts?

1. The Summit needs to be named "The Presidents' Summit to Connect America." This will clearly state the full integration of the two concepts and support the branding of Connect America that already has begun.
2. The basic message of "disconnection/connection through service" needs to be integrated into everything written about the Summit.
3. The goals developed by the Summit need to be made the goals for Connect America, with full acceptance by the Points of Light Foundation and the national partners.
4. Staff of the Summit must recognize and accept that a major intended outcome of their work is to position Connect America as the national movement that is best able to respond to the challenges posed by the Summit. Staff of the Foundation must recognize and accept that a significant part of their accountability during FY97 is to do everything they can to insure the success of the Summit.
5. We need to create a joint management team that includes senior staff of the Summit and the Foundation to work on the Summit. There should be a shared responsibility for each major component of the Summit, drawing extensively on the new "matrix" management approach at the Foundation:

Communications/public relations should be led by the Foundation and its public relations firm, Golin-Harris, to insure consistency of message and branding and to gain greatest efficiency our current agreement with Golin, but recognizing that the Summit is an internal client that must be served. Note that this will require funding from the Summit to purchase additional services from Golin.

The invitation process should be led by the Summit with strong support from the Local Infrastructure unit of the Foundation, providing liaison with and support for the participation of local Volunteer Centers.

The commitment process should be a joint effort of the Summit staff and the External Relations (National Partnerships & Local Initiatives) unit of the Foundation to insure that their efforts are mutually supportive and not competitive.

The Foundation's Youth Engaged in Service unit should play the key convening role in pulling together and managing those youth service related organizations that can make a "youth track" an effective reality.

The Summit event should be managed primarily by the Conferences and Meetings unit of the Points of Light Institute, again recognizing that it is serving as a vendor with the Summit as client.

The proposed Summit web site should be a component of the site planned for Connect America and the Points of Light Foundation, "ConnectAmerica.org". Leadership for development of the site should come from a team composed of Impact Online, EDS and staff from the Foundation with appropriate design input from the Summit as a client.

Fund-raising for the Summit needs to be closely coordinated with that of the Foundation for both Connect America and its general operations.

6. There needs to be a clear upfront understanding about how the Foundation's work on behalf of the Summit will be financed - from the Foundation's core funds, from the Summit budget, from funds solicited explicitly for this purpose - and whether that financing will cover staff time and indirect costs or only direct expenses.

January 13, 1997

TO: Mike Deaver Carolyn Berkowitz
 Andrew Chambers Tim Unes
 Shirley Sagawa David Crosson
 Dan Leonard Jim Issokson
 Melinda Hudson Stuart Lord
 Brad Weaber

FROM: Kenn Allen *Kenn Allen*

Here is a new overview and annotated schedule for the Summit based on our meeting on Friday. This is the version we'll start with when we meet on Wednesday. We will have information for you later in the day about the time and place for that meeting.

Thanks.

1/11/97

**The Summit Program
Overview Schedule**

	Sunday, April 27	Monday, April 28	Tuesday, April 29
Morning	<p>Participants begin arriving; registration</p> <p>"Signature" service project begins</p>	<p>Breakfast on own</p> <p>Participants move to Independence Hall</p> <p>9:00 - 10:00 AM Opening Business Session</p> <p>10:00 - 11:00 AM The Presidents</p> <p>11:00 - 12 Noon VIP Brunch with Presidents</p>	<p>8:00 - 12 Noon - Breakout working sessions for local delegations; state delegations; national delegates (with continental breakfast to start)</p> <p>{Possibility of Oprah Winfrey Show live taping}</p>
Afternoon	<p>Participants continue to arrive; registration</p> <p>"Signature" service project ends</p> <p>4:00 - 6:00 PM Celebration of Service at Independence Hall</p>	<p>11:45 AM - 1:15 PM Working lunch sessions on the goals - Convention Center</p> <p>1:30 - 5:30 PM Breakout working sessions for local delegations; state delegations; national delegates</p>	<p>12:00 - 1:00 PM - Lunch in Convention Center</p> <p>1:00 - 2:30 PM - Signing ceremony and closing session in Convention Center</p> <p>2:30 PM - Participants depart for home</p>
Evening	<p>Welcome to Philadelphia reception and food - sponsored by local host committee - tent near Independence Hall</p>	<p>Options to consider:</p> <p>Dinner with major speaker at Convention Center</p> <p>Working sessions</p> <p>Free evening</p>	

1/11/97

The Summit Program Annotated Schedule

Sunday, April 27 Celebration of Service Day

Participants likely will begin arriving on Saturday, April 26 but the majority are expected to arrive on Sunday. They will need to check into their hotels and officially register for the Summit.

Service Projects - The local host committee, working with the Corporation's local programs and with the Volunteer Center, will organize a "weekend of service" for Philadelphians. Summit delegates will be invited to join in for a portion of the day. Advance registration will allow us to assign them based on their arrival times and local needs.

The "Signature Service Project" - The focal point of the day will be a project to which all delegations can contribute and which will leave a significant contribution to the people of Philadelphia. It might be a "safe space" where tutors and mentors can meet young people, where immunizations or eye exams could be given, where a Junior Achievement chapter and scout troops can be based, where youth volunteer programs for the community can be based. Each community and state delegation will be asked to designate one volunteer who will contribute time to the project, perhaps painting part of a mural or other symbolic act that contributes to the overall project. Our goal is to get live coverage of the work by the Sunday morning network news shows.

The Celebration of Service (4:00 - 6:00 PM) - Timed at the conclusion of the service project, this will be a true "community celebration" that will welcome Summit participants to Philadelphia. It will be staged outside Independence Hall. Welcomes will be given by the Mayor of Philadelphia and/or the Governor of Pennsylvania. There will be a single featured speaker who will reflect the spiritual dimension of service, perhaps Billy Graham. Entertainment will be tied to Philadelphia (Bill Cosby, Patti LaBelle, local community choirs or dance groups).

Welcome to Philadelphia Reception (6:00 - 7:30 PM) - Held in a tent near Independence Hall; sponsored by the local host committee; perhaps a BBQ or picnic that will provide participants with their evening meal.

Monday, April 28

Participants will be asked to have breakfast on their own. Buses will run from the hotels to Independence Hall with all participants arriving no later than 9:00 AM.

The Monday morning session will be held at Independence Hall. The Convention Center will be prepared as a back-up site in case of rain with a replica backdrop of Independence Hall as the focal point of the staging.

The Opening Business Session (9:00 - 10:00 AM) - The time to officially begin the Summit and to brief delegates on the program, expectations, etc. We will consider a major speaker to set the stage for the Presidents.

The Presidents (10:00 - 11:00 AM) - Very ceremonial, designed for live television coverage by CNN or C-SPAN. Each president will be accompanied by their "heroes," volunteers who have made a significant contribution to our five goal areas. A video will be used to tell the story of why the Summit is important and of the potential for future action. The Presidents will sign the "declaration of commitment" on stage.

VIP Brunch with the Presidents (11:00 AM - 12 Noon) - To be held in one of the public buildings in the Independence Hall complex. Invitees include Governors, Mayors, corporate CEOs, significant national leaders. This will be a time for Presidents to learn of commitments that will be announced on Tuesday and for photo opportunities and a clutch.

Delegates return to the Convention Center starting at 11:00 AM.

Working Lunches on Goal Areas (11:45 AM - 1:15 PM) - Each community and state delegation will be asked to designate representatives to each of these lunches. The program in each will focus on the nature of the challenge underlying the goal and on examples of innovative, effective programs that already exist.

Breakout Working Sessions (1:30 - 5:30 PM) - Separate tracks will be conducted for local delegations, state delegations and national representatives. This is the first half of the process that will result in development of action plans for post-Summit follow-up.

The evening schedule is unresolved. Options to consider include a dinner with a major speaker at the Convention Center; additional working sessions; or a free evening.

Tuesday, April 29

Breakot Working Sessions (8:00 AM - 12 Noon) - Will include a continental breakfast. This is the second half of the process leading to the action plans.

Lunch (12:00 - 1:00) at the Convention Center.

Signing Ceremony and Closing Session (1:00 - 2:30 PM) - Focus will be on announcement of commitments and on signing of the "declaration of commitment" by all delegates. This could take place at Independence Hall or at the Convention Center using the replica of Independence Hall as a backdrop.

1/15/97

DRAFT*
The Summit Program
Overview Schedule

	Sunday, April 27	Monday, April 28	Tuesday, April 29
Morning	Participants begin arriving; registration “Signature” service project begins	Breakfast on own Participants move to Independence Hall 9:00 - 10:00 AM Opening Business Session 10:00 - 11:00 AM The Presidents 11:00 - 12 Noon VIP Brunch with Presidents	8:00 - 12 Noon - Plenary Session with Governors on best State practices... Breakout working sessions for local delegations; state delegations; national delegates (with continental breakfast to start) [Possibility of Oprah Winfrey Show live taping]
Afternoon	Participants continue to arrive; registration “Signature” service project ends 4:00 - 6:00 PM Celebration of Service at Independence Hall	11:45 AM - 1:15 PM Working lunch sessions on the goals - Convention Center 1:30 - 5:30 PM Plenary session on best practices... Breakout working sessions for local delegations; state delegations; national delegates	12:00 - 1:00 PM - Lunch in Convention Center 1:00 - 2:30 PM - Signing ceremony and closing session in Convention Center 2:30 PM - Participants depart for home
Evening	Welcome to Philadelphia reception and food - sponsored by local host committee - tent near Independence Hall	Options to consider: Dinner with major speaker at Convention Center Working sessions Free evening	

***This is a very preliminary overview which is expected to change.**

Citizen Service –

The challenges faced by American youth today are complex. In small towns and big cities alike, young people need caring and supportive adult relationships; a healthy start and incentives for healthy behavior; safe and decent places to gather, learn, work, play and live; and early childhood education and extra tutoring in and out of school. Youth themselves have much to offer, and should have opportunities and incentives to give back to others through service.

It is within our reach to meet the needs of young people if we have the national will to do so. Across the country, millions of national, state, and local organizations, spending billions of public and private dollars, are working to address these challenges. So are tens of millions of Americans, serving through community organizations or on their own initiative. These ordinary and extraordinary citizens represent an important resource, often overlooked by those whose charge it is to respond to the pressing needs of children and youth. Bringing skills, time, and spirit to the cause, well-organized community members can help local organizations extend the services they provide or initiate new strategies to solve intractable problems. In this age of limited public and philanthropic spending, increasing the volume and effectiveness of citizen action is an important strategy that may prove essential to providing the next generation of Americans a strong start.

We begin with the premise that every person in this country has something to contribute, whatever their economic or educational background, race or ethnicity, age or ability, or citizenship status. The roles that they can play in solving problems of youth are as diverse as the people themselves. Individuals may act on their own initiative, as so and so did in xyz city, when she Or they may volunteer through a community organization, as so and so did... Or their school

Some may serve through an organized national service program, like City Year ... Foster Grandparents Full-time... Stipended ... College Work Study ... Others may assist public or nonprofit organizations -

These examples of community-based service invite

The x million community volunteers now serving represent only a fraction of the potential available human resources that might be dedicated to helping young people. Surveys routinely suggest that more Americans would give time to help others if only they were asked and given the opportunity. Those already volunteering could serve more hours, and say they would do so if they thought they could make a difference. The challenge then, is to convince more people that they have something to give and to motivate them to take their service to new levels.

Another way to ensure that volunteers have a greater impact on the young people in need is to increase their efficacy. Organizations concerned with young people may find ways to integrate volunteers into their programs more effectively. Communities may find ways to assist volunteers who are serving outside of organized programs by giving them support and recognition. Groups serving the same constituency may begin to work together strategically.

Finally, the young people themselves should be asked to serve, and given opportunities to do so. Once the habit is formed in youth, chances are a lifetime of service will follow. Ultimately, the way to sustain a new era of citizen action will be to ensure that every American learns citizenship through service at an early age.

The role of ordinary citizens in this new era is simple – to take action when called; to seek out ways to contribute their time and talents; to enlist others in this effort.

Virtually every sector of American society has a role to play in launching the new era of big citizenship. Government organizations, funders, and nonprofits charged with solving problems of children and youth can build incentives for community volunteers to become involved. Education institutions and other

organizations working to develop young people can encourage them to serve, not just be served. Businesses and other employers can encourage employees to volunteer by offering release time, organizing community service projects for staff, or adopting a school, neighborhood, or community organization.

*Shirley —
what I sent over to Stuart
for the Steering Committee review*

Commitments Team

10/31/96

The commitments team met for the first time on Thursday, October 31, having reviewed the Summit documents in advance. Following a brief overview of plans to date and a review of the commitments strategy, we began to identify the sectors and the criteria to apply as we seek commitments.

Commitments will come from all three sectors of society, will address the national Summit goals or community conditions, will be national and local in scope, and will reflect the diversity of the nation. The Nonprofit Sector/Independent Sector will include communities of faith, human service organizations, foundations, educational institutions, and civic organizations. The Public Sector will include military, government (local, state, and federal), and the Private Sector will include businesses and media enterprises.

There are three basic kinds of commitments: those that support a goal or condition (relationships in the life of a child, healthy start, education, safe and decent places, opportunities for young people to serve); a change in policy that helps us achieve the quantum leap in citizen engagement; or the local process post-Summit.

Other criteria to be considered will be age, geography, race/ethnicity, religious, economic background, and physical abilities.

The commitments team believes that all national invitees should make commitments in order to attend the Summit.

We began by identifying potential commitments for the announcement deadline, tentatively scheduled for the week of November 18, and classified them by goal and by sector and by diversity. We are convinced that we can have at least 6 such commitments, reflecting the range and scope of sub-sectors and goals, in place by the public announcement. In our individual and preliminary conversations with potential commitment partners, we have found that there are a number of nascent initiatives that just need the boost of something like the summit to see the light of day (Leadership 18, Big Brothers/Big Sisters, Lens Crafters, Shell Oil, YMCA, Prudential, Kellogg, Urban Fellows, college presidents, cities and states)

Additional brainstorming created a healthy list of potential commitments and institutions to pursue. The team agreed that we should set a goal for the number of major, macro commitments and seek 75-100 substantial commitments in addition.

Assignments by sector and target are in process for each team member. All will do the necessary staff work on each commitment and, where possible, the assigned staff will make the "ask". Bob, Harris, and Gregg will be utilized where their connection is strong. Board members will be surveyed for distinctive areas of interest, commitments leads, and contacts ... then called upon to pursue commitments where appropriate and necessary.

Assignments by sector and target are in process for each team member. All will do the necessary staff work on each commitment and, where possible, the assigned staff will make the “ask”. Bob, Harris, and Gregg will be utilized where their connection is strong. Board members will be surveyed for distinctive areas of interest, commitments leads, and contacts ... then called upon to pursue commitments where appropriate and necessary.

An important consideration is to finalize all the documents necessary for our discussions as soon as possible so we will have those in place as we work the proposed commitments. Attached is a draft of a public document on commitments attached for your review. The form for “registering” commitments and the database into which it will feed is being developed in partnership with the Invitations team.

Two meetings early next week will produce a detailed target list by sector and condition, and a cross-team work plan with critical dates. Briefly, in the next three weeks (before the summit announcement), the summit team will firm up developing commitments for the handful that are needed immediately. By the public announcement, a few more critical needs will surface: 1) final, snappy public documents, 2) the link to invitations, specifically what level of commitment ‘guarantees’ an invitation, 3) what scope of commitment puts one in the realm of the Presidents, 4) database tracking and communication issues, 5) seeking diversity.

The team is enthusiastic that the commitments work can be accomplished within the necessary time frame. Our challenge is to “think outside the box” and bring in commitments that will be bold and motivate others to action.

THE SERVICE SUMMIT

Commitments

The Summit begins a three year process in which citizens and leaders ... from the private, public, and nonprofit sectors and at the neighborhood, local, state, and national levels ... produce a quantum leap in effective community volunteering and citizen service focused on the most critical problems of children and youth.

Summit Commitments

Organizations and institutions are being invited to Philadelphia to launch a strategy for citizen service and community leadership to turn the tide running against so many young people today. Organizations and institutions invited to the Summit will be asked to come with a tangible commitment to new action that will help create the conditions for the success of American youth. Among these conditions are:

- Education that prepares the coming generation for productive employment and good citizenship.
- Caring and supportive adult relationships in the lives of every child.
- A healthy start in life and incentives for healthy behavior.
- Safe and decent places to gather, learn, work, play, and live.
- Opportunities and inspiration for every young person to give back to others through service and to contribute to the common good.

At the Summit, a set of leadership commitments will be developed from foundations, state and local government, educational institutions, religious organizations, nonprofits, and community delegations that will advance these conditions through expanded and more effective volunteer and citizen service. Following the Summit, community teams will develop and refine the measurable targets at the local level.

The Summit will propel three kinds of commitments to increase the volume and effectiveness of citizen action: commitments that

- Achieve one or more of Summit's five community conditions that support America's young people from birth through their entry into active duty citizenship
- Change organizational policies or systems to unleash the power of citizen action and remove the barriers to sustained and effective citizen engagement.
- Support community delegations in carrying the summit process forward, extending their reach and engaging more citizen power at the local and neighborhood level.

A quantum leap

Commitments made by organizations at the Summit must be bold, national in scope, and local and profound in their impact. The nature and scope of commitments is very important for two reasons: first, the scale of the country's serious social problems demands that every institution and individual play a role in addressing them; however, the current volume of effective work is not sufficient to change these problems. Second, these commitments will serve as examples to others, and, therefore, must be bold and far reaching so that other organizations nationwide will be inspired to make their own commitments in their own communities.

The commitments made by the private, public, and nonprofit sectors will increase the volume ... produce a quantum leap ... of effective community volunteering and citizen service in one of three ways: through the Summit' identified community conditions, through changes in organizational policies, or through committing to support post-Summit work in the local communities.

The following are examples of the kind of commitments the Summit will catalyze ...

Commitments that achieve a Summit condition for the success of American youth

Education for every American that prepares the coming generation for productive employment and good citizenship

A college or university commits its work-study funds to community service.

A nonprofit locates its services in the school, anchoring after-school tutoring and child care programs.

An employer provides Saturday Academies designed to pair corporate volunteers with students in a comprehensive school-to-work program.

A computer company puts schools and nonprofits online, with hardware, training, and technical assistance.

A governor declares zero tolerance for illiteracy, and leverages all the public assets to support volunteers in teaching all who want to read.

Caring and supportive relationships in the life of every child

A business could establish a mentoring program at all of its work sites.

A national organization could pledge to fulfill a commitment for mentors for every child that needs one in a community or state, or for a model national number by the year 2,000..

A religious organization matches every family in its parish, synagogue, church, mosque, or temple with a family in need.

A community could pledge to find a mentor for every young person in need.

A civic organization offers a citizen service scholarship to a student in every high school in America

A healthy start in life and incentives for healthy behavior

A company could pledge that its primary product be provided for free to all children who need it in a community or to a national target number by the year 2,000

And retirees from a union or company or public employer could band together to provide services that support donations of

A medical or dental school could commit to having a certain percentage of residencies conducted in low income clinics

A health care provider uses senior citizen volunteers and retirees to help the frail elderly live independently and avoid nursing homes.

Safe and decent places to gather, learn, work, and play and live

Financial institutions commit a percentage of community reinvestment funds to programs and approaches that engage citizens in active duty service.

A civic organization guarantees a safe place for youth from the close of the school day to early evening in every community in which it has a facility.

A company adopts everything within one mile of its headquarters, renovating every public space within its circumference and restoring every ecosystem.

A religious organization could offer its facilities daily as a safe place or a safe corridor for children after school.

A real estate firm donates housing for those who commit to do full-time service in the community.

Opportunities and inspiration for every young person to give back to others and to contribute to the common good in the community.

A newspaper could commit to running, on the front page, one story each week about what is working in communities through citizen action.

An employer integrates service into its hiring, evaluation, and retirement systems.

A company supports a youth service program in every elementary school in America.

An employer integrates service into its apprenticeship programs, building leadership and management skills.

An employer devotes a percentage of its summer jobs tasks to support community service projects

A city pledges to organize public-private funds for summer jobs for every youth, a good percentage of those in service to the community

A university commits a fixed number of volunteer hours from its students, pledging that on any given day there will be a certain, reliable number of volunteers for a project.

Commitments that change organizational policies or systems in order to support citizen service

- A civic organization that serves youth could turn the tide by engaging youth in service to others, integrating service into its strategy*
- A foundation could make citizen service a criterion for all of its grantmaking.*
- An employer could incorporate citizen service into its hiring criteria, employee evaluation, and other personnel policies*
- A television network could agree to carry regular and prominent programming related to service*
- An employer could integrate service into its apprenticeships programs, building leadership and management skills.*
- An employment agency could deploy its clients in nonprofit community organizations during between placements and during extended job searches.*
- A business could provide service sabbaticals or community leave for skilled employees and engage their retirees in community service.*
- A college or university could integrate service-learning into every class and the entire curriculum.*
- An employer hires, trains, and mentors those transitions out of welfare.*

Commitments that support the work of community teams during and following the summit

- A foundation could support the local summit*
- A company could underwrite the participation of a community delegation*
- A national nonprofit could pledge its affiliates as partners in the post-summit delegations and other initiatives.*

Commitment criteria

While each commitment will be unique, depending upon the interests, skills, and experiences of the organization making the commitment, the Summit has defined criteria that all commitments must share:

- Each commitment must be significant enough to serve as model for other organizations across the country. The commitment will be valued for the projected impact it hopes to make on the country and on communities.
- Each commitment should represent “new” action for an organization. Although it could be build on something it already does, the organization should “stretch beyond” its current activities and ask how it could make the greatest impact.

BACK PAGE IS THE SIGN UP FORM

Commitments application/competition

Participation in the summit will depend upon the commitments to citizen action. The Summit's goal is to secure a targeted group of outstanding commitments that will set the standards for organizations in their sectors and that can be announced at the Summit. Following are the kinds of organizations that could make a leadership commitment:

- in the Private Sector, businesses, large and small, from a variety of industries, including the media
- in the Nonprofit Sector, communities of faith, human service organizations, educational institutions, civic associations, and private and community foundations
- in the Public Sector, local, state, and federal government, the military, and Members of Congress.

FOLLOWED BY A 'SIGN UP FORM'

includes the kinds of commitments for check off, etc.

Summit goals

Policies that empower

Support that continues the process

FOR MORE INFORMATION

New Titles for the Summer
(2014)

FutureServe: Turning the Tide for the next Generation

A Really, Really Big Summit: *lots of people for lots of problems*

Bureaucracy America: *pay us to talk about your problems*

Guilty No More: *don't blame us, we were at the summit*

Learn and Summit America: *reflections on service as an agenda*

America Reads: *wind instrument proficiency by the 3rd grade*

American Connection: *wiring the nation for virtual service*

Serv-a-Lot-More: *then the rest of us can just stay home*

Building a Bridge to the 21st Volunteer: *crossing the mighty river of indifference*

Getting a Summit Done: *it would be easier to just solve all the problems*

cc: Melinda
Shirley
Summit

POINTS OF LIGHT

LETTER OF TRANSMITTAL

TO: Luis Alvarez
David M. Browne
Norman A. Brown
Marc Buoniconti
William T. Butler
John Castle
Raymond G. Chambers
Bernadette Chi
Michelle Engler
Edward Gardner
Ellen Hargis
Marian L. Heard
Jeff Hoffman
Arianna Huffington
Edward Liddy
Monk Malloy
Dick Munro
David Niven, Jr.
James J. Renier
Jeremy Rifkin
Mitt Romney
Sam Singh
Donald Staheli
Bill Taylor
C. DeLores Tucker
Harris Wofford
Joe Diamond



FROM: Bob Goodwin, President and CEO

DATE: December 12, 1996

Two news clippings for your information.

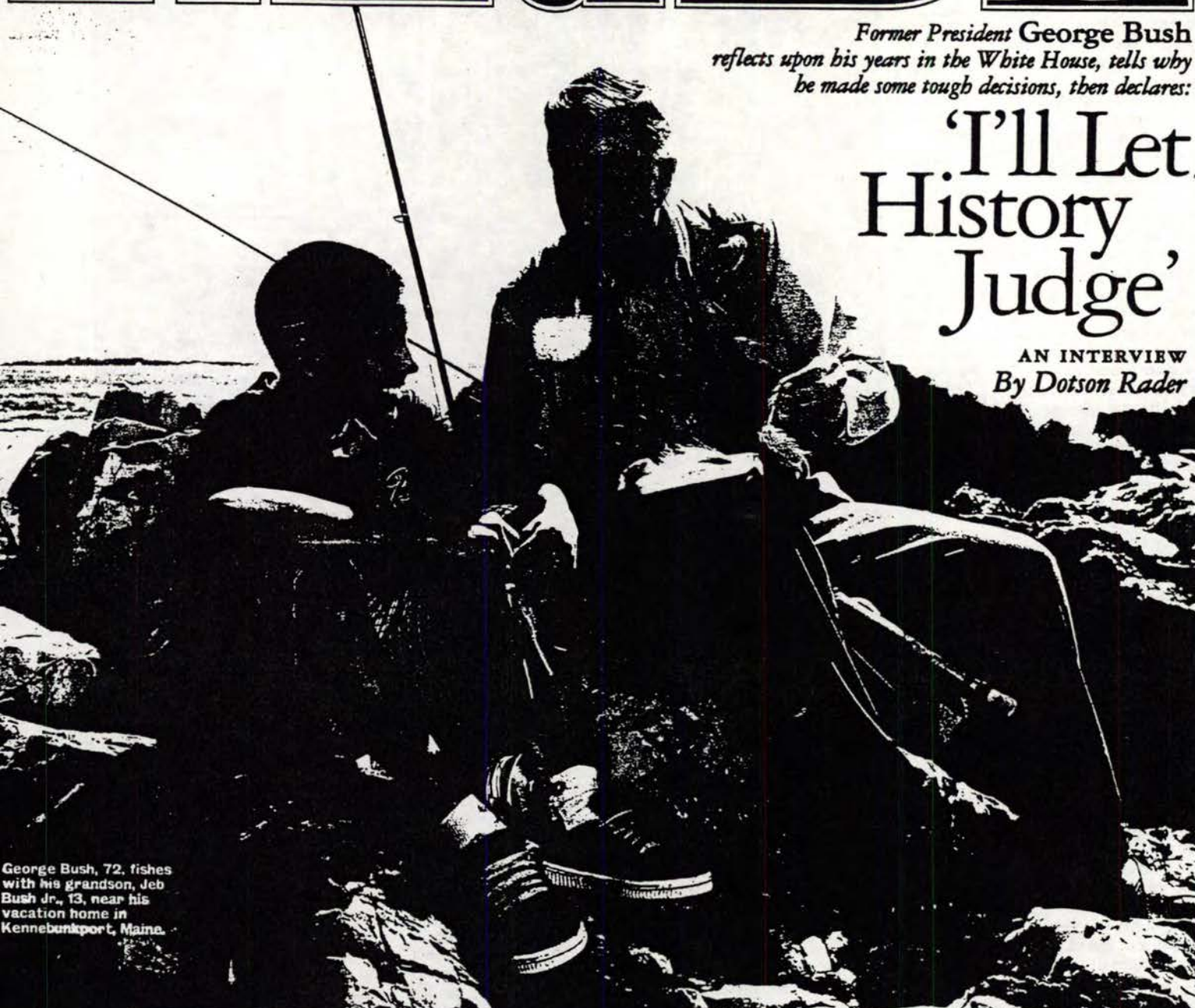
The Washington Post

PARADISE

Former President George Bush reflects upon his years in the White House, tells why he made some tough decisions, then declares:

'I'll Let History Judge'

AN INTERVIEW
By Dotson Rader



George Bush, 72, fishes with his grandson, Jeb Bush Jr., 13, near his vacation home in Kennebunkport, Maine.

INSIDE: A Home For Every Child...By Dave Thomas

interview with former President George Bush.

"I've Had A

LIFE PASSES IN FRONT of your eyes," said former President George Bush, recalling his experience as a Navy pilot shot down over the Pacific in World War II. He was 19, and I was scared to death. It changed the way I look at life—mine had been spared, the lives of two others in the plane lost. A big burden. What's the point? And out of it you emerge with a different perspective you wouldn't have if you hadn't been through something like that."

When George Bush left the Navy in 1945, having enlisted at 18 as its youngest pilot, he had flown 58 combat missions and won the Distinguished Flying Cross and three air medals. That experience helped me understand what it meant to fight a war," Mr. Bush continued. "As President I wasn't reckless in the use of force. But I was afraid to commit people to battle, that is the toughest decision a president makes."

I interviewed George Bush, now 72, at the home of a friend in Washington, and the former President looked relaxed and very fit. Although he rarely does interviews, he was relaxed and forthcoming on this occasion, and I used the opportunity to inquire about the values that had sustained him during his years in public life. I also asked about his time in the White House, his feelings about America today and where he thought the country was headed.

We began by discussing Desert Storm, the 1991 military operation that was the defining event of his Presidency. "When Desert Storm came along," Mr. Bush stated, "I was determined we were going to fight this one the way. My view was partly based on what this young kid learned back in World War II, when the whole country came together in an all-out endeavor and nothing was done to win. Later, I was offended by the way we fought the Vietnam War, although I supported the president. So with Desert Storm I was confident that we were going to do what was needed."

I gave you an example. We had 100 men who went to Kuwait. The president said we needed double that. I decided it, based on their recommendation, it never occurred to me to say, 'Hey, take a third of that,' or anything like that. Did it! And the press raised hell. Good men like me fought me, wanted sanctions

"I'm very optimistic about this country," says the former President. "The problems are there. But I don't think it merits the kind of pessimism I detect. Middle-American values have not been overturned. I don't think we've lost our way as a nation. Today, when I give little speeches, I say, 'Hey, look at the big picture. Instead of bitching and griping, get in there and make things better!'"



to work. My view was, this is what they need to assure the lowest number of casualties and get the job done. They got it. And I took the heat accordingly."

When I asked, does the nation have the right to tell a parent that his child is being ordered to war?

"You elect a President to make that decision," he answered, "and the President should be very careful about it. Faced with the decision of sending someone's son or daughter into battle, the President should have the support of the country and the world in the process and have a broad enough picture so the decision would be right."

"I was right on using force in Panama. We went down there and restored their democracy and brought an international drug dealer [Manuel Noriega] to his just desserts. I was right on the humanitarian

mission in Somalia. There was no American life lost there when I was President—that came later. And I was right in standing against aggression in the Gulf War."

"I can justify each of these actions to my conscience," he added. "I can say with honor to the person suffering the loss of a son, 'Your son didn't die in vain,' because there was a moral principle at stake in each of these actions."

What about the criticism that Desert Storm was fought for economic reasons—for oil—and that no fundamental principles were involved?

"The Gulf War was about aggression," Mr. Bush replied. "To say otherwise is totally fallacious. I'm glad to take a shot at the leftists who made the argument to me all along that 'you're doing this for oil.' That's what those pickets were doing standing out there beating those

damn drums in front of the White House when I was trying to have dinner: 'No blood for oil.' They missed the point."

"The war was about one thing: Should a country with the world's fourth-largest army—in this instance, Iraq—take over its neighbor without paying a price? Does one bully of a country move in on its neighbor, and the world sit by and say that's fine? If you want to make an economic case, we have economic interests in seeing the world's oil supply is not taken over by a madman. But what the battle was about—what the principle was about—was not oil. It was aggression."

Since leaving the Oval Office almost four years ago, George Bush has traveled widely throughout the U.S., giving speeches and meeting Americans from all walks of life. I asked him about his sense of America and its future.

Wonderful Life

"I am very optimistic about the country," he replied. "Look at the world today. Look at the fact that there is no real danger of a nuclear exchange between superpowers. That's gone. Now the problems are domestic: crime, violence, drugs, the economy, educational standards. But they've been with us all along.

"I sense there is a pessimism. Won't you be the word 'malaise' like Jimmy Carter said. And it's too bad. Some of it is our public life, where nothing's off-bounds, even a woman's bedroom. Every rumor is printed. Too much sensationalism.

"I don't blame the media for all this," he said. "I think the Vietnam era was the end of the genesis of it—the fact that many people turned on the government and on the Vietnam policy as immoral, and turned on public officials as liars. The Americans condoned things we could have condemned in those days. We condoned running away, calling policemen 'pigs,' condoned a lot of things in the name of anti-Vietnam sentiment.

"Then Watergate put a cloud over all public officials, fairly or unfairly, and that kind of solidified this doubt and cynicism, the determination to prove that public servants are bad. They're not. The problems are there, the feeling is here. But I don't think it merits the kind of pessimism I detect.

"Today, when I give little speeches, I say, 'Hey, look at the big picture. Instead of bitching and griping, get in there and make things better!'" he added. "Middle-American values have not been overthrown. There's still a lot of respect for the flag and duty and honor. You saw that happened right after Desert Storm. We wiped out the divisions caused by Vietnam, at least for a while. The country came together. I know all these problems are still there. All I'm saying is that I don't think we've lost our way as a nation or that people don't believe in our country or values anymore."

"When you speak of values," I queried Mr. Bush, "what values do you mean, and how did you come to them?"

"Comes from your parents," the former President replied. "I was blessed to be considered the son of privilege. People meant by that, hey, his parents had money. Well, they did. Far more importantly, we were privileged because Mother and Dad inculcated into



Bush with his mother in 1989. "She was the symbol of everything good," he says.



The President having Thanksgiving dinner with U.S. troops in Saudi Arabia in 1990. "I was determined we were going to fight this one the right way," he says.

us certain values. My folks showed us honesty, integrity, honor, duty, service by the way they lived."

George Bush's parents were Prescott and Dorothy Walker Bush. His father was a Wall Street banker and U.S. Senator from Connecticut from 1952 to 1963. George Bush was educated at Phillips Academy, an exclusive prep school in Andover, Mass., and at Yale.

"My mother was the one who bawled us out if we did things wrong," he said. "Set the example. She never spoke ill of people. You ask anyone in our family who remembers her, and they'll all say the same thing. Mother was about as close to perfection as you could be."

The former President's mother died four years ago. His father died in 1972.

"One time, when I was in the eighth grade, a friend of mine said, 'I wish my mother was like yours,'" Mr. Bush recalled. "I thought to myself, 'How could a guy say that? How could somebody not love his mother as much as I love my mother?' Funny how you remember something. I mean, good God, that was 60 years ago. I guess because she was the symbol to me of everything good and caring and wonderful.

"And my dad? He was an austere, strong person. People looked up to him. A natural-born leader. When his friends were climbing off the club car after their

"My values came from loving parents," he said. "But what about these divided families? I do believe that the biggest problem facing our country is the disintegration of the family, and I don't have an easy answer for it. If more kids had loving parents, we might have fewer problems. But if that can't be, then we've got to call on some of the thousands of points of light."

One of the themes of the Bush Presidency was an emphasis on nongovernmental community and personal action directed at social problems. The Bush family's public embrace of the idea is most clearly represented by Barbara Bush's crusade for literacy.

"Any definition of a successful life must include service to others," he said. "Every problem that faces this country overall is being solved somewhere. Teenage pregnancy? You can find some program teaching kids that they shouldn't get pregnant before they're out of school. Or crime or drugs? There's hundreds of these programs. It's volunteerism, and I'm proud that we took a rather significant leadership role."

George Bush first held public office when he was elected to Congress from Houston in 1966, following a highly successful career in the Texas oil business. After a failed Senate bid in 1970, Bush was named ambassador to the UN, then he became chairman of the GOP National Committee in 1973. The following year, President Ford named him to head the first diplomatic liaison office in the People's Republic of China. Ford appointed him to head the CIA in 1975, a position he left after Carter's victory the next year. In 1980 he won the first of two terms as Vice President to Ronald Reagan, whom he succeeded to the Oval Office in 1988.

I asked Mr. Bush if, after nearly a lifetime in politics, he still had any political ambitions?

"I don't have any ambitions," he replied, laughing. "The only interest I've got in politics is in my two sons. One of them was elected, and the other lost. Both are respected."

The oldest of the Bush children, George, 50, is governor of Texas. His brother Jeb, 43, lost a close race for governor of Florida in 1994 and is ex-

continued



Bush with his family in 1964 in Houston, where he made his start in politics.

martini to go home, my dad would go down to the Greenwich [Conn.] Town Meeting, where he was moderator. And we kids would watch. We'd see him doing things like that. Giving back.

“On vacation, we find it really easy to take lots of luggage. Luckily, so does our suitcase.”



Our family used to be bogged down every time we'd travel.

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pected to run again. The other children—Neil, 41, Marvin, 40, and Dorothy Bush Koch, 37—are married and work in private life. George and Barbara Bush's second child, a daughter Robin, died of leukemia in 1953. They have 14 grandchildren.

"We shy away from political engagements," Mr. Bush continued. "Barbara's the same way. I don't want to be at the head table anymore. I care about being a good citizen. I don't join boards of directors, and I don't go into business deals. I've had every opportunity to join in putting a petrochemical plant in Kuwait, a chance to make money. I haven't done it.

"The way I make a living is giving speeches. Get paid a lot of money for giving a speech." Mr. Bush reportedly receives \$70,000 to \$100,000 per speech. "No conflict of interest. I decide who to speak to, who not to. I don't feel guilty about it at all. I'm conducting myself right.

"Spend a lot of time with the grandkids," he went on. "Fishing with one of my grandsons in Maine yesterday. It's wonderful, and some of that's very selfish of me, but it's the joy of spending time with these kids. Barbara reads to them all the time. That's good stuff, very important, and it's fun. And I'm entitled to a little fun now, not that I've had a tough life."

How did he think history would judge his Presidency?

"History will be kinder. I think, than the voters sometimes were," Mr. Bush answered. "Maybe my mother, if she were looking down, is saying, 'No braggadocio, George! Let other people find your good points.' Maybe that's why I feel a little inhibited in speaking about myself. I'm proud that we upheld the honor of the White House. We did our job with integrity and honor. When I say 'we,' I'm talking about Barbara too.

"I think the START II Treaty with Yeltsin was a significant step toward world peace. [The treaty, to eliminate land-based multiple-warhead missiles and reduce long-range nuclear arsenals, was signed on Jan. 3, 1993, in Moscow.] As for the rest, I think I'd rather let history make that determination. I'd like to think that 20 years from now—if I'm still alive, and I think I will be—there will have been some revision after that Presidential defeat that hurt back some four years ago. History will point out plenty of mistakes and some successes, and people will say, 'Wait a minute. They did some good things here.' I was there. Did my best. I had a wonderful life." □

On The Death Of Tupac Shakur

BY DR. C. DELORES TUCKER
Eagle Guest Columnist

Many of us who have been fighting against gangsta rap are saddened by the loss of Tupac Shakur. We are saddened, not only because of the music and the violent life that he led, but because he was a talent in the music industry, despite the degrading messages behind his music. We mourn the loss of Tupac Shakur's talent.

The entire NPCBW family extends our sympathies to the family and friends of the late artist. It is indeed

quite tragic that such a young, gifted Black man is dead. It is a double tragedy, because of the talent he shared, however negative his messages, and the talents that were yet to be realized.

In life we are confronted with many messages, both good and bad. The same can be said about death. But the message sent by the death of Tupac Shakur was this - that the life of violence he projected was one that would ultimately led to his own violent death.

When NPCBW Entertainment Commission began its crusade against gangsta rap more than four years ago, we were lonely voices in a war that would pit us against some of the biggest powers in the recording industry. But as time passed, others slowly understood the links between the violence heralded in gangsta rap lyrics and the violence in our communities and joined our crusade. Included among our early supporters were the editors of *Billboard Magazine*, the Bible of the recording industry, who shared the following thoughts with their readers in a December 1993 editorial:

"No form of popular music is important enough to justify or excuse racism, sexual bigotry, and the endorsement of sociopathic violence...It is an antisocial exercise in self-delusion, and ... leads to the death of conscience, the corruption of the spirit, and ultimately the destruction of the individual and community."

That single act by the editors of *Billboard Magazine* was a major turning point in our crusade. For it made us realize that we had penetrated an impenetrable boundary - that someone in the recording industry finally understood the true ramifications of the battles we were waging: That we would not be silent and allow our youth and our community to be murdered. That we would not be silent and allow our women to be degraded and denigrated. That we would not be silent and allow any corporation to be void of social conscience and citizen responsibility.

As I reflect upon the life and death of Tupac Shakur, I am reminded of the African proverb that tells us, "It takes a whole village to raise a child." Simple and eloquent in its message, it has a message for us all - including the entertainment industry that molded and shaped the slain rapper and his music.

Yes, the leaders of the entertainment industry village who produce and distribute the music known as gangsta rap are indeed responsible for the lives of its children, its gangsta rappers. And as the elders of that industry, it is their responsibility to provide guidance and leadership to the young rappers who aspire to the heights of their craft.

2 S I C I O N S

SLAYING METROPOLITAN TULSA SINCE 1921

THURSDAY, NOVEMBER 21, 1996



We make America better
 when we aid our people.
 — E.L. Goodwin, Sr.,
 Publisher (1936 - 1978)

50¢

Tupac...

Continued from page 1

vide the moral grounding to their charges, they are nothing more than irresponsible adults. And anyone who forsakes his child in the quest for the almighty dollar is unworthy of anyone's respect. And as they abandon these youth in the pursuit of money, money, money - as they condone, support, and profit from this immoral music - they become conspirators of doom. One chief conspirator in this human tragedy is Interscope's Ted Field, an heir to the Marshall Field fortune. Mr. Field was quoted in a recent *Wall Street Journal* article as saying "You can tell the people who want to stop us from releasing controversial rap music one thing: kiss my a—."

Tupac, (Field's star pupil) expressed a similar attitude toward me when he immortalized me in several songs featured on his double disc CD, "All Eyez on Me":

"C. DeLores Tucker, you're a m...f..., instead of trying to help a brother, you destroy a n—a" (from "How Do You Want It") and "Keep your head up and your legs closed Dear Ms. DeLores Tucker" (from "Wonda Why They Call B").

He was very disrespectful and defaming in his reference to me. Little did he realize, I am only trying to save our young brothers, rather than hurt them. Had he had any idea of my concern and passion for them, those lyrics would have been quite different, I am sure.

In our society, when an adult abandons a child, the child is taken into protective custody. For America's children, and especially our gangsta rappers, those who speak out against gangsta rap provide that protective custody. We will continue to provide that moral grounding until our young people, who sing the praises of gangsta rap, learn the error of their ways. To do otherwise would make us the moral equivalent of those who exploit our youth.

That is why for the past four years, personally, along with the NPCBW we have been promoting the establishment of academies for our youth—academies which will serve as alternatives to street gangs and homeless runways. These academies would serve as "villages," because it does "take a whole village to raise a child."

Two years ago, I called upon congressional and military leaders in our government to convert closed military

and I received their encouraging support. Similar to "Boys Town" and Girard College in Philadelphia, these academies would educate our youth and provide mentoring, tutoring, personal development skills, leadership training, and programs for conflict resolution. These military facilities have provided the atmosphere for the best military forces to defend our nation from without. Now it is time for us as a society to dedicate these facilities to training our youth, so that they may receive the best defense from within. It is time we establish and invest in the "village".

In light of Tupac Shakur's death, the vision in the words of George Benson, one of many responsible adults in the entertainment industry's village, honors our children and takes on added significance:

I believe our children are our future
Teach them well and let them lead the way

Show them all the beauty they possess inside

Give them a sense of pride and make it easier

Let the children's laughter remind us how we used to be.

I decided long ago never to walk in anyone's shadow

If I fail, if I succeed—At least I lived as I believed

No matter what they take from me,

They can't take away my dignity

Because the greatest love of all,

Is happening to me

I found the greatest love of all

Inside of me.

As Benson so beautifully reminds us, we all are responsible for America's children. And if we wish for them to grow into wholesome, moral responsible human beings then we must shower them with love and guidance so that they will never be tempted to reach out and embrace any evil force such as gangsta/porno rap, or the gangs that they glorify. Now consider the reality in store for those who embrace gangsta rap music, a message shared with me many years ago in a letter from a prisoner at a local jail near Washington, D.C.:

"But (those gangsta rappers) made it sound so good and look so real (that) I would drink and smoke drugs (just) like on the video, and I would listen to the music and put myself in the place it speaks of. My hood girls - whom God made to please me and multiply the

b——. What's so bad is that they accepted it. (And) You know why: because they put themselves in the video, too, and the guns, money, cars, drugs, and men became reality and because good children are destroying themselves. Because of a lack of knowledge, we begin to think this is the only way we can be somebody. I mean, everybody wants to be somebody. And after all this, look at where I ended."

Yes, everyone wants to be somebody, but not if it means paying such a high price, such as the lives of our children.

If we want our children to grow into caring, loving, responsible, moral adults, then we must provide them with love and moral leadership so that they will know and always seek good over bad, hopefulness over hopelessness, and positive, not destructive lifestyles. If we continue to abandon America's children, then we, too, are responsible for creating more Tupac Shakurs. And that is wrong. Then the message in Tupac Shakur's tragic death will be lost, something that America can ill afford.

Tupac Shakur was shot on Sept. 7, in Las Vegas.

Tupac Shakur died on Friday, Sept. 13.

Dr. C. Delores Tucker is chairman of the National Political Congress of Black Women, Inc.



Citizen Service Summit



Situation

- ▲ Government, private industry and the non-profit sector recognize the need for a return to a “civil society” that respects, values and encourages volunteerism
- ▲ Urgent problems plague the youth of America
- ▲ The emerging volunteer ethic provides an economic benefit, a moral compass, and a personal reward to the individual
- ▲ The Points of Light Foundation (POLF) and Corporation for National Service (CNS) can provide leadership for this social and cultural transformation



Program Goals

- ▲ Communicate the “achievability” of the Summit’s goal.
America succeeds when it pulls together
- ▲ Move Americans to value active citizenship and civic responsibility
- ▲ Link the Summit and citizen service to everyday life
- ▲ Create momentum for the year 2000 and beyond
- ▲ Establish POLF and CNS as the leaders in creating the civil society



Opportunity

- ▲ Build a bridge between First Citizens, national and state leaders, celebrities and individual volunteers to young people
- ▲ Refocus Americans on the value of individual action
- ▲ Achieve a measurable increase in volunteerism
- ▲ Engage the media as an active participant and partner
- ▲ Ensure the Summit's place in history as an event that generated a sea change in perception and commitment



Program Overview

- ▲ Combines marketing, brand management, public affairs and grassroots coalition building
- ▲ Works synergistically with the President and First Ladies Committee, the event organizers and the Commitment Committee to tie the communications effort to concrete objectives
- ▲ Creates parallel communications strategies to reach national and local audiences
- ▲ Provides a strong organizational and logistical structure to manage activities



Target Audiences

- ▲ Target audiences parallel the organizational strategy of the summit

- ▲ INTERNAL:

- ▲ Leadership 18
- ▲ 100 Community Delegations
- ▲ Existing POLF and CNS partnerships

- ▲ EXTERNAL:

- ▲ Youth
- ▲ Media
- ▲ Non-profits & Foundations
- ▲ Business & Labor
- ▲ Elected Officials
- ▲ Educators
- ▲ Communities of Faith
- ▲ Ethnic Communities



Reputation Management/Branding

- ▲ Maximizes prestige, name recognition and memorability
- ▲ Creates an emotional response to the Summit's mission
- ▲ Strategies:
 - ▲ Message matrix
 - ▲ Logo/graphic symbol
 - ▲ Standards manual
 - ▲ Media outreach
 - ▲ Internet web site



Public Affairs

- ▲ Buy-in and support from elected officials and policy-makers is critical. Policy-makers will help carry the movement forward
- ▲ Outreach efforts targeting decision-makers:
 - ▲ Pre-Summit Hill briefings
 - ▲ Involvement of key officials in events
 - ▲ Progress reports to officials organized by state and district



Messages

- ▲ Value of Service -- produces results and enriches the individual, community and nation
- ▲ Importance of Youth -- end the negative dynamic of the youth culture by providing mentoring, education, health, safety, employment and opportunity
- ▲ Need for Action -- focus attention and generate action and results



Youth

- ▲ Youth-to-youth outreach
- ▲ Select youth ambassadors
- ▲ Recruit celebrity spokespeople (young and old) admired by youth
- ▲ Profile young people in the media
- ▲ Target youth media
- ▲ Internet



Launch Announcement

- ▲ Create an emotional connection
- ▲ Announce goals and milestones
- ▲ Engage media as participants
- ▲ Visualize the youth focus
- ▲ Establish a press bureau
- ▲ Launch web site



Pre-Summit Media

▲ MEDIA STRATEGIES

- ▲ National and local outreach tracks
- ▲ Empower community delegations to secure own media coverage
- ▲ Leverage spokespeople and commitments
- ▲ Leverage existing events and activities

▲ MEDIA TACTICS

- ▲ Press Materials
- ▲ Model Commitment Stories
- ▲ Profiles
- ▲ Editorial Boards
- ▲ Editorials/Op eds
- ▲ Person of the Week Campaign
- ▲ Local Briefing Package
- ▲ Public Appearances
- ▲ PSAs
- ▲ By-lined Articles



Media Targets

- ▲ Media outreach will be conducted in two tiers -- national and local:
 - ▲ National newspapers and broadcast
 - ▲ Syndicated columnists
 - ▲ 100 Communities print and broadcast
 - ▲ Top ADI markets
 - ▲ Ethnic media
 - ▲ Wire services
 - ▲ News magazines
 - ▲ General interest magazines
 - ▲ Trade media
 - ▲ Public affairs programs
 - ▲ Youth publications
 - ▲ Organization publications (newsletters)



At the Summit

- ▲ Focus on move toward the civil society
- ▲ Highlight the historic nature of the event
- ▲ Maximize the participation of celebrities and First Citizens
- ▲ Get results



At the Summit

- ▲ Plan ensures timely and efficient communication between Golin/Harris, Summit Committees and Edelman Worldwide
- ▲ POLF and CNS spokespeople hammer home messages to the media
- ▲ Hour-by-hour agenda steers media to key activities
- ▲ Live coverage, satellite news feeds and media tours heighten awareness
- ▲ Daily stories, profiles and updates are distributed to the media



At the Summit

- ▲ Exclusive human interest profiles are offered to top outlets such as “Oprah,” “Good Morning America,” and CNN
- ▲ Documentary film crew on-site
- ▲ Participants are scripted and rehearsed
- ▲ Daily debriefing between the agency, POLF and CNS to evaluate coverage and refine plans



Post Summit

- ▲ Post Summit activities keep the media engaged and ensure the rebirth of volunteerism
- ▲ POLF/CNS function as a clearinghouse for the movement
- ▲ Leverage media to maintain leadership role
- ▲ Action plans for 100 Communities
- ▲ Three and Six month updates
- ▲ Web site updated
- ▲ Summary video
- ▲ Traveling photo exhibit



Program Evaluation

- ▲ Establish monthly goals against which progress will be measured:
 - ▲ Benchmark follow-through
 - ▲ Evaluate the caliber and scope of media coverage
 - ▲ Analyze messages picked up by the media (evaluation will allow for mid-course correction and final summary)
 - ▲ Tally requests for information from individuals, organizations and cities
 - ▲ Review number and caliber of awards
 - ▲ Review number and content of commendations from leaders



Crisis Plan

- ▲ Identify vulnerabilities or potential situations and develop a Crisis Management Team
- ▲ Review all activities with security personnel to maximize safety and minimize potential disruptions
- ▲ Create step-by-step action plan to address potential contingencies:
 - ▲ demonstration
 - ▲ political scandal
 - ▲ threat of violence



Communication Team Structure

- ▲ Utilize resources of all Golin/Harris and Shandwick Americas offices
- ▲ Manage program through New York, Philadelphia and Washington offices
- ▲ Coordinate national activities through Washington and local/regional activities through New York
- ▲ Designate point-person(s) to interact with Edelman and Summit Committees on event
- ▲ Kenn Allen and J Toscano form the communications gateway for the Citizen Service Summit



Leadership Team

- ▲ Jacinta Gauda, Senior Vice President
- ▲ Harold Leibovitz, Senior Vice President
- ▲ Senator Donald Riegle, Chairman
- ▲ Dave Gilbert, President
- ▲ Rich Frostig, Director of Media Relations
- ▲ Rich Jernsted, CEO



Team Structure

- ▲ Washington -- National
- ▲ New York -- 100 Communities
- ▲ Philadelphia -- On-site event
- ▲ National Media Task Force -- Local



Communications Team

- ▲ Local team activities:
 - ▲ Press activities in top 15 markets
 - ▲ Message train spokespeople for top 15 markets
 - ▲ Outreach to 100 Communities
 - ▲ Web site
 - ▲ Local/regional media activities
 - ▲ PSA



Communications Team

- ▲ National team activities:
 - ▲ Press materials
 - ▲ Pre-announcement media relations
 - ▲ National media relations
 - ▲ Message train national spokespeople
 - ▲ Press announcement
 - ▲ Coordinate with Leadership 18
 - ▲ Crisis plan



Pro Bono Commitment

- ▲ Golin/Harris and Shandwick Americas are committed to the philosophy and ideas of the Summit. In keeping with our commitment to service, we will undertake the following pro bono activities:
 - ▲ Contact 25 leading clients to secure their participation in the Summit
 - ▲ Eschew the normal 17% agency fee on out-of-pocket expenses



Pro Bono Commitment

- ▲ Initiate an internal volunteerism policy
- ▲ Senior management pro bono work on strategic planning, message development, crisis communications, message training and VIP supports
- ▲ Staff pro bono work to identify corporations to underwrite activities including a benchmark and post summit survey, computer equipment and training to connect 100 Community Delegations with organizers, Internet on-line exchange, and video message training for local summit organizers



Case Study: The National Institute on Drug Abuse

- ▲ Objective: Raise awareness of the risk of AIDS linked with drug/alcohol abuse for the “Get High, Get Stupid, Get AIDS” program using media relations and special events

- ▲ Results:
 - ▲ More than 153 million people were reached through 15,000 TV spots

 - ▲ 30 colleges and young adult organizations requested information on the program

 - ▲ Media coverage included “CBS Evening News,” AP, UPI, and New York Times



Case Study: 1996 World Food Prize

- ▲ Objective -- Coordinate logistics and media outreach for the Annual World Food Prize (agency of record for the past 3 years)
- ▲ Results:
 - ▲ Managed participation of dignitaries such as former Defense Secretary Robert McNamara
 - ▲ Prize recipients were featured on ABC World News Tonight's "Person of the Week" segment



Case Study: 1996 Philadelphia Liberty Medal for Peace

- ▲ Objective: Achieve national media coverage and increase name recognition for the event

- ▲ Results:
 - ▲ Managed participation of dignitaries such as Philadelphia Mayor Ed Rendell, and honoree His Excellency Shimon Peres, Prime Minister of the State of Israel

 - ▲ Secured live interview on “Good Morning America”

 - ▲ Event was attended by 6,000 people



Earth Day XXV

- ▲ Objective: Leverage key Earth Day messages through media relations
- ▲ Results:
 - ▲ Coverage included USA Today, Washington Post, NPR, NBC, CNN and US News & World Report



Ralston Purina

Big Cat Survival Fund Program

- ▲ Objective: Generate consumer awareness and media coverage of Ralston Purina's partnership with the American Association of Zoological Parks & Aquariums
- ▲ Results:
 - ▲ Secured Morgan Fairchild as the 1991 spokesperson for the program
 - ▲ More than 50 million consumer impressions achieved
 - ▲ 283 broadcast and more than 200 print outlets carried the story including the Los Angeles Times, Washington Post, AP (photo), "Today," CNN, and CNBC



Dow Chemical


- ▲ Objective: Publicize the benefits of organ donation using spokespeople and media relations
- ▲ Results:
 - ▲ Barbara Bush served as honorary chairperson of the drive and hosted a reception honoring the program
 - ▲ 500 million media impressions on the organ donor campaign were secured during its first year



Kimberly-Clark Corporation

- ▲ Objective: Generate media coverage for the annual Kleenex Says Bless You Awards honoring 10 Americans whose initiative or bravery made a difference in their communities
- ▲ Results:
 - ▲ Nomination process solicited input from editors of local newspapers across the country with winners ranging from Paul Newman to the Chicago founder of Mothers Against Gangs
 - ▲ Achieved media coverage including the New York Times, E! and “Today”

MEMORANDUM

TO: EVELYN GANZGLASS, NOLAN JONES, AND DAVID BROWN
FROM: MARCI LEVIN 
SUBJECT: ROLE OF GOVERNORS IN CITIZEN SERVICE SUMMIT
DATE: JANUARY 9, 1997
CC: GENE SOFER AND SHIRLEY SAGAWA

On April 27, 28 and 29, 1997, Presidents Clinton and Bush will co-convene a non-partisan Citizen Service Summit in Philadelphia to launch a national mobilization to address the problems most affecting America's children. All fifty governors will be invited to attend.

The Summit will be cosponsored by the Corporation for National Service and the Points of Light Foundation. With the exception of Corporation and Points of Light staff time, funding will be provided by private foundations (i.e. the Pew Foundation) and corporate donations.

We hope that this will ignite a national movement which will result in a quantum leap in effective citizen involvement to greatly improve the lives of children.

The Summit's Goals:

The Summit will be the kick-off event in a three year strategy to generate:

- 2,000,000 additional young people having caring and supportive mentoring or tutoring relationships by the year 2000
- 2,000,000 additional youngsters having access to a safe and decent place to gather, work, learn and play by the year 2000
- 2,000,000 additional children are receiving proper healthcare by the year 2000
- 2,000,000 additional young people are connected to economic opportunities through education, in which the ability to read is essential, by the year 2000
- 2,000,000 additional young people are giving back to others through effective citizen service by the year 2000

Governors' Role:

Each governor in attendance will, of course, have a visible role at the Summit, and an opportunity to share their vision for mobilizing Americans and their organizations for expanded, more effective service for youth.

Each governor, whether attending or not, will be asked to appoint a delegation of approximately five citizens to attend the Summit. We are suggesting that the people considered for state delegation invitations include representatives from the State Commission on National and Community Service and other state agencies serving children and youth, state volunteer associations, the State Legislature, the higher education community, communities of faith, regional or state associations, or public and private sector leaders.

Each governor will be encouraged to develop a three-year plan or strategy in support of the Summit's five goals. The governors, with help from each state's Commission for National and Community Service, could take on that state's pro rata share of the Summit's targeted goals. For example, Governor Wilson of California issued an executive order earlier this year calling for 250,000 mentors in California by the year 2000. He has given each state employee 40 hours a year off with pay if they match it with 40 hours of their own for mentoring purposes. If each governor would accept the same responsibility, based on proportionate population, we would reach the goal of 2,000,000 by 2000 for each target.

Each governor will be asked to appoint a point-of-contact to work with the Corporation for National Service on Summit activities in January. I will be the liaison for the contacts.

Governor Ridge will be asked to do something special at the Summit (possibly welcoming the delegations to Pennsylvania) and will be contacted directly by Harris Wofford.

Participation:

In addition to all living Presidents and First Ladies, approximately 1500 people – current or future leaders – will be invited to attend the Summit. We will invite 100 communities to send delegations of ten people to the Summit. We anticipate that the 1,000 people from the 100 communities will be local or community representatives. In addition, we expect 250 national leaders from the corporate and non-profit sectors, and the 250 gubernatorial/state delegations.

The State Delegations:

The state delegations should be composed of people who believe that citizen involvement in community problem solving is desirable and necessary and who will commit their personal and institutional assets to that end by supporting participation in a statewide summit. Other tasks confronting state delegations include:

- deploying state and local resources to encourage and support increased citizen involvement in community problem solving;
- supporting local community delegations in planning local summits and implementing the plans resulting from those summits, and
- expanding the Summit process to communities beyond those actually attending the national Summit in Philadelphia, including holding a state Summit.

The Ad Hoc Working Group of Governors

Ray Scheppach offered to appoint an informal ad hoc working group of governors for the Summit. Please let me know as soon as he does this. We see the role of these governors as (1) participating in the Summit, i.e. sitting at a Roundtable with the President or former Presidents, and (2) lending their support to encourage other governors to participate in the Summit and post-Summit activities.

Invitations

We hope to fax a draft letter explaining the Summit and inviting the governors to attend by mid-January to you for review. After the letters are mailed, I will follow up with the governors' contacts by telephone.

NGA Winter Meeting

I understand that it is not possible for Harris Wofford to speak at a plenary session. Would it be possible for the chair or another governor to discuss the Summit at an appropriate session. Will it be possible for Mr. Wofford to speak before the Human Resources Committee? I assume you will distribute Summit-related materials to NGA for inclusion in each governor's briefing materials?

Do you have any suggestions about how we approach the governors while they are in town for the Winter Meeting?

Finally, I have included an article from Fortune Magazine about Corporate and Community Service which is the first place I have seen the Summit mentioned in print.

Please review this memorandum, and let me know what you think, what we have forgotten, and where we can do a better job. I appreciate your help.

My telephone number is 202/606-5000, extension 274, and I hope to hear from you soon.

Re-Draft -- 1/3/97 -- noon

"Service is never a simple act. It's about sacrifices for others and about accomplishments for ourselves."
President William Jefferson Clinton

"Serving others shouldn't be a detour on your career path. ... It's a way of life, something you start when you are young and stick with..."
President George Herbert Walker Bush

2 Million by 2000

Making a National Commitment to Children

Why We Need a Citizens' Service Summit and Why a Concerted Campaign Makes Sense

America's young people are facing a unique combination of challenges that is threatening the promise of opportunity this country has managed to extend to each of our next generations.

Unless a concerted effort is made to turn the tide -- to reduce the number of children living in poverty and to provide these children with positive role models, adequate health care, and safe environments in which to learn -- too many of our young people will lose the chance to become productive adults and our economic competitiveness as a nation may be placed in jeopardy.

Certainly, to the extent that children do not get an adequate start in life, they are more likely to become disaffected adults, ultimately costing society trillions of dollars.

There is a way to avoid this doomsday scenario.

Citizen service initiatives focused on meeting the needs of children at risk have, time and again, proven effective, providing dividends far in excess of the costs of implementation. Studies have shown, for instance, that young people who have lacked caring and supportive mentors or tutors manage quantum leaps forward in development when sustained, direct and positive relationships are established with them -- whether by family members, teachers, or effective citizen volunteers.

To catalyze a national campaign aimed at providing young people in need with the right kind of help, a Summit conference is planned for Philadelphia from April 27 through April 29 of this year. President Clinton and former President Bush and their wives have endorsed the campaign and the Summit that will kick it off. Each also has pledged to attend the Summit, to be joined by other former Presidents and First Ladies.

The Summit will include delegations from all 50 states, governors from across the nation, and representatives of 100 communities of assorted sizes. In addition, "Hero" volunteers who are doing the kind of work to be encouraged by the Summit will be in attendance, along with "Ambassadors," exemplary citizen volunteer leaders, from various sectors, including the corporate, non-profit, academic, and entertainment worlds. Finally, young people will be key participants, telling their stories and being recognized as resources and talents rather than simply the "problem" being addressed. Indeed, in challenging society to better serve youth, an equally important challenge will be to convey the idea that youth themselves can help their own cause by also serving.

In anticipation of the summit, the organizers have established as a goal that every child in America ultimately will have a caring and supportive mentoring relationship, access to a safe environment, proper healthcare, a connection to economic opportunities through education, and the opportunity to give back to others.

To achieve these objectives, a three-year strategy will be mapped out at the Summit that will result in the following by the year 2000:

- 2 million additional young people having caring and supportive mentoring or tutoring relationships.
- 2 million additional youngsters having access to safe and decent places to gather, learn, work and play.
- 2 million additional children receiving proper health care.
- 2 million additional young people connected to economic opportunities through education that, notably, ensures an ability to read.
- 2 million additional young people giving back to others by participating in effective citizen service projects.

In addition to providing a highly visible start to a very ambitious campaign, the Summit should be seen as part of an ongoing process to notch up citizen service through the year 2000 and beyond. To generate enthusiasm that can be sustained and to direct it in ways that will allow voluntary actions to make a real difference for the next generation, the Summit also will be devoted to the following:

- Educating the public and the Summit participants on the circumstances placing so many young people at risk and the possible consequences for the nation.
- Identifying the kinds of grass roots citizen initiatives that can improve the future prospects of America's young people.
- Engendering commitments to effective new citizen action that will help create conditions for success for the nation's youth.

The problems of today's youth are many and varied. The economic challenges facing the parents of today's youngsters have reduced the amount of time that parents have available to properly direct their children. Broken families and broken schools are both, tragically, contributing to a wider sense of disaffection among young people.

The convening of a national Summit with the President of the United States, former Presidents and First Ladies is without precedent and thus should prove to be a galvanizing event at which a real clarion call for a substantive change in the mindset of the nation can be projected. Such a change in mindset is seen as necessary to enhance the importance of voluntary citizen actions that can connect Americans in new ways, turning the tide for a generation at risk.

The lead-up to the Summit, the event itself and all that flows from it must contribute to a sense of urgency that opportunities are being opened for individuals to make targeted commitments to address problems facing young people that, if left unresolved, one day will haunt us all.

Re-Draft -- 1/3/97 -- noon

"Service is never a simple act. It's about sacrifice for others and about accomplishments for ourselves."
President William Jefferson Clinton

"Serving others shouldn't be a detour on your career path. It's a way of life, something you start when you are young and stick with..."
President George Herbert Walker Bush

2 Million by 2000

Making a National Commitment to Children

Why We Need a Citizens' Service Summit and Why a Concerted Campaign Makes Sense

America's young people are facing a unique combination of challenges that is threatening the promise of opportunity this country has managed to extend to each of our next generations.

Unless a concerted effort is made to turn the tide -- to reduce the number of children living in poverty and to provide these children with positive role models, adequate health care, and safe environments in which to learn -- too many of our young people will lose the chance to become productive adults and our economic competitiveness as a nation may be placed in jeopardy.

Certainly, to the extent that children do not get an adequate start in life, they are more likely to become disaffected adults, ultimately costing society trillions of dollars.

There is a way to avoid this doomsday scenario.

Citizen service initiatives focused on meeting the needs of children at risk have, time and again, proven effective, providing dividends far in excess of the costs of implementation. Studies have shown, for instance, that young people who have lacked caring and supportive mentors or tutors manage quantum leaps forward in development when sustained, direct and positive relationships are established with them -- whether by family members, teachers, or effective citizen volunteers.

To catalyze a national campaign aimed at providing young people in need with the right kind of help, a Summit conference is planned for Philadelphia from April 27 through April 29 of this year. President Clinton and former President Bush and their wives have endorsed the campaign and the Summit that will kick it off. Each also has pledged to attend the Summit, to be joined by other former Presidents and First Ladies.

The Summit will include delegations from all 50 states, governors from across the nation, and representatives of 100 communities of assorted sizes. In addition, "Hero" volunteers who are doing the kind of work to be encouraged by the Summit will be in attendance, along with "Ambassadors," exemplary citizen volunteer leaders, from various sectors, including the corporate, non-profit, academic, and entertainment worlds. Finally, young people will be key participants, telling their stories and being recognized as resources and talents rather than simply the "problem" being addressed. Indeed, in challenging society to better serve youth, an equally important challenge will be to convey the idea that youth themselves can help their own cause by also serving.

In anticipation of the summit, the organizers have established as a goal that every child in America ultimately will have a caring and supportive mentoring relationship, access to a safe environment, proper healthcare, a connection to economic opportunities through education, and the opportunity to give back to others.

To achieve these objectives, a three-year strategy will be mapped out at the Summit that will result in the following by the year 2000:

- 2 million additional young people having caring and supportive mentoring or tutoring relationships.
- 2 million additional youngsters having access to safe and decent places to gather, learn, work and play.
- 2 million additional children receiving proper health care.
- 2 million additional young people connected to economic opportunities through education that, notably, ensures an ability to read.
- 2 million additional young people giving back to others by participating in effective citizen service projects.

In addition to providing a highly visible start to a very ambitious campaign, the Summit should be seen as part of an ongoing process to notch up citizen service through the year 2000 and beyond. To generate enthusiasm that can be sustained and to direct it in ways that will allow voluntary actions to make a real difference for the next generation, the Summit also will be devoted to the following:

- Educating the public and the Summit participants on the circumstances placing so many young people at risk and the possible consequences for the nation.
- Identifying the kinds of grass roots citizen initiatives that can improve the future prospects of America's young people.
- Engendering commitments to effective new citizen action that will help create conditions for success for the nation's youth.

The problems of today's youth are many and varied. The economic challenges facing the parents of today's youngsters have reduced the amount of time that parents have available to properly direct their children. Broken families and broken schools are both, tragically, contributing to a wider sense of disaffection among young people.

The convening of a national Summit with the President of the United States, former Presidents and First Ladies is without precedent and thus should prove to be a galvanizing event at which a real clarion call for a substantive change in the mindset of the nation can be projected. Such a change in mindset is seen as necessary to enhance the importance of voluntary citizen actions that can connect Americans in new ways, turning the tide for a generation at risk.

The lead-up to the Summit, the event itself and all that flows from it must contribute to a sense of urgency that opportunities are being opened for individuals to make targeted commitments to address problems facing young people that, if left unresolved, one day will haunt us all.

1994 and 1995 State Grants
Actual vs Allocation by Population

State	Population	Percent of total	1994				1995			
			If Allot. by Pop.	Grants	Difference	Diff./Pop. Alloc.	If Allot. by Pop.	Grants	Difference	Diff./Pop. Alloc.
Alabama	4,252,982	1.60%	1,608,463	1,118,230	(490,233)	-30.48%	2,176,914	1,644,202	(532,712)	-24.47%
Alaska	603,617	0.23%	231,217	1,126,000	894,783	386.99%	312,931	1,250,328	937,397	299.55%
Arizona	4,217,940	1.59%	1,598,410	1,703,924	105,514	6.60%	2,163,308	1,244,771	(918,537)	-42.46%
Arkansas	2,483,769	0.93%	934,919	481,347	(453,572)	-48.51%	1,265,331	629,526	(635,805)	-50.25%
California	31,589,153	11.89%	11,952,893	12,859,697	906,804	7.59%	16,177,193	16,090,955	(86,238)	-0.53%
Colorado	3,746,585	1.41%	1,417,458	1,331,509	(85,949)	-6.06%	1,918,406	1,174,041	(744,365)	-38.80%
Connecticut	3,274,662	1.23%	1,236,506	2,539,700	1,303,194	105.39%	1,673,503	3,487,834	1,814,331	108.42%
Delaware	717,197	0.27%	271,428	552,000	280,572	103.37%	367,354	520,689	153,335	41.74%
District of Columbia	554,256	0.21%	211,111	600,000	388,889	184.21%	285,720	271,345	(14,375)	-5.03%
Florida	14,165,570	5.33%	5,358,193	3,381,324	(1,976,869)	-36.89%	7,251,845	3,665,482	(3,586,363)	-49.45%
Georgia	7,200,882	2.71%	2,724,335	2,171,793	(552,542)	-20.28%	3,687,148	3,878,422	191,274	5.19%
Hawaii	1,186,815	0.45%	452,380	585,938	133,558	29.52%	612,257	629,787	17,530	2.86%
Idaho	1,163,261	0.44%	442,327	276,000	(166,327)	-37.60%	598,651	296,258	(302,393)	-50.51%
Illinois	11,829,940	4.45%	4,473,539	3,256,576	(1,216,963)	-27.20%	6,054,543	3,683,529	(2,371,014)	-39.16%
Indiana	5,803,471	2.18%	2,191,531	1,122,070	(1,069,461)	-48.80%	2,966,046	1,941,099	(1,024,947)	-34.56%
Iowa	2,841,764	1.07%	1,075,660	805,744	(269,916)	-25.09%	1,455,811	1,229,579	(226,232)	-15.54%
Kansas	2,565,328	0.97%	975,131	1,283,342	308,211	31.61%	1,319,754	1,627,608	307,854	23.33%
Kentucky	3,860,219	1.45%	1,457,670	1,400,542	(57,128)	-3.92%	1,972,828	2,508,824	535,996	27.17%
Louisiana	4,342,334	1.63%	1,638,622	1,661,510	22,888	1.40%	2,217,731	2,250,352	32,621	1.47%
Maine	1,241,382	0.47%	472,486	276,100	(196,386)	-41.56%	639,469	595,500	(43,969)	-6.88%
Maryland	5,042,438	1.90%	1,910,050	3,623,711	1,713,661	89.72%	2,585,086	7,186,243	4,601,157	177.99%
Massachusetts	6,073,550	2.29%	2,302,113	5,845,271	3,543,158	153.91%	3,115,708	6,242,900	3,127,192	100.37%
Michigan	9,549,353	3.59%	3,608,990	2,686,245	(922,745)	-25.57%	4,884,451	3,048,854	(1,835,597)	-37.58%
Minnesota	4,609,548	1.73%	1,739,151	1,225,458	(513,693)	-29.54%	2,353,788	2,800,464	446,676	18.98%
Mississippi	2,697,243	1.02%	1,025,395	525,825	(499,570)	-48.72%	1,387,783	709,025	(678,758)	-48.91%
Missouri	5,323,523	2.00%	2,010,579	1,728,525	(282,054)	-14.03%	2,721,143	2,610,394	(110,749)	-4.07%
Montana	870,281	0.33%	331,746	946,000	614,254	185.16%	448,989	1,261,184	812,195	180.89%
Nebraska	1,637,112	0.62%	623,280	318,622	(304,658)	-48.88%	843,554	418,700	(424,854)	-50.36%
Nevada	1,530,108	0.58%	583,068	225,399	(357,669)	-61.34%	789,131	375,400	(413,731)	-52.43%
New Hampshire	1,148,253	0.43%	432,275	672,427	240,152	55.56%	585,046	1,139,176	554,130	94.72%
New Jersey	7,945,298	2.99%	3,005,816	5,335,560	2,329,744	77.51%	4,068,108	5,547,679	1,479,571	36.37%
New Mexico	1,685,401	0.63%	633,332	320,407	(312,925)	-49.41%	857,160	607,972	(249,188)	-29.07%
New York	18,136,081	6.82%	6,856,075	8,231,488	1,375,413	20.06%	9,279,097	10,720,309	1,441,212	15.53%
North Carolina	7,195,138	2.71%	2,724,335	2,057,581	(666,754)	-24.47%	3,687,148	2,582,646	(1,104,502)	-29.96%
Ohio	11,150,506	4.20%	4,222,216	2,700,512	(1,521,704)	-36.04%	5,714,400	3,364,288	(2,350,112)	-41.13%
Oklahoma	3,277,687	1.23%	1,236,506	642,258	(594,248)	-48.06%	1,673,503	810,187	(863,316)	-51.59%
Oregon	3,140,585	1.18%	1,186,242	635,575	(550,667)	-46.42%	1,605,474	1,395,409	(210,065)	-13.08%
Pennsylvania	12,071,842	4.54%	4,564,015	4,650,585	86,570	1.90%	6,176,994	4,454,386	(1,722,608)	-27.89%
Puerto Rico (1993)	3,622,063	1.36%	1,367,194	709,142	(658,052)	-48.13%	1,850,377	1,205,601	(644,776)	-34.85%
Rhode Island	989,794	0.37%	371,957	1,646,617	1,274,660	342.69%	503,411	2,073,825	1,570,414	311.95%
South Carolina	3,673,287	1.38%	1,387,300	794,336	(592,964)	-42.74%	1,877,588	1,096,701	(780,887)	-41.59%
South Dakota	729,034	0.27%	271,428	143,973	(127,455)	-46.96%	367,354	161,919	(205,435)	-55.92%
Tennessee	5,256,051	1.98%	1,990,473	1,843,035	(147,438)	-7.41%	2,693,931	3,011,002	317,071	11.77%
Texas	18,723,991	7.05%	7,087,291	6,996,612	(90,679)	-1.28%	9,592,028	13,887,742	4,295,714	44.78%
Utah	1,951,408	0.73%	733,861	332,271	(401,590)	-54.72%	993,217	716,512	(276,705)	-27.86%
Vermont	584,771	0.22%	221,164	521,478	300,314	135.79%	299,326	299,717	391	0.13%
Virginia	6,618,358	2.49%	2,503,171	969,994	(1,533,177)	-61.25%	3,387,823	1,090,826	(2,296,997)	-67.80%
Washington	5,430,940	2.04%	2,050,791	4,023,042	1,972,251	96.17%	2,775,566	5,379,017	2,603,451	93.80%
West Virginia	1,828,140	0.69%	693,650	368,770	(324,880)	-46.84%	938,794	647,635	(291,159)	-31.01%
Wisconsin	5,122,871	1.93%	1,940,209	998,892	(941,317)	-48.52%	2,625,903	2,016,401	(609,502)	-23.21%
Wyoming	480,184	0.18%	180,952	276,000	95,048	52.53%	244,903	574,891	329,988	134.74%
TOTAL	265,735,966	99.99%	100,518,904	100,528,957	10,053	0.01%	136,043,530	136,057,136	13,606	0.01%

FAX

Date 12/10/96

Number of pages including cover sheet 3

TO: Shirley Sagawa

FROM: Bob Goodwin, President
and CEO
The Points of Light
Foundation

Phone

Fax Phone

Phone 202-223-9186

Fax Phone 202-223-9257

CC:

REMARKS: Urgent For your review Reply ASAP Please Comment

The attached, for your information.

CC: 1-1
 Stuart
 Andrew
 George
 # 2/3
 KKM
 Shinde
 I've asked Gregg to
 draft response
 re smaller
 # of participants
 MKB

THE DAVID AND LUCILE PACKARD FOUNDATION

December 4, 1996

Robert K. Goodwin
 President and CEO
 Points of Light Foundation
 1737 H Street, NW
 Washington, D.C. 20006

Dear Mr. Goodwin:

Thank you for sending a draft copy of the Citizen Service Summit workplan and for taking time to speak with me recently about the Summit. I recently spoke with Gregg Petersmeyer, and I am encouraged by the positive steps that the Points of Light Foundation, the Corporation for National Service, and Gregg have taken to respond to the foundations' concerns.

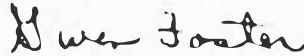
As I stated during our telephone conversation, the David and Lucile Packard Foundation has a strong interest in supporting efforts which raise public consciousness about volunteerism as an underutilized but rich resource for community problem-solving. Our Board of Trustees chose to support the Summit as a unique opportunity for mutual learning on a national scale about volunteerism and community-building strategies. We join you in our desire to see that the Summit is successful, and that effective follow-up activities are launched.

My quick review of the draft workplan reassured me that things are falling in place satisfactorily. I noticed that the mission of the Summit has been modified somewhat from ushering in "a new era of citizenship in which Americans take action in their own communities to help solve our serious social problems," as stated in our proposal, to a clearer focus on citizen action on behalf of children and youth. This is still within the intent of our grant. I also noticed that the number of invitees has been reduced from 3,000 participants to approximately 1,500. Although I concur that a smaller number of participants will be more manageable given the complexity of the Summit, I would like to be informed about the rationale for reducing the number and would appreciate more detail about how the Summit Planning Committee will assure as broad a representation as possible given the smaller number.

The objectives and outcomes for the Summit are stated more clearly which should be helpful in communicating what the Summit is for and why people should be involved. As planning proceeds for follow-up activities, we should begin to consider evaluation methods and costs, which are not addressed in the current workplan.

I look forward to receiving the final draft of the workplan and to future communication about the progress of implementing this endeavor. I appreciate the work that you and my foundation colleagues at Pew and Kellogg have done. I will take no action on the funding commitment we have already made since I am satisfied that things are moving forward. Please be aware, however, that our funds are available to help support pre-summit, and immediate post-summit activities. If you have any questions or if I may be of assistance, please do not hesitate to call me.

Sincerely,



GWEN FOSTER
Program Officer

GF/et

cc: Harris Wofford, CEO, The Corporation for National Service
Gregg Petersmeyer, Chair, Citizen's Service Summit Committee
Dan Moore, W.K. Kellogg Foundation
Rebecca Rimel, Pew Charitable Trust

FAX

Date: 11/02/06

Number of pages including cover sheet: 7

To: Shirley Sagswa

Phone:

Fax phone:

CC:

From: Rebecca Denkeler

Points of Light Foundation

Phone:

Fax phone:

REMARKS:

Urgent

For your review

Reply ASAP

Please comment

Shirley:

Per your conversation w/Kenn.

1325 K Street, N.W.
10th Floor
Washington, D.C. 20004
Phone 202. 577-8000
FAX 202. 577-8000
FAX 202. 577-8000

Public Relations Worldwide
EDELMAN

November 15, 1996

Mr. Kenn Allen
Senior Vice President
Points of Light Foundation
1737 H Street, NW
Washington, DC 20006

Mr. J. Toscano
Director, Office of Public Affairs
Corporation for National Service
1201 New York Avenue, NW
Washington, DC 20525

Dear Mr. Allen and Mr. Toscano:

This letter, when signed by you, will constitute our agreement to serve as public relations counsel for the Citizen Service Summit for the period of November 15, 1996 through April 30, 1997.

As public relations counsel, we will assist in the development, implementation and coordination of the program and agenda of the Citizen Service Summit. We will work on an on-going basis with the Summit staff on all activities designed to achieve the program's objectives.

You agree to pay our firm, as compensation for our professional services, a fee of \$17,500 per month for the five and one half months not including expenses and incidentals.

All invoices for fees and disbursements are due and to be paid within thirty (30) days after the completion of this contract.



EDELMAN PUBLIC RELATIONS WORLDWIDE

You agree to indemnify and save us harmless from and against all liability, including all actions, claims, damages, costs and attorneys' fees, which we may incur (or to which we may be a party), arising out of actions taken or statements made by us at your direction or based upon information provided by you and any and all losses, claims, damages, expenses, or liabilities related to the use of your products or services unless in any case resulting from gross negligence or a clear disregard for the activities standards on our part.

We agree to indemnify and save you harmless from and against all liability, including all actions, claims, damages, costs and attorneys' fees, which you may incur (or to which you may be a party) resulting from gross negligence on our part.

We agree to keep confidential all information and materials so designated by you and to limit access to such information and materials to those with a need to know.

It is agreed that any dispute arising out of this agreement or by actions of either party hereto in mutual consent of the parties shall be settled by arbitration according to the rules of American Arbitration Association.

During the period of this agreement and for one (1) year after its termination neither you nor we will, without the consent of the other, engage as an employee (either directly or indirectly) any person who is employed or has been employed within the last six months by the other.

Please sign both copies of this letter, retaining the original for your files and returning the copy to us.

Sincerely,

For: _____
DANIEL J. EDELMAN, INC. DATE

AGREED TO  ACCEPTED:

For: _____
CORPORATION FOR NATIONAL SERVICE DATE

For: _____
POINTS OF LIGHT FOUNDATION DATE

EDELMAN

3120 N. Street, N.W.
11th Floor
Washington, D.C. 20004

FAX

Date: 1/21

Number of pages including cover sheet: 11

To: Kean Allen

Fax number 223-9257

Client _____

Client code _____

From: Don Leonard

Phone: 202-371-0200

Fax phone: 202-371-2858

REMARKS: Urgent For your review Reply ASAP Please comment

- Attached is outline of Tim's responsibilities - as he sees them.

- also attached are notes taken from the flipchart we worked on.

MEMORANDUM

To: Don Leonard
From: Tim Liles
Subject: Proposal for the Citizen Service Summit
Date: Wednesday, November 20th

The following is a proposal for the tasks to be my responsibilities on the Citizen Service Summit. I have based this proposal on information I acquired during the meeting on Tuesday. In some cases my request will overlap with some of the other groups involved in the meeting.

Announcement Ceremony: My understanding is that the summit will be kicked off with an announcement ceremony designed to coincide with the President's 1997 State of the Union Address. The announcement will take place a few days before the address, somewhere in the District of Columbia. The announcement will be designed as a major media event involving as many VIP's associated with the summit as possible.

My responsibilities will include the initial Site Survey, that is choosing a venue in the District. I will also be responsible for logistics, staging, design, construction, media logistics and direction of the program. My responsibilities will also include logistical support for the principles involved in the announcement.

The Citizen's Service Summit: Based on informal discussions during the meeting on Tuesday morning several elements of the summit can be inferred. This is by no means a firm program list, just a baseline presumption.

Sunday P.M.	Opening Ceremony (celebrities)
Monday A.M.	President's Forum
Monday A.M.	Break Out Sessions
Monday Afternoon	Governor's Forum
Monday P.M.	Dinner (?)
Tuesday A.M.	Closing Ceremony/Signing Ceremony

My responsibilities should include Site Surveys for the Opening Ceremony, President's Forum, Governor's Forum, Dinner and Closing Ceremony. Included in that would also be staging, design, construction, direction of program, media logistics and overall logistics direction.

President Clinton's Advance: The White House will insist on sending their own Advance Team. We will have to defer to their judgment on a variety of subjects. However, If the White House believes we know what we are doing then they will allow us to take the lead. Towards that end, it will be important that their contact is someone with advance experience. Our colleagues from the Corporation for National Service will insist on being part of the Host Committee, as they should. They probably have a wide range of experience dealing with White House advance teams. Never the less, we should have an experienced advance person as the lead contact. Since I have several years of White House advance experience I should take the lead.

Attending Governor's Advance: Multi Governor events can be a huge logistics challenge. Each governor will have individual travel and logistics requirements, they will lean on the Summit for support. Each Governor will travel with a separate security detail and assorted

staff. Each gubernatorial delegation will need motorcade, hotel, program and logistical support. Several times during the D&P campaign we did multi-Governor events. I worked on most of them. Therefore, I will also take the lead on Governor's advance.

Mayor's Advance: The attending mayor's advance needs will be less intense than the governor's. They will, however, be less capable of supporting themselves. Therefore, they will lean heavily on the Summit for logistics help. I have several years of experience in working with mayors. Thus, I should take the lead on this section as well.

Ambassador's Advance: The ambassadors will be leaders from the business community, entertainment and politics. In almost every case the ambassador's will be accustomed to a professional level of advance. Therefore, it will be important that we support them with a professional operation. I will also take the lead on this subject.

Delegate's Advance: I heard Ken Allen mention that the Points of Light Foundation has an organization set up to deal with this subject. We should probably let Ken take the lead here. Although, I would hope to be able to witness their operation.

In short, I believe that the Citizen's Service Summit is going to need a sophisticated advance operation. I believe that it will take a full time position to coordinate all the logistics. I also believe that based on years of experience I am uniquely qualified for this position. Based on the time commitment necessary and the expertise that this program will demand I would require a fee of \$7500.00 per month, for the months of December 1996 through April 1997.

MEMORANDUM

TO: Dan Leonard
 FROM: Tim Unes
 SUBJ: Notes from the meeting on Tuesday, November 19th
 DATE: Wednesday, November 20th

The following is a condensed version of the notes you took during the meeting. I have condensed only on what was written on the

- The Citizens Service Summit will take place from late afternoon on Sunday, April 27th through mid to late afternoon on Tuesday, April 29th. The summit will coincide with Passover.
- President Clinton and President Bush have confirmed that they will attend the summit.
- President Carter has agreed to come, written confirmation is pending.
- President Ford is tentative.
- Lady Bird Johnson has agreed to attend. Health considerations could be an issue.
- Mr. Deaver will speak to Mrs. Reagan on his upcoming trip to Los Angeles.
- Governors will be invited to participate in a forum and also to lead their state delegations.
- Celebrities will be invited.
- Local Delegations will be made up of 100 teams at 10 persons each.
- State Delegations will be made up of 50 teams of 5 each.
- There will be an interfaith dimension as well.
- There will be a target goal of a 20% youth contingent.
- The summit will include targeted goals.
- There will be issues forums designed to identify problems, introduce solutions and create inspiration.
- The program is tentatively as follows:

Sunday P.M.	Opening Ceremony (celebrities and delegates)
Monday A.M.	President's Forum
Monday A.M.	Break out sessions
Monday Afternoon	Governor's Forum
Monday P.M.	(?)
Tuesday A.M.	Closing Ceremony/Signing Ceremony

Draft 11/19/96

THE CITIZEN SERVICE SUMMIT

April 27-29, 1997
Philadelphia

Which is it??

*instead of "being designed"
how about "will"*

national service & community volunteering?

The two-day Summit is being designed to build on steps already being taken in communities all across America to produce -- by the year 2000 -- a quantum leap in effective community volunteering and citizen service focused on the most critical problems of children and youth. This Summit of Presidents of the United States and citizen leaders from all around the country will be an historic call to action.

With the support of President Clinton and President Bush, and the urging of George Romney shortly before his death, this Summit was initiated by The Points of Light Foundation and The Corporation for National Service. It will consist of more than 1,000 citizens in teams from some 100 communities, and 500 representatives of partner organizations from the private, public, and non-profit sectors at the national and state levels. The 1,500 participants are being invited to Philadelphia to launch ~~community~~ citizen service and community leadership to "turn the tide" by the turn of the century on many of the challenges facing so many young people today.

This is all too tentative

Organizations and institutions invited to the Summit will be asked to come with a tangible commitment to new action that will help create the conditions ~~for the success of~~ American youth. These conditions include but are not limited to:

to succeed:

- Caring and supportive mentoring relationships ~~in the life of every young person~~ *population*
- Education that ~~prepares the coming generation~~ for productive employment, economic fulfillment and good citizenship.
- A healthy start in life and encouragement of healthy behavior.
- Safe and decent places to gather, learn, work, play and live.
- Inspiration and opportunities for everyone ~~young and old~~ to give back to others through service and to contribute to the common good.

should needed for

since we're asked youth you can cut some of this

② Bold but reachable targets will be ~~proposed~~ *considered/discussed* at the Summit, ~~to set~~ *Participants will present a* a national vision of how these conditions can be advanced through expanded and more effective volunteer and citizen service. ~~As a start for this process of target setting the following examples for~~ *For example* national targets to be achieved by the year 2000 are proposed.

- 2,000,000 additional mentors
- 2,000,000 additional students reading at grade level
- 2,000,000 additional children having access to health care
- 2,000,000 additional children and youth engaged in safe group activities
- 2,000,000 additional youth engaged in community service

Shirley - How about AmeriCorps? Some reference to federal role? (Conf)

national service

Following the Summit, community teams and local summits will further develop and refine the measurable targets

Young people will be key participants at the Summit, and youth will be recognized not as "problems" but as resources and talent to be tapped. In challenging society to better serve youth, an equally important challenge will be for youth themselves to serve.

who? other youth? the rest of us?

likely to be more than one model, don't you think?

The Summit ~~should be seen as~~ ^{is} the beginning of an on-going ~~process~~ ^{to last} through the year 2000. It ~~will~~ provide ~~an~~ organizing model ^{both} for the communities represented at the Summit and for many others who will find ~~this~~ ^{an} impetus to new action. To advance such action, each of the community delegations will ~~maintain~~ develop local initiatives launched at their own "summit". In addition, State level participants will have a special responsibility to promote this process in other communities not represented at the National Summit.

will it? why? what's the role of state? role at all before this? stimuli

The Summit ~~will~~ focus ~~on~~ ^{on} legislation ^{or} government policy relating to the problems of children and youth. Instead, it aims to expand and strengthen the power of citizen service to solve these problems.

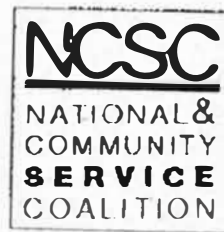
The convening of a national summit with the President of the United States, former Presidents and the First Ladies, is without precedent. That itself will enhance the importance of voluntary citizen action and national service but the aim is to prove that this strategy of service can "turn the tide" and actually connect Americans to solve some of the most serious social problems facing the coming generation and thus the nation as a whole. In doing so, Americans will feel a new sense of faith and hope that the great challenges facing our country can be successfully met by citizens working together.

two terms not previously used? what happened to citizen service & community volunteering?

*too muchy!
have a new sense?
share a new sense.*

FAX ALERT

delivered by



To Harris
✓
Jae

TO: BOB GOODWIN
MARRIS WOFFORD

FROM: CATHERINE MILTON

SUBJECT: SUMMIT: Next Steps

DEC. 8, 1995

I enjoyed our session on Friday and hope that it was helpful to you. I have thought about Bob's question as to how much (if any) time am I willing to commit to helping you launch the Summit.

I believe I could be most useful to you pulling together the program for the Summit (the agenda, facilitators, flow). However, I am only willing to get involved if there are clear lines of authority and structure. Perhaps you already have plans to have this structure, if so, no problem. But from what I have picked up from some of the staff helping out, I thought it best to be very explicit. Here are my recommendations:

An Executive Committee with final authority on all aspects of the Summit, including the program --- the members would include both of you and anyone else that you think essential (from what I gather this would include either Ray or his representative, Stuart, and General Chambers). There would also need to be a functioning coordinating Summit Staff Team which would convene the key staff representatives responsible for each of the key tasks (Logistics, Outreach, Program, Presidential/VIP management, Pre/Post Reports).

If there were such a structure, I put together an agenda for the program. To do this, I would need to have:

- A staff contact who has immediate access to the Executive Committee and could set up the meeting times, serve as a liaison;
- Assistance from Lisa Spinali, a trainer/consultant who works for the Corporation. She would need to have her travel and expenses paid for at least ten days and two trips from San Francisco where she is based;
- Two half days of time commitment from the Executive Committee over the next five weeks;
- Ability to bring in for a day, David Sibett --- the "charrette" expert to see if you all want to proceed with him (ideally for one of the half day sessions in Dec),
- My transportation costs covered from Connecticut (I probably would need to make a trip every other week). As Bob knows, I would also want some appropriate acknowledgment for Save the Children's donation of my time.

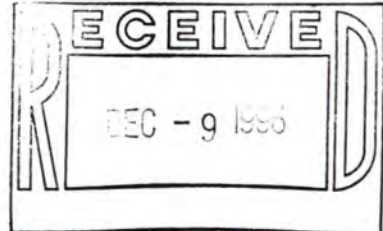
With this kind of commitment on your part, I could commit to driving the process to get the major decisions made on the program by January 15. Time is critically important, the longer the delay in making these key decisions, the harder it becomes to make them at all.

Think about it and please give me a call. If you want to proceed, I will get going right away.

My phone number at work is: 203 221 4000; at home: 203 221 8457.

Catherine

*copied for HM
cc:smily*



FAX

Date 12/09/96

Number of pages including cover sheet

TO: Harris Wofford
Corporation for National
Service

FROM: Catherine Milton
Save the Children
54 Wilton Road
Westport, CT 06880

Phone 202-6065000 x546
Fax 202-565-2784

Phone (203) 221-4006
Fax Phone (203) 221-4082

CC:

REMARKS: Urgen For your review Reply ASAP Please Comment

Harris- - Would appreciate a call back from you ASAP on your decision. Thanks.

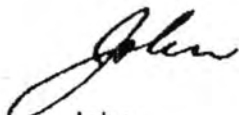
MEMORANDUM

DATE: December 9, 1996
TO: Stuart Shapiro
FROM: John Dutton
RE: Process Design For Community Team Breakout Sessions
CC: Bob Goodwin and Harrie Wofford

Here's a more detailed description of the group process that might be used at the Summit. Some things to consider:

- This will raise as many questions as it answers. Whoever does this will have a lot of work to do.
- This may not take into account other ideas you are working with, since I have not kept up with all the meetings and papers that have been held and produced about this project.
- Questions for the "Preparing The Next Generation Tracking System" (title is mine) were developed a few weeks ago in a breakfast meeting involving Gregg Petersmeyer, Norm Brown (President Emeritus of The Kellogg Foundation), myself, and others. I don't have the final list of questions, but I suspect they can be obtained through Gregg or Norm if you want them. (If so, let me know and I'll see what I can do.)
- The above instrument needs the attention of experts in research, data development and analysis, etc. Dr. Rennie Golec is the POLF expert in this area. We have used and are very pleased with Formative Evaluation Research Associates (FERA) of Ann Arbor, Michigan. This firm has been contracted to conduct an evaluation of the Summit (a standard Kellogg requirement). Dr. John Seeley is the president of FERA and the person we work with. He will be in the office on Dec. 11, and you may find it helpful to meet with him and Rennie. If so, call Sharon Baker at extension 133 to arrange a meeting.

Hope this gives you what you need for your report. I'm leading a Design Team meeting for a Ford Foundation project starting Monday afternoon, so I'm totally booked and not available. I'm in North Carolina on Wednesday morning, and could talk then by phone if that would be helpful.


John

PS. One idea I forgot to include is for selected teams to have the opportunity to share their ideas with one or more of the Presidents. I think this would add great energy, importance, and expectation to the whole process, and I would try to do it if we could arrange it within the President's schedules.

(Plan as of Dec. 7, 1996)

THE CITIZEN SERVICE SUMMIT

PLANNING PROCESS FOR COMMUNITY TEAMS

Overview

This Summit of Presidents of the United States and citizen leaders from across the nation will be a historic call to action. The Summit will be designed to build on steps already being taken in communities all across America to produce a quantum leap in effective community volunteering and citizen service focused on the most critical problems of children and youth. This process will engage and guide 1000 citizens in teams from 100 communities who will focus on building the volume of effective citizen volunteers to "turn the tide" on the ominous threats and challenges facing so many young people today.

Three Year Outcomes

The Summit will be focused on achieving, by the year 2000, a set of goals and targets to meet the challenges of the next generation. The goals and targets are:

1. **Caring and supportive relationships in the life of every young person.**
-Two million mentors by the year 2000
2. **Education that prepares the coming generation for productive employment, economic fulfillment, and good citizenship.**
-Two million students reading at grade level.
-Two million young people connected to economic opportunities through education.
3. **A healthy start in life and encouragement of healthy behavior**
-Two million young people having access to health care
4. **Safe and decent places to gather, learn, work, play, and live.**
-Two million young people engaged in safe group activities
5. **Opportunities for everyone - young and old - to give back to others through service.**
-Two million young people engaged in community service

Summit Outcomes For Community Teams

1. Understand the goals and targets in terms of what they mean for your community.
2. Make an individual and team commitment to achieving the goals and targets in your community, as measured by the standardized use

of the *Preparing The Next Generation Tracking System* (see Appendix 1).

3. Leave with a plan for developing local understanding of and commitment to the goals and targets by conducting a similar local Summit in your community
 - a. Determine the boundaries of your community; what is included, excluded.
 - b. Identify the key community resources (people, space, money, etc.) that will be needed to put on the local Summit.
 - c. Determine key tasks that need to be accomplished, and by when.
 - d. Identify who on your team will be responsible for completing each task.

Initial Process Design

This Process Design is built on the following key assumptions:

1. A Design Team of 8-10 members of local Community Teams will shape the process into final form, and will fully endorse it. This team will be given a high-visibility introduction in Session One of the process for community teams, to make clear to all that the process has been developed "by the people", rather than by some distant "experts" who supposedly know what is best for others.
2. The process will be completely and carefully prepared and tested in advance. The idea that the form and character of these sessions will "creatively emerge as we move forward" is categorically rejected.
3. The process will provide structure but no content for participants. It will organize and facilitate idea generation and planning; each Community Team will be completely free to develop its own approaches and plans.
4. All 100 teams will experience the same process simultaneously and be able to efficiently share techniques and ideas with each other about their approaches to problems and situations.
5. Participants meet in groups of 50 - five Community Teams per room, and 20 rooms in all.
6. Each room will have two Facilitators who will be trained in advance. These 40 Facilitators will be secured by asking selected communities to bring along an extra person, who meets the qualifications that will be specified.
7. A team of 10 "Coordinating Facilitators" will be specially recruited to oversee the work of the facilitators and the entire process as it is implemented. The Coordinating Facilitators will be staff members of POLF, The Corporation For National Service, and Volunteer Center directors who are familiar and comfortable with this group process approach.
8. Participants will come to the Citizens Service Summit having made an individual and group commitment to the national goals and targets which will be shared with them in advance. Teams will meet once or twice to work through a pre-meeting workbook. The workbook will (1) present and explain the

goals and targets, and (2) organize team activities to develop a beginning assessment of the current community conditions in each goal and target area.

Session One - 90 minutes

Minutes

Purposes and Execution Steps

1-30

Opening kick-off session for all 1000 members of Community Teams. Purposes will be to energize people as they sense the size and power of what is going on here, to provide common "get-started" information to everyone, and to build acceptance and credibility for what lies ahead.

1. Welcome -possibly by one of the Presidents
2. Introduction of grass roots "Design Team" that helped design what will be done.
3. Set up and explain next steps.

31-66

Team members gather in pre-arranged groups of ten people, each from a different community. Purposes will be to (1) help people focus on the goal areas, (2) enable people to get beyond their own local situations to find out the best going on elsewhere, and (3) to foster networking.

1. Each group will be assigned one of the five goals as a focus area.
2. Brief (20 seconds) self-introductions by participants.
2. In two minutes each person reports on some of the best work that is being done in his/her community in this goal area OR on one of the best assets the community has to bring to bear in achieving this goal.
3. Ten minutes of open questions and discussion about best ideas.

67-90

Groups review and discuss the goals, targets, and the *Preparing The Next Generation Tracking System*. (Purpose here is to increase understanding and perception)

Session Two - 90 minutes

Minutes

Purposes and Execution Steps

1-25

First meeting of the 10 member Community Teams. Purposes are to (1) share learnings about what is being done in other communities, and 2) to set the stage for initial planning that will follow.

1. Using prepared and written instructions, each person briefly reports the best idea or two learned in the previous session.
2. Form five teams of two or "dyads" in which identify the best or "breakthrough" ideas.

26-50

Community Teams review and discuss the goals, targets, and the *Preparing The Next Generation Tracking System*. (Purpose here is to develop team understanding, and perception.)

50-90

Community Teams form two sub-teams of five. Using pre-prepared instruction materials, each sub-team develops initial answers to the following questions about the local Summit it will hold in its local community.

- a. What will we define as "community"? What is included and excluded?
- b. On what date will the Summit be held?
- c. Who, in addition to those here, should be on the Summit Planning Team?
- d. What key community resources (people, space, money, etc.) that will be needed to put on the local Summit.
- e. What key tasks need to be accomplished, and by when?
- f. Who on your team will be responsible for completing each task?

Session Three - 90 Minutes

Minutes

Purposes and Execution Steps

1-40

Community Teams meet as a whole to hear each sub-team report and from them develop one "First Draft Community Team Plan".

41-75

Participants gather in pre-arranged groups of five people, each from a different community. Each person gives a five minute review of the key concepts and ideas in his or her community plan.

76-90

Participants discuss/explore their best ideas in order to "steal" the best ideas from each other.

Session Four - 90 Minutes

Minutes

Purposes and Execution Steps

1-30

Community Teams Meet and hear a report from each member about "the best ideas worth stealing".

31-90

Community Teams refine and finalize their local plans by (1) incorporating the best ideas from other communities, and (2) answering any remaining questions. Each team will complete and submit a form to report the key elements of their plan to the Citizens Service Summit staff.

Basic Preparation Plan

- a. Recruit an eight member Design Team of carefully-selected participants. (By Jan. 10)
- b. Design Team meets via conference telephone call to review the Initial Process Design and provide reactions and suggestions. (By Jan. 20)
- c. Prepare first draft of Detailed Process Design (By Jan. 30)
- d. Recruit 50 Facilitators (10 more than needed to compensate for dropouts) and 10 Coordinating Facilitators (By Feb. 1)
(By Dec. 20)
- e. Design Team meets via conference phone call to review the Detailed Process Design and provide reactions and suggestions. (By Feb. 15)
- f. Prepare second draft Detailed Process Design including all handout materials (By Feb. 28)
- g. Test Detailed Process Design with 50 people from 5 communities (By March 15)
- h. Make final revisions to the Detailed Process Design and all handout materials. (By April 1)
- i. Mail final materials to Coordinating Facilitators and complete a two-hour conference phone call with them (By April 10)
- j. Pre-event training in Philadelphia for Facilitators. (On April 26)

John L. Dutton
 Senior Vice President
 The Points Of Light Foundation

(Appendix 1 - First Draft)

Preparing The Next Generation Tracking System

This tracking system has been designed to measure our progress in improving the life situations of our community's next generation. Data will be collected from the same number of people, by asking the same questions in the same way, and on the same day, and in the same way, every year. Results will be tabulated and reported locally, regionally, and nationally.

Goal and Target One: Caring and supportive relationships in the life of every young person. *Two million mentors by the year 2000*

If you were seriously injured and in the hospital, how many people would come to visit you?

Goal and Target Two: Education that prepares the coming generation for productive employment, economic fulfillment, and good citizenship. *Two million students reading at grade level. Two million young people connected to economic opportunities through education.*

XX
XXXXXXXXXXXXXXXXXXXX?

Goal and Target Three: A healthy start in life and encouragement of healthy behavior. *Two million young people having access to health care.*

XX
XXXXXXXXXXXXXXXXXXXX?

Goal and Target Four: Safe and decent places to gather, learn, work, play, and live. *Two million young people engaged in safe group activities.*

XX
XXXXXXXXXXXXXXXXXXXX?

Goal and Target Five: Opportunities for everyone - young and old - to give back to others through service. *Two million young people engaged in community service*

XX
XXXXXXXXXXXXXXXXXXXX?

NW Summit file
cc: Shirley



POINTS OF LIGHT FOUNDATION



TRANSMITTAL SHEET

TO: Hannah Wofford

FAX NO: 565-2784

FROM: John Sutton

DATE: 12-9-96

NO. OF PAGES: 8
(Including this one)

MESSAGE: _____

IF THERE ARE ANY PROBLEMS OR QUESTIONS, PLEASE CALL:

MARVA DAYE AT (202) 223-9186, Ext. 222

DRAFT

CONFIDENTIAL
THIS MEMORANDUM CONTAINS ATTORNEY-CLIENT
COMMUNICATIONS AND/OR ATTORNEY WORK PRODUCT; IT
SHOULD BE KEPT CLOSELY IN ORDER TO PRESERVE THIS
PRIVILEGE AND DOCTRINE

MEMORANDUM

DATE: December 6, 1996
TO: The CNS File
CC: SMR, DEF
FM: ADL
SUBJ: Work for the Corporation for National Service (CNS)

Shirley-
Frank T. & I
are reviewing - please
review if you have time
Thanks,
D

Steve and I attended a meeting at the Corporation for National Service to discuss the advice they are seeking to obtain from outside counsel.

CNS is a government corporation with a board of directors and ^{a Chief Executive Officer} ~~chair~~. The ~~chair~~ ^{CEO} is Harris Wofford (former Pennsylvania Senator). The CNS has an organic statute and regulations which govern its operations.

From time to time, CNS will work with private entities on projects to promote national service. Some time ago, CNS became involved with the Points of Light Foundation on such a project. The Points of Light Foundation is a 501(c)(3) private charitable institution. The idea was to sponsor and promote a national summit conference on the topic. The central part of the program would be highlighted by the coming together of all of the living and capable presidents to take part. Initially, the program was to occur at the end of 1996 or early 1997. It is now scheduled for April 27-29, 1997.

Points is a legislatively-directed recipient of CNS funds (about \$5.5 million a year through a sole source grant that is earmarked in CNS legislation). The vehicle for the dissemination of funds is a "cooperative [grant] agreement." The agreement must be re-written and approved for FY 1998, which has already begun. At this time, none of the hard \$5.5 million from last year is going to the Summit. However, it would probably be hard to argue that some of the staff time at Points going to or working on the Summit

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
INITIALS: VB DATE: 4/12/16

DRAFT

is not directly or indirectly supported by the CNS money.

Initially, the two groups collaborated on the hiring of a person to act as executive director (Greg Petersmyers). He was hired and paid exclusively by Points. It has been determined that this arrangement has not been successful.

The planning for this event has occurred through an ad hoc steering committee made up of the ~~boards~~ boards of the two organizations. No formal structure or third entity was created. As the full board group is too unwieldy, an executive committee, made up of three members of each board, has been used. The chair of the steering and executive committees is Ray Chambers from Points of Light.

About six weeks ago, the two organizations decided to recommit to the need to make this project a success. Since then de facto co-executive directors have been Shirley Sagawa from CNS and Kenn Allen from Points.

Funds for this event have been provided by three organizations (Kellogg, Packard, and Pugh) and by one individual (Ray Chambers). All funds have been donated to Points and Points has then made the expenditures. Funds have been used, among other things, for the hiring of support staff. In addition, Points has done an informal RFP for public relations (it does not have to do any RFP) and wants someone from CNS to collaborate regarding the hiring decision.

CNS has provided support by having its current staff, on CNS payroll devote a lot of time to the Summit. When there have been trips, CNS has paid for those trips as well.

CNS wants Gen. Andrew Chambers to join the project. Chambers (no relation to Ray) is someone that Harris Wofford wants to bring to CNS as the head of NCCC. He presently is retiring from the military. Prior to his coming on to CNS, Chambers would be hired by Points (perhaps as a consultant) to work on the Summit.

To be a success, the Summit will need more help and attention. Ray Chambers will provide an additional staff member, but CNS staff will have to get more involved from issues relating to contracts, to public relations, to organization. The program will include 1500 to 2000 people (1000 from communities who apply in some way which has not yet been determined; a bunch from state delegations picked and including governors; and another set as national delegates). There will be two to three days of programs and workshops, with the idea that people will go back to their communities and implement ideas that promote national service.

The program will not just address national service. Other parts may include philanthropy and children & youth. How this fits into the overall theme has yet to be

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decided.

This main issues for the CNS are how to be involved as needed, consistent with all applicable laws and rules. It is a little odd that an agency's attempt to be involved in a worthwhile project might run afoul of the law, but the CNS wants to make sure it does everything properly.

A series of questions needs to be answered. These include:

1. What is the Summit; how can it be defined so that the CNS participation to now and that in the future is allowed?
2. Is the Summit a project in which the CNS can be involved consistent with its charter, etc.?
3. What vehicle should be used to set out the arrangement between CNS and Points (e.g., an MOU, or the Cooperation Agreement that CNS and Points do every year for their grant money, etc.)?
4. What Summit governing structure for the CNS and Points is the best one for decision-making and to comply with any applicable rule (and the CNS charter and purpose)?
5. Can the CNS use its own staff and resources to promote and work on the Summit as it is or becomes defined?
6. Can Points or others reimburse CNS for staff time, expenses, overtime for support staff (it is CNS's preference not to seek much; they may only want to consider expenses like travel and overtime)?
7. What legal liability, if any, does CNS have for actions taken for the Summit (either by its employees or those of Points)? If there is any liability, how can it be minimized?
8. Can staff of CNS get direction or supervision from someone not in CNS (e.g., Points personnel)? Can CNS staff give direction and supervision to Summit staff or staff working for Points?
9. Can a CNS staff member do fundraising for the Summit (when the funds will be going to Points)? Issues here include directing funds to a 501c3, taking leaves without pay from CNS and then being paid as a consultant for Points, etc.
10. Can CNS staff be in charge of or involved in selecting consultants and other

DRAFT

contractors that are being used for the Summit (assuming such people or entities will be hired by Points)?

11. What effect, if any, does CECA, FACA, the Sunshine Act, or other general agency rules have on the Summit planning?
12. Shirley Sagawa is planning to leave CNS on January 20, 1997. How can she be used as a consultant for the Summit after that (assuming she would be hired and paid by Points)?
13. Can General Chambers be used as a consultant for the Summit and still be able to come to CNS after that? Should his appointment to the NCCC be made or delayed until after the Summit?

Other questions may arise, but the answers to this set will go a long way in setting up the responses. There is a certain time urgency since staff of CNS need to get started.

cc: Shirley
Melinda

MEMORANDUM

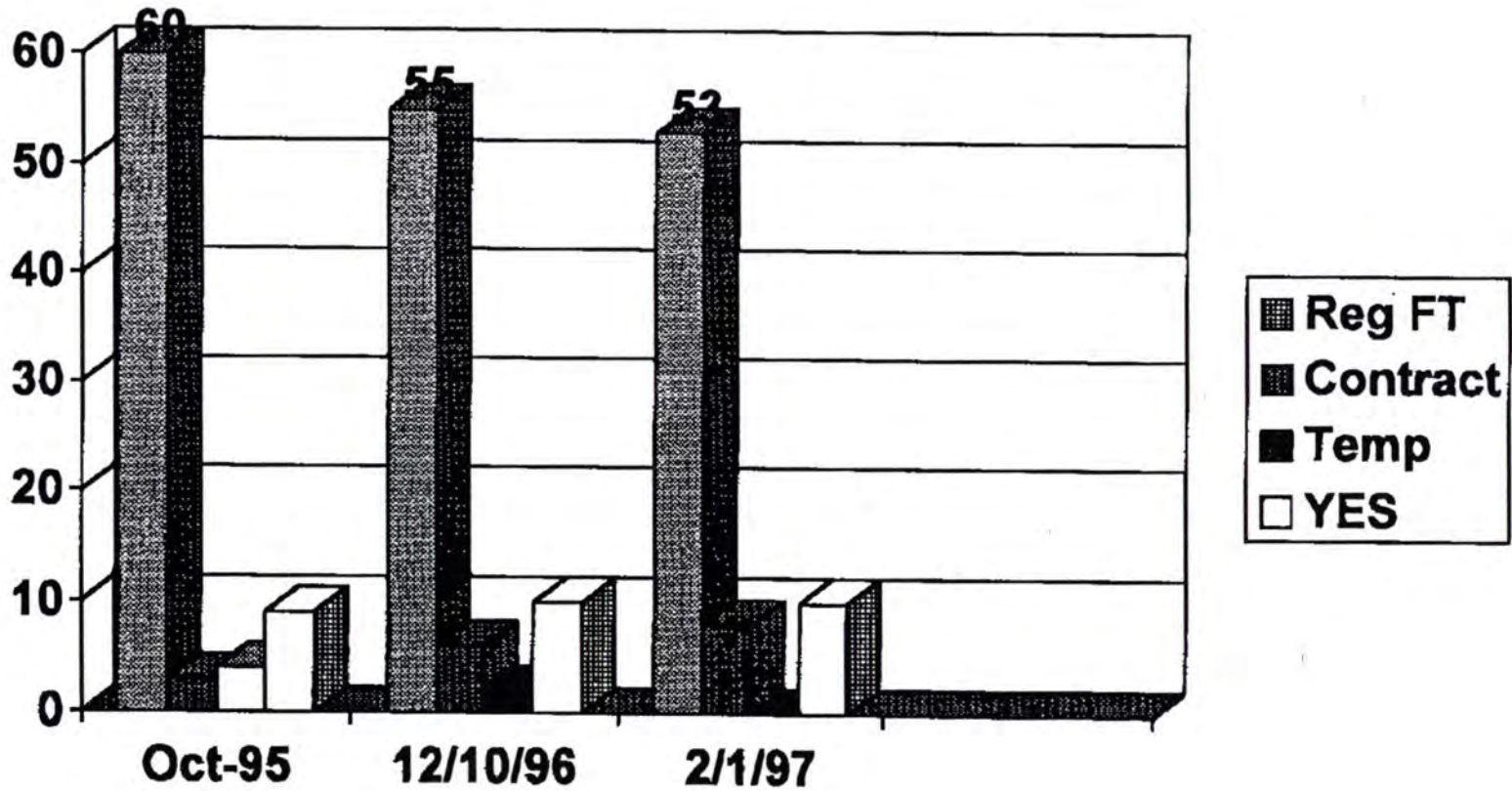
TO: Members of the Executive Committee

FROM: Robert K. Goodwin

DATE: December 11, 1996

The attached personnel comparison and description of primary areas of responsibility is provided for your further understanding of the positive impact (more work, less people) of our reorganization.

POLF Head Count Comparison



Summary of Key Leadership Positions (as of December 10, 1996)

Local Infrastructure

The mission of this division is to build effective local partnerships to mobilize people and resources to deliver creative solutions to community problems.

Leader: John Dutton

Selected Responsibilities:

- strategic oversight of unit with regular full-time staff of 5 and program budget of just under one million ; FY97 staff also includes three additional contract employees assigned to grant funded projects (Kellogg, Ford, Mott)
- participation on organizational management team charged with providing strategic direction to the organization
- champion for Volunteer Centers and the VC2000 vision;
- development of new programs to apply POLF volunteer knowledge and expertise to low income, inner city situations

Lead Staff:

Mei Cobb

Selected Responsibilities:

- direct the Volunteer Center Development Project including the Start-Up and Capacity Building components;
- serve as Chair of the Connect America Volunteer Center Liaison Team;
- provide leadership and direction to the National Council of Volunteer Centers;
- oversee fulfillment of the ABC TV Children First Campaign;
- manage day-to-day operations of staff of 3

Other Regular FT Unit Staff:

Brenda Cipriano

Jeff Brightbill

Marva Daye

AA (vacant)

External Relations

The mission of this division is to develop and foster strategic alliances with youth, business, government, communications/media enterprises and non-profit organizations which further the mission of the Points of Light Foundation through its Connect America initiative; and, to manage the national and local initiatives that result from these partnerships.

Leader: Virginia T. Austin

Selected Responsibilities

- participation on organizational management team charged with providing strategic direction to the organization
- strategic oversight of unit with 9 regular full-time employees and program budget of approximately \$1,350,000; FY97 staff also includes one Urban Fellow with a full-time contract through the third quarter of the year;

- participation on organizational management team charged with providing strategic direction to the organization;
- serve as lead liaison to Corporate and Nonprofit markets;
- oversee outreach to Corporate, Nonprofit, and Youth markets including development of new partnerships and evolution of existing relationships;
- chair the Connect America Steering Committee;
- management oversight of national and local initiatives;
- oversee implementation of the Family Matters program and manage the relationship with Kellogg during this transition year;

Lead Staff

Vicki Clark

Selected Responsibilities

- lead Foundation's programming for local organizations; plan and execute strategies to create new opportunities for local organizations to become involved with POLF and Connect America;
- supervise work on the Allstate Disaster Preparedness Programs; provide oversight for request for proposal, site selection, development of training design, and evaluation;
- oversee development of new Golden Rule local partner Volunteer Center/United Ways; monitor existing partnerships and assist with development of proposal to provide for continued funding from JC Penney;
- direct implementation of Sears Craftsman Community Toolshed Program; manage development of seven local partnerships;
- supervise staff responsible for implementation of Family Matters program; manage work of Urban Fellow

Jeffrey Hough

Selected Responsibilities

- cultivate relationships with existing corporate customers; develop and implement strategy to expand number and quality of customer relationships;
- assist national corporate partners in developing and implementing strategies to generate local initiatives that demonstrate "connection;"
- assist with strengthening of the relationship with NCVC and the Business Leadership Council

Cynthia Scherer

Selected Responsibilities

- provide overall leadership to the Foundation's youth programming including strategic planning, outreach, and oversight of the Youth Ambassadors program;
- manage Today's Heroes program and relationship with Hitachi Foundation and National Youth Leadership Council;
- coordinate Communities As Places of Learning initiative including quarterly site meetings, project evaluation, training, and technical assistance;
- represent Foundation on national projects related to youth including National Youth Service Day, Big Help, and SuperConference

OtherRegular FT Unit Staff

Donna Thurmond
 Gretchen VanFossan
 Ellen Lott
 Rence Day
 Mimi Galligan Mathieu
 Cythia Scherer
 Jennifer Gilligan
 AA, Vacant

Public Awareness

The mission of this unit is to position the Points of Light Foundation as an innovative, effective leader in combating "disconnection" by connecting people through service.

Leader: Kenn Allen

Selected Responsibilities

strategic oversight of unit with full-time staff and program budget of participation on organizational management team charged with providing strategic direction to the organization

Lead Staff

Barbara Lohman

Selected Responsibilities

- evaluate and recommend media strategies that help the organization meet its goals;
- manage media and public relations activities; serve as lead contact for all media inquiries;
- serve as lead staff person on Make A Difference Day;
- provide promotional and media support to major Foundation activities including National Volunteer Week, the President's Awards, and NetDay;

Ashely Carr

Selected Responsibilities

- direct the development and execution of a long-term advertising campaign;
- oversee the national release of initial PSA supporting Connect America;
- coordinate the call update of the fulfillment database for advertising 800# Volunteer Center referral system;
- collaborate with corporations on message making that promotes Connect America;
- initiate Connect America benchmark tracking research;
- manage Fortune Magazine advertorial supplement

Richard Mock

Selected Responsibilities

- oversee planning and implementation of POLF recognition programs including President's Service Awards, Business Awards, etc.;
- edit the development, content, and direction of POLF publications including the POLF newsletter, Leadership magazine, Service magazine, and annual report;
- facilitate organization-wide sharing of success stories;
- serve as Assistant Secretary to the Board

OtherRegular FT Unit Staff:

Debra Cooper
Shawni Pothier
Toyja Sommerville
Rebecca Denkeler

The Points of Light Institute

The mission of this unit is to provide innovative, high quality tools, training, and consultation services that will stimulate and support high impact citizen action to connect people through service.

Leader: Kenn Allen

Selected Responsibilities

strategic oversight of unit with regular full-time staff members and program budget of :

Lead Staff:

Carolyn Berkowitz

Selected Responsibilities

- oversee design and delivery of products and services to members including National Community Service Conference, membership, catalog services, and POLF products;
- serve as lead marketing strategist for all POLF products and services;
- supervise staff of nine and budget of 2.2 million;
- oversee development of new products for all markets across the Foundation

Claudia Kuric

Selected Responsibilities

- oversee design and delivery of training and consultations for POLF;
- develop and design curriculum; oversee production of high quality materials;
- with the External Relations unit, generate consulting business that is revenue generating for the Foundation;
- develop effective workflow processes and measurement strategies for this new unit
- oversee development of an international training and consulting practice

Other Regular FT Unit Staff

Cathy Soffin
Gina Parks
Virginia Faulkner
Karen Silberman
Janie Stuart
Patty Dugan
Shawn Evans
Elizabeth Matthews
Mimi Galligan Mathieu
Cynthia Scherer
Sylvia Miller

Development

The mission of this unit is to raise funds required to support the work of the Foundation.

Leader: Jeff Wilklow

Selected Responsibilities

- participation on organizational management team charged with providing strategic direction to the organization
- strategic oversight of unit with four regular full-time staff members and operational budget of \$80,000;
- responsible for generating unrestricted income of \$400,000 and restricted revenue of \$2,000,000 in FY97;
- serve as lead development strategist at the Foundation;
- staff Board Development Committee;
- identify lead corporate prospects

Lead Staff:

Rennie Golec

Selected Responsibilities

- maintain high quality relationships with existing funders including monitoring continuing activities with Ford, AAL, Casey, Kellogg, and Mott;
- with other members of the staff develop strategies to build relationships with prospective funders and solicit funds;
- develop strategic program evaluation plan for grant-funded projects and programs to coordinate evaluations in support of larger organizational initiatives;
- provide ongoing technical support and consultation to internal and external customers regarding the process of conducting research and analyzing data

Other Regular FT Unit Staff

Debra Erikson

Sharon Baker

Noelle Mathis

Finance and Accounting

The mission of this unit is to support the program work of the Foundation with appropriate tools, information, and resources.

Leader: Ed Strom

Selected Responsibilities

- strategic oversight of unit with three regular full-time staff members and operational budget of ;
- participation on organizational management team charged with providing strategic direction to the organization
- oversee financial and accounting transactions of the Foundation including monitoring expenditures, processing payroll, reviewing accruals, and processing invoices;
- processing of and filing federal and state filings for the Foundation including annual reports for all States, renewal of registration for the States, processing sales tax, and all required federal filings such as 990, amendments to 940, 945, etc.
- preparation of periodic financial reports for programs and the Foundation;
- writing finance and accounting policies and procedures;
- monitoring and computing retirement and 403(b)

Other Regular FT Unit Staff

Sam Alfa

Ukeme Ndeuke
Michael Johnson

HR/OD and Administration

The mission of this unit is to create a work environment that motivates employees to achieve organizational results, minimizes risk to the organization, and maximizes operation efficiency.

Leader: Julie Levi Lerner

Selected Responsibilities

- strategic oversight of unit with six regular full-time staff members and operational budget of;
- participation on organizational management team charged with providing strategic direction to the organization
- counsel staff to improve interpersonal relationships at work; minimize overall risk to the organization and maximize employee productivity;
- oversee employment including recruitment, interviewing, and hiring;
- oversee management of employee benefits program including selection of benefits, vendor negotiations, plan administration, staff communication, and employee troubleshooting;
- collect, analyze, and report data necessary to administer a salary administration system;
- design, deliver, and administer educational programs to improve employee effectiveness;
- oversee overall office operations including space utilization, copying, mailing, supply ordering and building maintenance

Other Regular FT Unit Staff

Kimberly Parker
James Ellis
Barbara Pugh
Sonya Cradle
William Hall
Richard Turner

*Summit File
cc: Sagawa
m. Hudson*

**Points of Light
Foundation**

1737 H Street, NW, Washington, DC 20006

FAX



Date: 12/11/96

Number of pages including cover sheet: 9

To:

Executive Assistants of:

Ray Chambers

Ed Gardner

Marian Heard

Monk Malloy

Dick Munro

Don Staheli

Harris Wofford

From:

Juanita Page

Executive Secretary to

Bob Goodwin

Phone: 202-223-9186 x. 108

Fax phone: 202-223-9257

REMARKS: Urgent For your review Reply ASAP Please comment

Please call me if I can assist you further. Thanks.

January 13, 1997

TO: Mike Deaver Carolyn Berkowitz
 Andrew Chambers Tim Unes
 Shirley Sagawa David Crosson
 Dan Leonard Jim Issokson
 Melinda Hudson Stuart Lord
 Brad Weaber

FROM: Kenn Allen *Kenn*

Here is a new overview and annotated schedule for the Summit based on our meeting on Friday. This is the version we'll start with when we meet on Wednesday. We will have information for you later in the day about the time and place for that meeting.

Thanks.

1/11/97

**The Summit Program
Overview Schedule**

	Sunday, April 27	Monday, April 28	Tuesday, April 29
Morning	<p>Participants begin arriving; registration</p> <p>"Signature" service project begins</p>	<p>Breakfast on own</p> <p>Participants move to Independence Hall</p> <p>9:00 - 10:00 AM Opening Business Session</p> <p>10:00 - 11:00 AM The Presidents</p> <p>11:00 - 12 Noon VIP Brunch with Presidents</p>	<p>8:00 - 12 Noon - Breakout working sessions for local delegations; state delegations; national delegates (with continental breakfast to start)</p> <p>[Possibility of Oprah Winfrey Show live taping]</p>
Afternoon	<p>Participants continue to arrive; registration</p> <p>"Signature" service project ends</p> <p>4:00 - 6:00 PM Celebration of Service at Independence Hall</p>	<p>11:45 AM - 1:15 PM Working lunch sessions on the goals - Convention Center</p> <p>1:30 - 5:30 PM Breakout working sessions for local delegations; state delegations; national delegates</p>	<p>12:00 - 1:00 PM - Lunch in Convention Center</p> <p>1:00 - 2:30 PM - Signing ceremony and closing session in Convention Center</p> <p>2:30 PM - Participants depart for home</p>
Evening	<p>Welcome to Philadelphia reception and food - sponsored by local host committee - tent near Independence Hall</p>	<p>Options to consider:</p> <p>Dinner with major speaker at Convention Center</p> <p>Working sessions</p> <p>Free evening</p>	

1/11/97

**The Summit Program
Annotated Schedule**

Sunday, April 27 Celebration of Service Day

Participants likely will begin arriving on Saturday, April 26 but the majority are expected to arrive on Sunday. They will need to check into their hotels and officially register for the Summit.

Service Projects - The local host committee, working with the Corporation's local programs and with the Volunteer Center, will organize a "weekend of service" for Philadelphians. Summit delegates will be invited to join in for a portion of the day. Advance registration will allow us to assign them based on their arrival times and local needs.

The "Signature Service Project" - The focal point of the day will be a project to which all delegations can contribute and which will leave a significant contribution to the people of Philadelphia. It might be a "safe space" where tutors and mentors can meet young people, where immunizations or eye exams could be given, where a Junior Achievement chapter and scout troops can be based, where youth volunteer programs for the community can be based. Each community and state delegation will be asked to designate one volunteer who will contribute time to the project, perhaps painting part of a mural or other symbolic act that contributes to the overall project. Our goal is to get live coverage of the work by the Sunday morning network news shows.

The Celebration of Service (4:00 - 6:00 PM) - Timed at the conclusion of the service project, this will be a true "community celebration" that will welcome Summit participants to Philadelphia. It will be staged outside Independence Hall. Welcomes will be given by the Mayor of Philadelphia and/or the Governor of Pennsylvania. There will be a single featured speaker who will reflect the spiritual dimension of service, perhaps Billy Graham. Entertainment will be tied to Philadelphia (Bill Cosby, Patti LaBelle, local community choirs or dance groups).

Welcome to Philadelphia Reception (6:00 - 7:30 PM) - Held in a tent near Independence Hall; sponsored by the local host committee; perhaps a BBQ or picnic that will provide participants with their evening meal.

Monday, April 28

Participants will be asked to have breakfast on their own. Buses will run from the hotels to Independence Hall with all participants arriving no later than 9:00 AM.

The Monday morning session will be held at Independence Hall. The Convention Center will be prepared as a back-up site in case of rain with a replica backdrop of Independence Hall as the focal point of the staging.

The Opening Business Session (9:00 - 10:00 AM) - The time to officially begin the Summit and to brief delegates on the program, expectations, etc. We will consider a major speaker to set the stage for the Presidents.

The Presidents (10:00 - 11:00 AM) - Very ceremonial, designed for live television coverage by CNN or C-SPAN. Each president will be accompanied by their "heroes," volunteers who have made a significant contribution to our five goal areas. A video will be used to tell the story of why the Summit is important and of the potential for future action. The Presidents will sign the "declaration of commitment" on stage.

VIP Brunch with the Presidents (11:00 AM - 12 Noon) - To be held in one of the public buildings in the Independence Hall complex. Invitees include Governors, Mayors, corporate CEOs, significant national leaders. This will be a time for Presidents to learn of commitments that will be announced on Tuesday and for photo opportunities and a clutch.

Delegates return to the Convention Center starting at 11:00 AM.

Working Lunches on Goal Areas (11:45 AM - 1:15 PM) - Each community and state delegation will be asked to designate representatives to each of these lunches. The program in each will focus on the nature of the challenge underlying the goal and on examples of innovative, effective programs that already exist.

Breakout Working Sessions (1:30 - 5:30 PM) - Separate tracks will be conducted for local delegations, state delegations and national representatives. This is the first half of the process that will result in development of action plans for post-Summit follow-up.

The evening schedule is unresolved. Options to consider include a dinner with a major speaker at the Convention Center; additional working sessions; or a free evening.

Tuesday, April 29

Breakout Working Sessions (8:00 AM - 12 Noon) - Will include a continental breakfast. This is the second half of the process leading to the action plans.

Lunch (12:00 - 1:00) at the Convention Center.

Signing Ceremony and Closing Session (1:00 - 2:30 PM) - Focus will be on announcement of commitments and on signing of the "declaration of commitment" by all delegates. This could take place at Independence Hall or at the Convention Center using the replica of Independence Hall as a backdrop.