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Bongiovanni, Joseph

To: Shirley

Pat Kells
913/234-1423

Ann Ostberg will be sending you and I a copy of the correspondence that she sent out. She said it went to a "few" state offices. Hopefully, it will be more clear when she brings the letter or sends it via computer. thanks for following up.

Bongiovanni, Joseph

From: Ostberg, Anne
Sent: Monday, December 16, 1996 11:44 AM
To: Sagawa, Shirley; Bongiovanni, Joseph
Subject: FW: SUMMIT UPDATE
Importance: High

Here's a copy of the memo on the summit I sent to Jim Byrnes, director of the Corporation's state office in Kansas. Please let me know if you have any questions.

From: Ostberg, Anne
Sent: Monday, December 09, 1996 7:54 PM
To: Caldwell, Billie Jo; Persely, Richard; Schlada, Gayle; Bender, Peter; Marzullo, Vincent; Cherry, Romero; Weinstein, Joel; Byrnes, James; Wells, Betsy; Labrie, Willard; Abdul-Azeez, Roktabija; Johnson, Anne; Ramos, Ernesto; Rodriguez, Zeke; Sutherland, Robin; Russell, Judith
Subject: SUMMIT UPDATE
Importance: High

Monday, Dec. 9
TO: Select group of state directors
FROM: Anne Ostberg
SUBJECT: Presidents Summit

After two months' delay, we're finally getting the summit invitations process back on track. You now have another opportunity to submit names of individuals that you think could convene community delegations from your state to attend the summit. (The original memo calling for names is at the end of this E-mail. I did not receive a list of names from your state at that time.)

The current invitations strategy calls for a competitive process by which communities will apply to participate in the summit. Applications are to be sent out Jan. 8 or 9 to targeted individuals and organizations who have been recommended as "knowledgeable about community, understand the power of citizen service to solve critical problems and have the stature to assemble community teams and support follow-up activities." (Quoted material is lifted from a draft of the invitations strategy that I received from Jim Scheibel on Friday.)

The draft invitations strategy goes on to say that the successful applicant "must demonstrate the community's understanding of existing problem solving efforts, have some demonstrated capacity to achieve the Summit goals, assemble a diverse and inclusive community team, and commit to a process to hold a local community summit to increase the volume of effective citizen service for community problem solving."

What I need from you is no more than 3-5 names of individuals, each of whom could serve as a convener of a 10-person community delegation. ("Community" is defined as a city, a region or a special population -- rural, Native American, etc.)

Two other points to note:

1. Governors will have their own seven-person teams to represent the state as a whole, so they should not be included on your list.
2. Based on its population, each of your states is slated for one 10-member delegation, with the possibility of getting one other delegation if a case can be made that the second delegation is reaching a special population (a unique economic region of your state, Native Americans, rural communities, etc.)

I need for each person on your list of potential conveners the following information:

full name
title and organization
full address
phone and fax numbers
what kind of delegation you're recommending they convene (city, region or special population)

If possible, I'd like to get your recommendations this week so I can get all 50 states' recommendations entered into the master database by Dec. 20. If this week is impossible for you, please send it whenever you can (ideally by the end of the year but no later than Jan. 3)!

Thanks much -- E-mail me back if you need me to fax you more information (such as the nine-page draft invitations strategy).

Anne Ostberg

ORIGINAL MEMO:
Thursday, October 3

TO: State Directors

FROM: Mal Coles and Jim Scheibel

SUBJECT: Presidents' Summit

As you were notified in August, the Corporation for National Service and the Points of Light Foundation are planning a Presidents' Summit to be held in 1997. The summit will convene leaders from communities across the country who will guide the nation in a three-year process to address many of the most serious social problems confronting America. It is anticipated that current and former U.S. Presidents and First Ladies will be involved.

We would like your assistance in helping to identify communities and conveners to participate in this event. Communities, which can include cities, rural areas, or special populations (such as Native American tribes), should demonstrate a social problem (high teen pregnancy rate, high unemployment, a major environmental or public safety concern, etc.) and should include at least one potential convener and other supporting organizations that could be called upon to pull together a citizen effort to address the problem. Conveners should possess enough stature in their communities to allow them to effectively organize such an effort. They could come from one of many sectors, including government, business, philanthropic, education, non-profit or media.

Other parts of the Corporation are also assembling names of potential conveners and communities. Once we have collected a base of names, we will seek further input from you then. In the meantime, please do not contact anyone about their potential involvement.

While we understand that this is a tight timeline, we would like your initial input no later than noon Wednesday, Oct. 9, so that we can compile a first draft list of communities and conveners. An opportunity for further input will be available in the future, including at the upcoming field staff training.

Please E-mail your suggestions to Anne Ostberg. She can also be reached by phone at 202-606-5000, ext. 292, or by fax at 202-565-2789.

Thank you in advance for your valuable input. If you have any questions, please feel free to contact us.

International Youth
Foundation
(25 Kellogg grant)

Re Summit

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MEMORANDUM

To: Ray Chambers
From: Rick Little
Date: 10 January 1997

2) Cities from Communication Schools

Dear Ray,

Bill Milikin and I have spent some time thinking together. As agreed, we attempted to capture the importance of a holistic approach (i.e. the five goals) in three paragraphs. No luck. After receiving Tony's excellent letter, the updated invitation strategy from the POLF, the McKinsey analysis, and the P/PV suggestions, we decided instead to offer a modified plan that bridges the various options, builds on the extensive work already done, and most importantly, has a real chance of accomplishing the goal: "turning the tide by the turn of the century." As we have discussed, this milestone is not far away. We must choose our goals, strategies, and partners wisely. Here's our best thinking.

The Goals

We have had numerous conversations about the goals. Whether there are too many; whether each of the five listed is critical; whether they are independent or linked; whether they can be implemented sequentially; whether they are measurable; whether the targets set are achievable. These are important questions and it is time to bring the discussions to a close. We are not as far apart as we think when we examine the intent behind our individual concerns and remember that our real goal is to "turn the tide."

On the number and range of goals. With all due respect to the concerns about focus, we have to work from what we know. And we know, without question, that mentoring alone will not "turn the tide," that young people need some very basic things. **Supportive relationships** -- with key adults who will nurture, model, tutor, coach, guide, monitor, discipline and connect. **Structures and services** -- safe and stable places, access to health care, recreational facilities, transportation, quality housing, good schools. **Challenges and opportunities** -- chances to learn, earn, create, and contribute.

The five original targets proposed are concrete commitments that, if made, could "turn the tide." Of course, they are not the only five. But they are representative of the range of actions that need to be taken. The question is, are they a logical and integral subset of the longer list. They can be tightened or refocused. But can any be eliminated?

Our answer is no. Bill and I believe that in an effort of this magnitude and visibility, the message is as important as the method. Tony is absolutely correct in his caution that we could "dilute the resources you have available to produce the result you are truly after -- children with a compelling future" by trying to do everything at once. But it is equally possible that we could achieve the target but miss our goal by focusing on only one element in the equation. There are already major citizen-led efforts underway to connect young people to service (AmeriCorps), to improve young children's access to health services (Success by Six), to improve education and entrepreneurship (LearnAmerica, Junior Achievement) to give children and youth safe havens (Boys and Girls Clubs) and mentors (Big Brothers/Big Sisters). I think we all agree none of these alone will turn the tide.

Both Bill and I became excited about this effort because of its potential to link these goals in the public's mind and link the efforts in communities across the country. Not only is this doable, it is critical. American's are tired of quick fix, categorical, single focus solutions. Cynicism is at an all time high. We need a sharp, clear focus to this effort. But it has to be one that captures and ignites the vision that people have deep in their gut about what children and youth need, and signals that we understand the complexity of the task. We have to remember that the adults we want to enlist know-- through their roles as parents, teachers, neighbors, civic actors, employers, service providers -- that each of the five goals are important and interrelated. And further, the whole field of civic and youth development has been moving in this holistic direction for the past several years. We should build on this momentum, capture it, and elevate it to greater heights and scale.

So what is the solution? We think it is to link the goals rather than eliminate some of them.

First, from a monitoring perspective, the five goals are presented currently as separate targets (e.g. 2 million mentors/tutors; 2 million opportunities for service). This approach, while numerically alliterative, set the bar very high -- 10 million new commitments. Tony is right. As currently written, the numerical targets are unwieldy and threaten to dilute the focus.

But, we strongly believe the solution is not to drop goals. There is a synergy to the list. The five goals: mentors, safe places, economic opportunities, and service can be (and have been) easily linked in the public's mind through the common sense idea that young people need people, places and possibilities. We agree that health care is different than the other goals, as many have argued. But it could be linked to this "holistic development mantra" by putting it under the broad rubric of protection -- from disease, hunger, cold, abuse, violence. This picks up on much of the work that has been started under the "healthy communities/healthy youth umbrella" across the country. It allows for acknowledgement of (and commitments to) the overall health of children and youth without focusing on the issue of insurance and health services. It also allows for those concerned with housing, community violence, etc. to get involved.

Again, Tony's point is well taken. 2 million adults -- who are newly and deeply committed to develop quality, committed relationships with young people, and are determined to not only give them a sense of belonging, but also the experiences, exposure, and encouragement needed to be competent and confident about their futures -- could turn the tide. (paragraphs 4 and 5 pg 1)

But he, and we, have been wrong in our depiction of who these adults are. They are not the 2 million mentors or tutors listed in the five goals. The individual who turns the tide for an individual young person and/or his family (remember, our target population starts at birth) is not the adult who volunteers for a few hours a week for six months to expand a young person's horizons or help them with math or reading. It is an individual who has a much deeper, broader, longer relationship and commitment.

Mentors are important to the mix, just as service and employment opportunities are important. But they are only a piece of the pie. *If we are looking for one thing to hammer home, one theme to be the clarion call to action, it is not that young people need mentors alone. It is young people need champions.* People who are in it for the long haul, who are committed to care, be there, be honest, and be human, as Tony says, but who are also committed to broker aggressively for the critical resources that young person needs to live, learn, work and play.

This is not just a semantic difference:

The term mentor is embedded in the American lexicon with a particular meaning. Especially when discussed in relationship to young people, mentoring usually implies arranged, one-to-one, time limited relationships with adults who are not related and were not previously known. Mentor relationships focus either on skill-building (e.g. career shadowing, tutoring), or relationship-building (offering friendship, companionship, transitional support). With some growing exceptions (e.g., the Each One Reach One campaign undertaken by some African American religious congregations), mentors are often volunteers from different neighborhoods, racial/ethnic and income backgrounds. Traditionally, those most often recruited as mentors -- professionals rich in resources and connections -- are, by their very success, too busy to devote concentrated time and attention to their mentees.

The P/PV Big Brothers/Big Sisters study shows that mentoring can have an impact (on drug and alcohol use, school attendance, family and peer relationships). However, nearly all research on mentoring urges caution. Mentoring is not the panacea. Mentors rarely take on the resource brokering functions required for many disadvantaged youth. Mentors often require as much support and connection as their mentees. And, all too often, the mentor relationships fail to be maintained. Most studies show that about two-thirds of arranged matches don't lead to a sustained connection.

It's true, that in some situations mentoring is enough because other resources and supports are already in place. But in most situations, especially with "at-risk" and "marginalized"

young people, those other resources aren't there, and mentoring alone is far too little. These kids also need to be connected to safe places, economic opportunity, skill-building, service, and health.

Yes, we need a massive new call for mentors and the Summit is a perfect vehicle to do it. But putting the call out for mentors alone sends the wrong message if what we are really looking for are champions who can connect kids to mentors, safe places, economic opportunities, service, and health. This is a critical point. Why?

1. It determines who we recruit. If we are looking for individuals who are willing to step squarely into the lives of young people -- reinforcing (or sometimes, sadly, substituting for) parents' nurturing, guidance, and instruction; extending parents' abilities to connect their children to the services, supports, and opportunities they need; taking responsibility for delivering needed inputs and monitoring for desired outcomes -- then we need to both recruit more and new champions, and also recruit from the ranks of those already involved and connected to young people's lives. As attractive as it is to put out the general call for caring adults, we may need to focus on generating serious personal commitments from people -- relatives, teachers, youth leaders, neighbors, ministers, coaches and mentors -- who are already connected in some capacity or who have the capacity to offer deep and sustained connections. And we may need to start by asking young people whom they would like in their court. New recruits will undoubtedly be needed. (Every child will not be able to name a potential champion, every potential champion will not be able to accept the challenge.) Recruiting champions is harder and more complicated than recruiting mentors. The payoff, however, should be that we have, in that champion, the capacity to coordinate and monitor the new resources and connections brought into children's lives.
2. It determines what supports these committed adults need. If we are going to ask these adults not just to care but to deliver, then they will need more than training. They will need ongoing connections to an organization or network that helps them 1) monitor, guide, and draw down needed resources, and 2) helps them get to know and understand not just the young person, but his family and neighborhood context.
3. It determines what other commitments of resources we try to generate. If the goal is to get caring people connected to kids, then generating individual commitments (or incentives for individual commitments) is enough. But, if we are honest that "turning the tide" will take individuals personally connecting to young people in order to help those young people connect to needed resources and supports, then the commitments of tutors, internships, scholarships, after-school slots, basic health and human services resurface as critical.

So what do we propose?

I. That the clarion call be for both champions and contributors. People need to be offered two basic options. One, to make a formal, personal commitment to become the champion for one or more young people in their community (we will define, clearly, what this requires in terms of time, training, reporting). The other, to make formal commitments as individuals, associations, organizations, businesses, governments of resources that address the things that young people need (e.g. after-school activities) or address the barriers that families and champions have in meeting those needs.

II. That the targets be redrafted to reflect this dual call. Working with the 2 million for now, we propose that we shift the primary focus from commitments of slots and resources to commitments of connection. Consider this:

By the year 2000, we will work with national organizations and local communities to ensure that there are 2 million children and youth (who can be named) who are linked with champions (who can be named) who have signed agreements to work with these young people and their families in every way needed to ensure that they are connected to the five goals: mentors, safe places, health, service and economic opportunities. The contracts signed should specify time commitment (at least 2 hours per week of face to face one on one time for at least 2 years), brokering commitments (what types of needs they will monitor and try to address), and monitoring commitments (what types of information they will agree to track and report). Again, these champions don't have to be new players in young people's lives, but the commitments have to increase significantly the importance of the relationship. ***And the commitments have to be commitments of personal time.*** We have not said two million young people and 2 million champions, because a champion (especially a teacher, relative, youth worker) may commit to more than one young person.

By the year 2000, we will also have worked to generate significant commitments of resources -- after-school slots, service placements, tutors, weekend and summer jobs, health screenings, college scholarships. These commitments should be tracked numerically. And they should be defined in ways that the public recognizes as real, new commitments. That is not hard (We'll leave it to the experts). What is more difficult is to track how these commitments are actually linked to the 2 million young people. There can and should be spill over (i.e., LensCrafters can offer free eye exams to all young people and glasses to all those on the free/reduced lunch program). But there will have to be some way to track that the young people and champions are accessing what they need and being linked to the new commitments coming in. If we lead with the 2 million young people with champions idea, we're not sure that it is necessary up front to set out challenge goals for resource commitments. But we're not opposed.

III. That, as a part of the follow-up, we invite communities (cities, counties, towns) to devise three complementary plans.

One for identifying young people (or families in the case of small children) who need champions; helping the child and family identify and link with a champion. Again, a straightforward way to do this is to ask young people what and who they need.

The second for identifying and working with the champions to get the training, networking and emotional support they need for their work with children and families; to access information, facilities, resources that help youth and families; and to help young people and their families coordinate requests and receive assistance for getting additional resources.

The third for assessing the needs of the selected young people and the children and youth in their communities in general and beginning to solicit and utilize contributions from individual citizens, organizations, and companies.

There are excellent examples in place of ways to accomplish each of these coordinating strategies. What we need to do is identify those best practice example as well as examples of what can happen when the connection or contribution is made, get them to the Summit, get them documented as best practice examples, incorporate them into follow-up training for communities.

IV. That the Summit be an opportunity to convey the vision and demonstrate its reality by having present champions and contributors who have made a difference and who can talk about the need for both. The focus, of both the Summit and the follow-up, is on citizen involvement and commitment. This is not simply another call for service coordination or interagency collaboration. It is a call for individual commitments. The numerous organizations that currently play a coordinating role in communities -- supporting the champions and/or soliciting, coordinating and distributing the resources, also be at the Summit, prepared to commit to strengthen and expand their efforts in communities.

Here's why we believe the bulk of what we propose supports the commitments already made to the Summit and the overall effort. This approach -- the call for champions and contributors -- allows us to do several things that are lost if we narrow the goal at the outset:

- ▶ It allows us to pitch a tent big enough to hold the many foundations, programs, agencies, and businesses we want to engage. Limiting our emphasis to, for instance, mentoring relationships would exclude many effective and committed potential partners (including some, like Lens Crafters, who have already committed).
- ▶ It allows us to acknowledge what is, in essence, common sense about what is necessary to equip young people for successful futures. So much of the thinking in this country has shifted toward an acknowledgement of the importance of a holistic, integrated approach. It would be a waste to push this backward in any way.

- It allows us to stand out from, and potentially bring under one tent, the many single focus, disconnected efforts that currently exist. An integrated effort to tackle the full set of goals, with clearly identified targets and mechanisms, will create a "flashpoint of change" and will demonstrate that the coordinated, holistic approach works.

If we are serious about turning the tide for our country's youth, we must reward cooperation, not competition, and concentrate on a synergy of efforts that will ignite such a flashpoint. There are so many communities and collaboratives attempting to rise to this challenge -- albeit with limited resources and sometimes limited visions. The sheer weight and visibility of our efforts should elevate, not pave over their efforts.

What we want are engaged children and youth who are connected to personal champions who, in turn, are supported by community-based organizations that have access to a range of resources through city- or county-wide coordinating vehicles that track and map needs and broker and solicit resources. The source of these resources? The currently untapped pool of individual citizens ready to contribute in their roles as private citizens, service providers, employees and business leaders, and members of civic, social, and religious organizations.

The Invitation Strategy

Using the Summit to inspire, galvanize and motivate local communities is key. Based on our experience, we worry that the competitive selection process will do the opposite. Many more communities will be excluded than included. We also think the selection of participants should reflect the purpose of the summit -- "a call to action" -- and build the platform for a massive follow-up effort over the next several years. So who attends is also closely connected to the follow-up strategy. And it should be inclusive, drawing people together around a common purpose and strategy. How to accomplish this?

First, let's build on the good thinking and work that's already gone into the invitation strategy. In practical terms, it's too late for drastic surgery now anyway. We believe the most important element of the current invitation plan is the "Commitment Strategy." This should clearly be retained. We would simply propose two important changes: 1) **drop the competitive aspect by using an "invitation only" approach.** No mass mailings to local communities resulting in possible confusion over multiple people applying from the same community, then fighting it out to see who gets on the team. No community "winning" over another because they were judged to have a "better" application; and 2) **keep the community involvement aspect, but build it on examples of best practice that will be highlighted throughout the followup effort.**

We propose the Summit and the entire followup strategy build on theme of "what works." All over the country, in hundreds of communities, inspiring and effective work is already

underway by tens of thousands of volunteers and others concerned about young people. Let's build on the best of what is known about how to "turn the tide." Many communities have already developed local coalitions to identify their community assets, and then linked these resources to young people and their families. Let's build on these successes as examples of what can be done.

We see six categories of people as critical to the success of the follow-up effort. They should play the dominant role in the Summit:

- *Selected Communities of "Best Practice"* (places like Kansas City, Eugene, etc.) -- (a list of "most ready and organized" communities can be quickly assembled by consulting key donors, intermediaries, national organizations, etc-- and I suspect POLF already has done some of this. They should be communities that can provide examples, but are also ready to elevate their commitments. We also suggest the invitation to these "Best Practice" communities be sent to one key person in each community, perhaps the Mayor)
- *Selected "Best Practice" programs* that have been scaled up (they can demonstrate practical examples of how to reach scale with holistic programs)
- *Key Intermediary Organizations* (these players will be vital in the follow-up effort in brokering resources and knowledge with local communities)
- *National Organizations* (private, public and non-profit sector groups making serious commitments and linking them with local communities and states)
- *Key Influencers* (high-level individuals who lend commitments, credibility and momentum)
- *Trend-Setting Donors* (different from the national organization group listed above, these donors will be important players in the follow-up, not only for potential funding, but also for thinking, evaluation, experience, and networking)

We have developed a first-cut list for each of these categories. Of course, they need to be expanded and discussed, but we wanted to give a flavor. We also think the invitation letter to these individuals and organizations should come from the Chair and CoChair of the Summit to add importance, prestige, intrigue and inspiration.

Are the examples of "Best Practices" to be highlighted at the Summit the only ones, or even the ones? Of course not. But they will represent a good sample of successful things going on across America. They will form the beginning of a "Best Practices" Data Bank, with many others to be added. They will play a central role in the follow-up strategy, as other communities seek to learn more about their efforts, through the web site, the data bank, and through a series of follow-up summits across the nation that will engage many hundreds of additional communities.

We would like very much to discuss these ideas with you in person on Monday. We would also like to discuss them with the group tomorrow in Philadelphia, but first wanted to surface them with you directly so you know our thinking.

We'll be eager to talk with you soon.



Public Relations Worldwide

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Number of pages including cover sheet: 5

To:

Shirley SagawaFax number 202-565-2784

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Client code

From:

David CrosonPhone: 202-371-0200Fax phone: 202-371-2858

REMARKS:

☐ Urgent☒ For your review☐ Reply ASAP☐ Please comment

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Public Relations Worldwide
EDELMAN

MEMORANDUM

TO: STUART SHAPIRO
CC: SHIRLEY SAGAWA

FROM: DAVID CROSSON

DATE: JANUARY 7, 1997

SUBJECT: 2-PAGE BACKGROUNDER

I am attaching the revised 2-page backgrounder per our quick discussion of last evening. It contains the bullet points as outlined in the document you received from Ray Chambers office.

I've titled the document per our recommendation.

And I pass this along to you as well, Shirley with thanks for your nice contributions.

Let me know where you want to go with this. Meanwhile, I'm moving on to have a look at Shirley's letter.

;



Re-draft -- 1/7/97

*"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

FutureServe: Creating New Opportunities With Young America

The challenges facing young Americans today are unique and daunting. In small towns and big cities alike, young people increasingly are in need of 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. Young people also have much to offer and need more opportunities to establish the good habit of giving back to others through service.

Unless a concerted effort is made to turn the tide for our young people and reduce the number of those whose lives are not getting off to a good start, the cost to the country will be huge, in the trillions of dollars, jeopardizing our competitiveness as an economy in the global marketplace. It is within our reach to address the mounting crisis, to renew America's promise for the next generation.

Thousands of organizations and millions of Americans already are spending tremendous amounts of money and time meeting the needs of our young. At the same time, with more and more young people in need and with program funding ever more difficult to obtain, there is a clear need to bring the skills and spirit of more people to bear.

Surveys routinely suggest that more Americans would give time to help if only they were asked and given the opportunity. Studies also show that citizen service initiatives focused on meeting the needs of children in fact are extremely effective, providing dividends far in excess of costs. When young people who have lacked caring and supportive mentors or tutors are provided with such relationships -- be they with family members, teachers or effective citizen volunteers -- invariably they manage quantum leaps forward in development.

To begin this campaign -- to kick off a new era of BIG citizenship -- a National Startup Summit is planned for Philadelphia from April 27 through April 29 of this year. President Clinton and former President Bush have endorsed both the Summit and the campaign that is to follow. 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 spanning the diversity that is America. In addition, "Hero" volunteers 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 of society -- including the corporate, non-profit, academic, and entertainment worlds. Finally, young people will be involved, telling their stories and being recognized as resources and talents rather than simply the "problem" being addressed.

In anticipation of the summit, the organizers have established as an ultimate goal that every child in America 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 such an ambitious goal, strategies will need to be mapped out at the Summit that will accomplish the following:

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

To catalyze the kind of service that is needed, to tap the vast reservoir of talent, knowledge and understanding with which America can in fact nurture our young will require an unprecedented campaign, a unique and new expression of national will. What is envisioned is an ongoing effort into the next millennium in which young and old are teamed together to sustain America's promise.

In generating enthusiasm that can be sustained and in directing such energy 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 parents are such that many simply don't have the time their children need to be well grounded adults. Broken families and broken schools are both, tragically, contributing to a wider sense of disaffection among young people.

A national Summit of the kind that is being planned -- with the President along with former Presidents and First Ladies -- is without precedent. It can provide a real clarion call for a substantive change in the way we as Americans connect with one another; in the process, turning the tide for a generation increasingly imperiled by poverty, inadequate healthcare and education, drugs, fear, and a lack of adequate adult guidance

The time leading up to the Summit, the event itself and all that flows from it must contribute to a sense of urgency that the problems facing young people today must be solved or they will one day haunt us all.

Public Relations Worldwide

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Date:

Jan. 8 '97

Number of pages including cover sheet:

5

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REMARKS:

☐ Urgent☒ For your review☐ Reply ASAP☐ Please comment

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Public Relations Worldwide
EDELMAN

MEMORANDUM

TO: ANDREW CHAMBERS
CC: SHIRLEY SAGAWA

FROM: DAVID CROSSON

DATE: JANUARY 7, 1997

SUBJECT: "DEAR COMMUNITY LEADER" LETTER EDIT

I am attaching our revise. I would ask a question about the section that addresses becoming a part of the campaign. In noting in the letter that it is being sent to others, it sounds as if there might be some contests within some communities about who should be taking the lead, which might lead to some thinking that others will be tending to this matter. The result might be that the whole thing could fall through the cracks for some communities. I think this needs a bit of discussion among us.



EDELMAN REDRAFT -- 1/8/97

Dear Community Leader:

Are there children in your community lacking some of the basics needed to succeed? Do you know a child without a caring and supportive adult in his or her life? Do you know of a neighborhood without a safe and decent place where young people can gather, learn, work and play? Are you aware of children without access to health care, education, or a way to connect with economic opportunities? How about young people who haven't had the chance to appreciate what they can contribute to the community by giving back to others through service?

If you can answer yes to any of these questions, please join us in a call to citizen action. To ensure that every child growing up today has a chance to succeed, we must reach beyond traditional governmental and social sector resources. In times of need -- to win wars, to fight diseases, and to protect our environment -- Americans have always risen to the challenge.

Now more than ever is the time to call on AmericaNS to turn the tide and create new opportunities for our children and young people.

Together with President Clinton and former President Bush, we invite you and your community to take part in a nationwide mobilization -- a campaign through the year 2000 and beyond -- on behalf of Young America. The effort will be launched with a national start-up Summit to be held in Philadelphia from April 27 through April 29. The occasion is being organized by the Corporation for National Service and the Points of Light foundation along with dozens of partnering organizations.

In addition to Presidents Clinton and Bush, the Summit participants will include other former Presidents and First Ladies as well as governors, mayors, business CEOs, non-profit leaders, educators, religious and community leaders who are all committed to seeking a quantum leap forward in the effectiveness of citizen action. Among the expected 1500 Summit participants will be teams representing 100 or more communities to be selected by a panel of Summit partners. We hope you will consider organizing a delegation and becoming part of this national mobilization.

The Goals of the Summit and the Campaign to Follow

The summit is aimed not only at gaining commitments from participants but also equipping them to work to achieve five basic targets:

- 2 million additional young people having caring and supportive mentoring or tutoring relationships by the year 2000.

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

We will keep track of progress toward these goals over the next three years, and help communities cooperate with others who are undergoing similar efforts.

How this National Mobilization Can Help Your Community

In seeking to respond to the growing crisis facing the next generation, many communities are discovering they must cast off traditional rivalries and turf conflicts among service organizations. To best utilize limited resources, specific goals need to be set and agreements need to be reached on strategies for achieving such goals.

At the same time -- whatever the goal, whatever the strategy -- communities across the nation are discovering not only that new resources must be generated but that the single most important available resource -- ordinary citizens with talents that can make a difference -- often is not being drawn upon. Indeed, study after study makes clear that the average American is prepared to do more, if only someone would ask.

We are convinced that communities that commit to the campaign that is being organized will benefit by learning how to mobilize more citizens and engage them in efforts that have proven effective in helping young people. Whether or not a community is selected to attend the national Summit, all who wish to will be included in a nationwide support network through which the knowledge and experience of all will be made readily available.

By embracing the national movement, we expect that local organizers will gain access to valuable tools for helping our young people, including strategic organizing plans and guidance for gaining the kind of visibility for your efforts that is so essential to sustaining them. In addition, participating communities may gain access to resources made available by national organizations, foundations, corporations and others -- tangible commitment to support a vigorous process for engaging citizens.

Becoming Part of an Historic Call to Citizen Action

To participate, you and other leaders in your community will need to identify a local development team that is representative of your community -- individuals in local government, business, education, social services, volunteer organizations, young people, parents and others who are in a position to foster more activities aimed at enhancing prospects for our young people. The team will be responsible for planning a local summit, for developing local goals and strategies for achieving these, and for tracking progress toward achievement of the goals that are set.

To show your interest in forming a local development team, please send back the enclosed reply card immediately. This letter has been sent to leaders identified by our key partners, including business, labor, philanthropic, education, civic, volunteer, and faith-based organizations. If you would like to know who else in your community has shown interest in responding to this letter, you may call (insert contact name and number). You will need to recruit a development team and return the enclosed materials by Friday, February 7, to be considered for attendance at the national Summit. Select teams will receive invitations to attend the Summit in early March.

If you have any questions, you may call (insert contact name and number) or visit our web site (insert address).

Participating in this mobilization will take extra effort on the part of the leaders in your community. It may mean new ways of doing business. It will require more active and effective engagement of members of your community. But it will surely make a difference in the lives of our young people and all of us whose futures depend on them.

Thank you for the important work you already are doing for the children and youth of your community. We hope to have the opportunity to work with you to involve others in helping every child in this country to realize his full potential.

Sincerely,

Harris Wofford

Bob Goodwin

Only Training ✓
 10:00 ✓
 8500
 10:00 am
 Sub ✓
 11/9
 Algeria ✓
 Piter ✓
 Andres ✓
 London ✓

FAX

Date - 1/7/97 - 10 pm

Number of pages including cover sheet 24

TO: Ray Chambers - (520) 749-7763
Harris Wofford - 565-2784Fax item's as early as possible
Fax Ray after 9⁰⁰
Give to Bob

Phone

Fax Phone

FROM: Stuart H. Shapiro, M.D.

The Citizens Service
Summit1737 H Street, NW
Washington, DC 20006

Phone 202 223-9186 X 128

Fax Phone 202 223-9256

CC: Gregg, Ken, Andrew, Shirley

REMARKS:

☐

Urgent

☐

For your review

☐

Reply ASAP

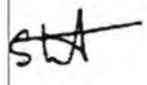
☐

Please Comment

Please read - This relates to names and over Conference Call.

January 7, 1997

To: Ray Chambers
Harris Wofford
Bob Goodwin

From: Stuart Shapiro 

Subject: Naming our process

By voice mail, I have requested that a conference call be set among the four of us for tomorrow afternoon to discuss the name for our effort. By then I will have polled as many of the planning committee as possible, and Gregg is polling the Steering Committee..

Well over fifty names have been considered, and two focus groups were held last weekend. Harris, Bob, and I observed these two groups along with Edelman and many others.

Attached to this cover sheet is a memo (Attachment A) which includes most of names considered at one time or another. Attachment B is the Discussion Outline prepared by Bob Teeter's focus group company (Coldwater Corporation) that was used in the focus groups. Attachment C is their brief synopsis of the focus groups which is especially enlightening relating to key words and phrases. Attachment D is Edelman's name recommendations. Attachment E is a Summary of Ratings and Verbatims from the focus groups. **If your time is limited, I suggest you read Attachments C and D before the conference call.**

Final recommendations include the following names:

FutureServe: Turning the Tide with Young America

FutureServe: Turning the Tide with America's Youth

FutureServe: Creating Opportunities with Young America

I look forward to discussing this with you.

1420 K Street, N.W.
10th Floor
Washington, D.C. 20005
Phone 202. 371-0200
FAX 202. 371-0490
FAX 202. 371-2853

Public Relations Worldwide

EDELMAN*Attachment A***MEMORANDUM**

TO: STUART SHAPIRO, JAY TOSCANNO

FROM: DAVID CROSSON, JIM ISSOKSON, SIMON BARKER

CC: MIKE DEEVER, LESLIE DACH, DAN LEONARD

DATE: DECEMBER 27, 1996

SUBJECT: THE NAME GAME - SUGGESTIONS

For your consideration, we have compiled an expanded list of summit name prospects. We would like to be able to reduce this number to twelve or so potential names which will then be presented to the focus groups. As you will notice, most of the titles have an attached subhead, and we would invite you mix and match summit titles with the various subheads if you are so inspired. David Crosson will call on Monday morning to schedule a conference call when we can discuss these different options in more detail. We look forward to speaking with you then.

Amer-I-Can

America Believes in Children (ABC)

Any Body Can (ABC)

A Service Summit - Uplifting Our Young for the New Millennium
Nurturing the Nation's Young
Uplifting the Nation's Young

A Summit to Renew America's Promise - (RAP)
Initiating an Overdue Dialogue with America's Youth

America's Future Today

Challenge America - Its (Y)our chance to make the difference

Atlanta Chicago Dallas Houston Los Angeles New York Sacramento San Francisco Silicon Valley Washington D.C.
Beijing Brussels Dublin Frankfurt Guangzhou Hamburg Hong Kong Kuala Lumpur London Madrid Melbourne
Mexico City Milan Montreal Paris Seoul Shanghai Singapore Sydney Tokyo Toronto



Citizenship 2000

Connect America

Empowering the Young for the New Millennium

Extending a Hand to Young America

2-million by 2,000

FutureServe - 2-million by 2,000.

FutureStart

A Service for American Youth

Impact Youth 2000: A National Call For Volunteers

I Need You and You Need Me

JumpStart Summit - Opening Hearts, Engaging Young Minds

Just Do It: Volunteer America

Kids / Children First - The Time is Now

Kids 2000 - Giving the Chance of Success

Kids in Crisis -- A Summit To Re-Connect with a Generation at Risk

National Volunteer Summit: Commitment to America's Youth

New Millennium

Operation - Get Involved

Operation - Save our Kids

Operation Save America

Operation Uplift - Re-Connecting The Generations

Reach Out America!

Renaissance 2000 - Finding Better Ways for America's Young People

Renaissance 2000 - A National Service Summit - To Renew America's Commitment to our Youth

Renew America - A Citizens' Summit

Renewing America's Promise (RAP)

Summit for America's Youth: A National Call to Voluntary Service

Task Force America

The Citizen Service Summit: Connecting Americans to Get Things Done for the Next Generation

The Presidents' Summit: A New Era of Citizenship in America

The Re-Commit America Summit: Volunteer for the next Century

The Re-Commit America Summit: Volunteer for Youth in the Next Century

The Selfless Summit - Bolstering our Young for the New Millennium

The Summit of the Presidents and the people

The Youth Service Summit - Delivering America's Promise into the New Millennium

Turning the Tide - Summit to Save our Kids (*the triple T summit*)

Turning the Tide by the Turn of the Century

2-Million for the Year 2,000

Volunteer - For the Sake of the Children

Volunteer USA

— Young America - A Summit To Renew The Promise

Community Service Focus Groups
Discussion Outline
Alexandria, VA
January 4, 1996

Attachment B

I. INTRODUCTION (10 min)

Moderator introduction
Explanation of focus group
Introduction of participants
Your name
Where you reside
Your occupation
Anything else (family, etc.)

II. MOOD & ISSUE AGENDA (10 min)

- A. Thinking about the future, what do you think is the most important issue for the future or threat to the future of the nation? (PROBE ON YOUTH AND YOUTH RELATED ISSUES IF MENTIONED)

What about youth?
Prepared well for the future?
If so, all youth prepared?
What should be done to better prepare youth?

- B. When you think about the youth of America what comes to mind?

(PROBE: Computers, optimism/pessimism, crime, inexperience, discipline problems, awkward, lazy/industrious, skateboarding?)

III. CITIZEN SERVICE (10 min)

Let me switch to another topic for a minute...

- A. I'd like to see the hands of people who spend time outside of work on behalf of their community or charitable organizations in their community? (ASSURE PEOPLE IT IS OK TO NOT VOLUNTEER - NOT A TEST - WE ARE NOT TAKING NAMES!)

B. How do you spend that time? What do you do?

What organizations?

What activities?

C. Why DO/DON'T you participate in community service?

D. Is there anything that would cause you to spend more time OR take a more active role in your community or a particular organization?

Easier access/getting started?

Meaningful/challenging tasks?

Area of personal/professional interest (history, computing)

Particular issue (environmental problems)?

Disasters (floods, fires, hurricanes)?

Becoming aware of a problem (literacy, historical monument)?

IV. MESSAGES & CONCEPTS (45+ min)

A. I'm going to hand out/read a list of names for a summit being organized...

Children First

America Believes in Children (ABC)

Presidential Summit to Renew America's Promise

Citizens Service Summit

Kids 2000

FutureServe

FutureStart 2000: A Service Summit for America's Youth

2 Million by 2000

Turning the Tide for our Youth

I Need You - You Need Me

HOPE Summit

Youth 2000

For each one, please:

1. Write down what that name communicates to you

Now, using a 1-to-10 scale where one is the lowest and ten is the highest...

2. Rate general reaction - how does it sound?
(1 = Dislike, 10 Like very much)

Now, I'd like to tell you a little bit about an organization that is being formed which will address the two issues we've touched on this morning... youth and community service

(MISSION STATEMENT) A summit conference is being planned for April that will kick off a national campaign to increase voluntary citizen action initiatives to help young people who are at risk of leading unproductive lives because they lack the kind of relationships, the security, the healthcare and educational opportunities they need. The summit hopefully will include all the living Presidents and First ladies along with delegations from all 50 states and 100 select communities, as well as key leaders from the corporate, non-profit, academic and entertainment worlds. The participants will map strategies for achieving a set of goals to be achieved by the year 2000 that include 2 million additional young people in productive tutoring and mentoring relationship, 2 million additional young people with access to safe places for learning, working, and playing, 2 million more young people receiving proper health care and improving their economic opportunities through education, which includes acquiring the ability to read, and 2 million more young people involved in citizen service projects themselves.

3. Rate how memorable (1 = not at all, 10 = very)
4. Rate each name on how well you think it communicates the goals of the summit - how appropriate is the name?
(1 = not at all appropriate, 10 = very appropriate)
- * Overall, which one do people like best/least?
- * Why?

B. What is the best way to talk about our target group?

Children?
Kids - Politically incorrect vs. impact word?
Youth (of America)?
Young (Americans)?
Future?

C. What is the best way to talk about the level of involvement or activity we are expecting from people?

Voluntary Service?
Community Service?
Volunteer?
Service?
Mentor?
Youth Leader?

D. How do we convey urgency/seriousness?

Crisis?

Commitment?

Future?

Investment?

E. How important is it that we use the term "President" in naming the summit?
Any downside?

F. Now I'd like to focus on one of the possible names for which there are a
number of variations (FLIP CHART)

2 Million by 2000...

A Better Chance for Children

Make a Commitment to Children

A National Commitment to Children

Our Nation's Commitment to Children

A Commitment to Children

Put Children First

* What do you think of 2 Million by 2000? Does it work? Why?
Do you see any problems with this lead?

Is specificity good OR are goals a trap?

What about the Million Man March? Too similar?

* Which one of the tag lines is most appealing in general? Why?

COLDWATER CORPORATION

2001 COMMONWEALTH BLVD., SUITE 202, ANN ARBOR, MICHIGAN 48106 (313) 868-2821 FAX (313) 868-8248

TO: David Croason/Jim Issokson
FROM: Dave Iannelli
DATE: January 6, 1997
RE: Focus Group Observations



Ratings

- Overall, participants gave the campaign names we tested relatively low general ratings, although the Citizen group was more likely to give the potential names higher average ratings than were Opinion Leaders. Following are the names which received "positive" average ratings (greater than 5.5):

Citizen Group

FutureStart 2000: A Service...
Turning the Tide for our Youth
Youth 2000
Children First
HOPE Summit

Opinion Leader Group

Citizens Service Summit

- The Citizen group rated potential names higher on average for being memorable than they did in general. In the Citizen group, Youth 2000, FutureStart 2000, and HOPE Summit all received high ratings for being memorable. In the Opinion Leader group, none of the potential names received positive ratings for how well they communicate the mission of the campaign.

Word Choice: Age Group

- Youth* or *young* are the words participants liked best for describing the age group in question (birth through 21 years of age). Participants think of *children* as a subset of *youth*, but one that is not as inclusive. Similarly, *kids* is limited and a term which people simply do not like. Participants also perceive youth to be a more appealing term to the agegroup in question than either *kids* or *children*.
- Words such as *future* and *generation* have some appeal when used in conjunction with another word such as *youth*.

Word Choice: Presidential Summit

- Participants clearly oppose the use of *presidential* in the name, even if only for the purposes of the summit itself and not for the subsequent campaign. In fact, when asked to comment on the potential names without the benefit of any background information, almost all participants volunteered negative comments such as "too bureaucratic", "political", and "government related" when asked about the Presidential Summit to Renew America's Promise.
- *Summit* received a mixed response. While some participants had no problem with the use of the word *summit* in the title, others described the word as meaningless. In both groups, someone commenting negatively on the use of *summit* stated, "we've got a summit right here."

Word Choice: Volunteer

- *Volunteer* should not yet be ruled out as a term to describe people participating in community service. We asked specifically if *volunteer* conoted the level of commitment consistent with this new effort or if it would be necessary to use a different term. There was no clear consensus that *volunteer* is too soft. There was, however, interest in *service* as a term to include in the name. People seemed to like variations on the phrase *service summit*.

Word Choice: American

The use of the word *American* was the subject of only limited discussion, but in both groups, at least one participant raised the exclusionary nature of the word, especially considering the focus on youth who are at-risk.

2 Million by 2000

Neither group liked this as a potential name and volunteered a variety of specific objections to it. Participants suggested that *2 million* reminded them of the Million Man March and that it sounds small for such a large nation. Also, they claimed the mission statement spoke of a total of ten million new volunteers, not simply 2 million. Finally, participants pointed out that setting a numeric goal could be problematic if it were not attained.

Participants were equally opposed to the use of 2000 in this and other potential names. They see it as limiting from the standpoint of strategic planning as the year 2000 is only three years away and many corporations already are looking to 2002 and 2007 in their planning. Further, they think there already are too many references to the year 2000 in different organizations.

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Washington, D.C. 20005
Phone 202. 371-0200
FAX 202. 371-0490
FAX 202. 371-2888

Public Relations Worldwide
EDELMAN

Attachment D

MEMORANDUM

TO: STUART SHAPIRO
CC: KENN ALLEN, JAY TOSCANO, GREGG PETERSMEYER
FROM: MIKE DEEVER, DAVID CROSSON, JIM ISSOKSON,
DATE: JANUARY 7 1997
SUBJECT: CAMPAIGN / SUMMIT NAME RECOMMENDATIONS

We've had several conversations with Mike since our meeting of yesterday.

Two good serviceable names have emerged from a process that we think was very productive, given the time constraints under which we all are operating:

The names are:

FutureServe: The Citizen Service Summit

and

FutureServe: Turning the Tide with America's Youth
(Young America)

Both names came out of a process led by Stuart Shapiro in which suggestions were generated by and aired with Edelman, the Points of Light Foundation and the Corporation for National Service. From a rather lengthy list of ideas, about a dozen names and several concepts were selected for testing with two focus groups - one consisting of a cross section of American, the

Atlanta Chicago Dallas Houston Los Angeles New York Sacramento San Francisco Silicon Valley Washington D.C.
Beijing Brussels Dublin Frankfurt Guangzhou Hamburg Hong Kong Kuala Lumpur London Madrid Melbourne
Mexico City Milan Montreal Paris Seoul Shanghai Singapore Sydney Tokyo Toronto

other comprised of so-called Washington-type "influencers," including Capitol Hill staffers, administration officials, public affairs operatives, and the like.

These sessions were observed by Shapiro's team and, based on them, two additional discussions involving the team were held, yielding the two names noted above. It should be noted that the group felt that the phrases "America's Youth" and "Young America" worked equally well.

In the course of honing in on the choices noted above, many criterion were advanced in both justifying and dismissing the options considered. The names chosen both meet many of the criterion we feel are critical.

Nonetheless, we are of the opinion view that a variation on the second of the two names noted above will do a better job than either in advancing your cause. Edelman thus recommends the following name:

FutureServe: Creating Opportunities With Young America

We think this name has an openness about it and is more descriptive of the movement you are trying to spur than are the other names. We also think this name will prove more memorable.

Specifically, we think the word "FutureServe" is eye-catching, evocative and concise - all of which we think are critical criterion for choosing a campaign name. We also think "FutureServe" does useful work for your cause while providing the media with a short-form way of naming the summit. We opt for "Creating Opportunities;" again, because we think it is more precisely descriptive but also because our sense is that it is more active and upbeat and may convey some of the urgency that all involved believe is warranted. We share with all who have been involved the belief that "with" works better than "for" because it conveys the sense of balance between young and old that will be critical to your success. We opt for "Young America" rather than "America's Youth" because we think it works better with the formulation we are recommending and we think it is more distinctive; drawing more note to itself and to the overall movement name.

With this much said, we would also note our concurrence with the team that's been involved in this process that we should not shy away from use of the word "Summit" It is our sense, too, that it conveys the importance of the event being planned and will play well outside the Beltway. We also think we should try to steer all, but particularly the media, away from characterizing this as a "Presidential" or "Presidents" Summit. The presence of the presidents will only be a plus but we think your event should be positioned as something that is less the Presidents and more the peoples' or the nation's.

SENT BY:POLF

; 1- 8-97 ; 8:55AM ;

POINTS OF LIGHT-

202 565 2784:#14/24

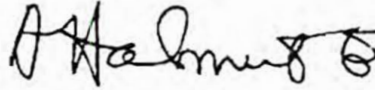
JAN 06 '97 16:57

TO:2239256

FROM:EDELMAN PUBLIC RELAT T-281 P.09

COLDWATER CORPORATION

2001 COMMONWEALTH BLVD., SUITE 202, ANN ARBOR, MICHIGAN 48106 (313) 668-2621 FAX (313) 668-6249

A handwritten signature, likely "J. Halim", is enclosed within a hand-drawn oval. The signature is written in dark ink and appears to be a cursive or semi-cursive style.

COMMUNITY SERVICE FOCUS GROUPS

January 4, 1997 - Alexandria, Virginia

Summary of Ratings and Verbatims

Average General Ratings of Potential Names - Pre-Mission Statement

(1=Dislike Very Much, 10=Like Very Much)

	Both Groups (N=26)
Children First	5.58
Youth 2000	5.48
FutureStart 2000: A Service Summit for America's Youth	5.44
Citizens Service Summit	5.22
Turning the Tide for our Youth	5.08
HOPE Summit	4.92
America Believes in Children	4.78
Kids 2000	4.68
FutureServe	4.40
2 Million by 2000	3.88
Presidential Summit to Renew America's Promise	3.64
I Need You - You Need Me	3.28

Average Ratings of Potential Names: How Memorable?

(1=Not at all memorable, 10=Very memorable)

	18:00 Group (N=13)
Youth 2000	7.18
FutureStart 2000: A Service Summit for America's Youth	6.58
HOPE Summit	6.27
Children First	5.33
Kids 2000	4.91
Turning the Tide for our Youth	4.83
America Believes In Children	4.67
Presidential Summit to Renew America's Promise	4.42
I Need You - You Need Me	4.27
FutureServe	4.08
Citizens Service Summit	3.58
2 Million by 2000	3.42

Average Ratings of How Well Potential Names Communicate Mission

(1=Does not communicate well at all, 10=Communicates very well)

	11:30 Group n=12
<u>FutureServe</u>	<u>5.33</u>
<u>Citizens Service Summit</u>	<u>5.08</u>
<u>FutureStart 2000: A Service Summit for America's Youth</u>	<u>5.00</u>
<u>Children First</u>	<u>4.42</u>
<u>Kids 2000</u>	<u>4.42</u>
<u>Turning the Tide for our Youth</u>	<u>4.17</u>
<u>Youth 2000</u>	<u>4.09</u>
<u>America Believes in Children</u>	<u>4.00</u>
<u>2 Million by 2000</u>	<u>3.83</u>
<u>HOPE Summit</u>	<u>3.42</u>
<u>I Need You - You Need Me</u>	<u>2.55</u>
<u>Presidential Summit to Renew America's Promise</u>	<u>2.26</u>

COMMUNITY SERVICE FOCUS GROUPS*Saturday January 4, 1997 - Alexandria, Virginia***Initial Reactions to Potential Names for Campaign
Pre-Mission Statement****Children First****10:00** No. #1 priority in the family

Mentors

Everything done for benefit of kids

Tag line from TV commercial

Time off from work Saturdays

Very inclusive

Children are our priority

Family leave

Caring for child's needs first

They need more discipline in the home

11:30 Emphasis on children, excluding others like seniors

Good name. Evokes sense of duty to children

Negative reaction (Titanic...and children first). Too rhetorical, not descriptive. Too Hillary Clinton

Simple

Talks about Save the Children type organization

Very young, pre-school program

Children before others/ranking

Short and succinct, but relationship to community service is unclear

Cliché

America Believes in Children**10:00** Children are our future and we must make them know we believe in them

Potential

Our country believes all kids deserve equal education and opportunities

Campaign slogan

Children are our hope and future

As monetary potential

Promise and hope

Lip service only

They are the leaders of the future

Educational potential

Terrible mind to waste

11:30 Good sounding name

Weak/Vague

Sounds like an education forum; self esteem stuff. Snappy acronym, but seems a bit contrived.

Too rhetorical, not descriptive/Doesn't say much

Realize that children are the future, but America tends not to believe in them

A bit trite, but could work

Positive, but does it limit it to the US?

Touchy-feely

Presidential Summit to Renew America's Promise

10:00 Have doubts - political honesty lacking at top level

It must be renewal as promised

Political involvement

Revitalize and renew challenges and opportunities for all

Political/empty jargon

Political maneuver/won't manifest much

What is it really - politically based

Formal - gives validity

Promise of what

CRAP

Too much bureaucracy - nothing will come of it

Politically motivated

Keep the good work going

11:30 Presidential summits don't impress me

Too long

Yuck. What does it mean to Renew America's Promise? (3)

Too long. Too vague (2)

Makes it more political

Bureaucratic (2)

Pompous

Citizens Service Summit

10:00 Yes, but they must be enforced

Citizens must get involved

Everybody has to be involved

Mandated community service for HS diploma

Who knows - too vague (2)

Needs clearinghouse

Exclusive - everyone has a responsibility

Perhaps good ideas will arise to more involved

Community based network of volunteers

We all need to invest

11:30 Very inclusive and wholesome

Nice neutral name. Hard to argue with service as a concept
If community service is the topic, this is more descriptive and mildly positive
I like it. It's easy to recall (and say) because of the (alliteration).
Needs a headline - good start
Includes all Americans
Has possibilities, depending on actual content
This is OK, plain, functional, not as evocative as it could be
Dull (2)
More inclusive. Could use more message and directions. Needs to state the goal

Kids 2000

10:00 Hope springs eternal

Let's all work together for a better place to live for our youth
Preparing for the future
By year 2000 all newborns will have hc, equal opportunity, job training
Fun - aimed at youth and getting them involved
Goals for kids
My children: what they face, will they be prepared
Infant focus
Sounds high-tech
The future of America's youth addressed
Future of this country

11:30 Futuristic

OK
2000 is way overdone
Meaningless - too many 2000 projects floating around
I don't like numbers
Goal oriented
For many young people, kids is a derogatory term
Possible. Catchy
Is there a goal for something by the year 2000? 2000 is overused lately
Good, but no relationship to community service
Closed-ended goal. What's the mission
Isn't that like Goals 2000?

FutureServe

10:00 Too vague

Getting Involved

All able bodied citizens to help serve one another and communities

More directed/needs met?

Innovative collaboration

Sounds like volunteer service org. like Americorps

Sounds like Vista or all personal government service

Developing volunteers for the future

11:30 Very vague (2)

So-so

Doesn't communicate much, but succinct

Sounds like a computer program

Modern flavor. Sounds like an internet-type name

Sounds like CompuServe

Good. It is new CompuServe

Too vague. Reminds me of a film the name of which I can't recall

As opposed to serving now?

A tennis tournament

FutureStart 2000: A Service Summit for America's Youth

10:00 Yes. This is a must. The sooner the better

Preparing youth to be leaders of tomorrow

Provide service opportunities as requirement for graduation

Large-scale, well-organized effort

Space-agey

Youth is too much of a focus

No good unless they (youth) are the summit

Solid-sounding program for youth

Get back on track for the good youth

11:30 A mouthful/too long (5)

2000 is trite, but I like the rest of the name (2)

Good (2)

A new beginning. Only youth are coming to the summit

I like the word summit, but would it serve as a slogan for what is to follow?

2 Million by 2000

10:00 Depends on subject
2 million less crimes
Population growth
Volunteer corps
Number of men marching on DC
2 million what?
Vague/2 million what?
Doesn't make sense
Like thousand points of light
Service of country in some way
Work motivated

11:30 Vague (4)
2 million what? (8)
Don't like numbers/2000 overused (2)
Goal is good - combine this with Citizens Service Summit

Turning the Tide for our Youth

10:00 Must be done by both youth and adults
Adults must be a good example
New opportunities for youth
Find ways to combat crime and drugs and turn the tide for all our futures
Intense program to reach deep, serious youth problems
Building a future for our kids
How? Religious based?
Generic
Implies that all youth need to be turned rather than directed
Must be soon - generations being lost
Counseling service
Give them a voice

11:30 Turning the tide in which direction?
Nice theme - lousy name
Too long/not breezy enough (3)
Changing our outlook
Makes it sound like all youth are on the wrong track - maybe too negative

I Need You - You Need Me

10:00 Yes - this applies to everyone
Adults and children must adopt this motto
Being an integral part of change and growth
Help people learn ways to help one another
Mentor - Big Brother/Sister type of program
Parent-child relationships
Big Brother concept
Reconciling - universal accountability
Too touchy-feely
All adults have something to offer children
Mentoring/sponsorship
All in this together

11:30 Sounds like song lyrics (2)
Yuck. New age touchy feely (3)
Barney/too cutesy (4)

HOPE Summit

10:00 Depends on agenda and who is running it. Good idea.
HOPE that the future will be better for our youth
Looking at the positive aspects of what we can do
Future rests with hope and promise
Religious organization for youth
Concerns hope for future
Seems unreachable
Not much direct meaning
Hope for whom?
Always
City children need something to think toward
Religious-based, future-looking

11:30 Children's hunger ship of the 70's
Not bad, but not specific
Probably not popular among Republican crowd
Plain (2)
From Hope to.../too Arkansas (2)
Hope for the future - implies children/youth
Way too fuzzy, could be for a hospital ship
Project HOPE for the 1960's.

Youth 2000

10:00 Establish goals without political orientation
Low crime and drugs and new start for 2000
Preparing youth for their future
Our promise for the future
Major effort to improve youth's possibilities
Youth centered - don't like the number
Just for those who'll be "youth" in that year
Will they be there?
Kids oriented service group
We don't need the same mistakes of past

11:30 Vague (2)
Trita
2000 overused (3)

Other Ideas

National Summit: A Commitment to Our Children
Renewing America's Promise
National Effort to Renew America's Promise: Turning the Tide...
HOPE Summit: A Commitment to Young Americans
Put Children First
Youth First
Young People First
Making a Commitment to Our Children
Presidential Summit for Youth
National Summit for Youth
A Nation of Service
Youth Summit
HOPE Summit

BUSINESS SECTOR

General Electric Jack Welch - CEO	(203) 373-2211
The Coca-Cola Company Roberto Goizueta - Chairman	(404) 676-2121
The Walt Disney Company Michael Eisner - Chairman and CEO	(818) 560-1000
General Mills Stephen W. Sanger - Chairman and CEO	(612) 540-7890
Fannie Mae James A. Johnson - Chairman and CEO	(202) 752-7849
Bank of America Richard M. Rosenberg - Chairman and CEO	(415) 241-7472

Other Companies

1. United Airlines
2. ARCO Chemical
3. American Express
4. Dayton Hudson
5. McDonald's USA
6. Hallmark Cards
7. Home Depot
8. Levi Strauss
9. Microsoft Corporation
10. Merrill Lynch
11. Prudential Insurance
12. Rockwell International Corporation
13. Shell Oil or Exxon
14. 3M
15. Hewlett Packard
16. Allstate
17. Pillsbury
18. The Body Shop
19. Ben and Jerry's
20. Time Warner

NATIONAL SERVICE/GOVERNMENT SECTOR:

Corporation for National Service: Harris Wofford, President (202) 606-5000

National Service:

AmeriCorps
Learn & Serve
VISTA
Foster Grandparent
Senior Service Corps
National Civilian Conservation Corps (NCCC)

Leading State Commissions:

California CA Commission on Improving Life Through Service
Dr. Linda Forsyth, Executive Director (916) 323-7646

Michigan Michigan Community Service Commission
Mr. Frank Dirks, Executive Director (517) 335-4295

Massachusetts MA National & Community Service Commission
Ms. Kate Mehr, Executive Director (617) 542-2544

Indiana Indiana Commission on Community Service
Mr. Joe Smith, Executive Director (317) 233-4273

Ohio Governor's Community Service Commission
Ms. Kitty Buresu, Executive Director (614) 728-2916

Georgia GA Commission on National and Community Service
Ms. Lynn Thornton, Executive Director (404) 657-7827

Texas TX Commission for National & Community Service
Ms. Tany Norwood, Executive Director (512) 463-1814

Quasi Government Associations and Organizations:

National Governor's Association (202) 624-5300
Raymond C. Scheppach, Executive Director

United States Conference of Mayors (202) 293-7330
J. Thomas Cochran, Executive Director

Cities with Exemplary Community Projects:

Cleveland, OH Mayor: Michael R. White (216)664-3990
"Cleveland Community Project"

Phoenix, AZ Mayor: Skip Rimsza (602) 262-7111
"Greater Phoenix Leadership"
Tom Browning, Executive Director of GPL

Boston, MA Mayor: Thomas Menino (617) 635-3817
"Dudley Street"

Atlanta, GA Mayor: The Honorable (404)330-6024
Bill Campbell
"The Atlanta Project"

NONPROFIT SECTOR

A. "Leadership 18" national nonprofit agencies. These include:

Organization	Contact	Phone Number
1. American Red Cross	Gene Dyson	202-737-8300
2. Big Brothers/Big Sisters of America	Thomas McKenna	215-567-7000
3. Boys & Girls Clubs of America	Roxanne Spillett	404-815-5700
4. Boys Scout of America	Jere B. Ratcliffe	214-580-2005
5. Camp Fire Boys & Girls	K. Russel Weathers	816-756-1950
6. Catholic Charities USA	Rev Alfred C. Kammer, S.J.	703-549-1390
7. Child Welfare League of America	David Liederman	202-638-2952
8. Council of Jewish Federations Inc.	Martin Kraar	212-475-5000
9. Family Service America	Peter Goldberg	414-359-1040
10. Girls Incorporated	Isabel Stewart	212-689-3700
11. Girls Scouts of the USA	Mary Rose Main	212-852-5000
12. Goodwill Industries Int'l	Fred Grandy	301-530-6500
13. National Mental Health Association	Michael Faenza	703-684-7722
14. National Urban League, Inc.	Hugh Price	212-310-9000
15. The Salvation Army	Comm. Robert Watson	703-684-5500
16. United Neighborhood Centers of America, Inc.	Wilfred A. Issacs	216-391-3028
17. United Way of America	Karen A. Davie Acting President & CEO; and Martin I Scherr Senior Director, National Agencies Division	703-683-7800 703-683-7852
18. Visiting Nurse Association of America	William G. Varnell	303-753-0218
19. YMCA of the USA	David Mercer	312-977-0031
20. YWCA of the USA	Prema Mathai-Davis	212-614-2700

YOUTH AND EDUCATION SECTOR

Youth:

Public Allies Chuck Supple, Executive Director	(202) 638-3300
Coalition of Community Foundations on Youth Cindy Ballard, Executive Director	(816) 842-4246
Children's Defense Fund Marian Wright Edelman, Executive Director "Stand for Children" - a new organization within the CDF that provides a clearinghouse of services for children and youth	(202) 628-8787
Big Brothers/Big Sisters Tom McKenna, National Executive Director	(215) 567-7000
Center for Youth As Resources Maria Najorski, National Executive Director Lisa Patterson, Regional Director (Division of National Crime Prevention Council)	(202) 466-6272 (317) 920-2564
Youth Service America Steve Culbertson, Director Fund for Social Entrepreneurs	(202) 296-2992

K-12 Education Institutions:

Cities in Schools Bill Milliken, President	(703) 519-8999
United States Department of Education Richard Riley, Secretary of Education Madeline Kunin, Asst. Sec. of Education.	(202) 401-3000
National Head Start Association Sarah Greene, CEO	(703) 739-0875
American Federation of Teachers Albert Shanker, President	(202) 879-4400
Education Commission of the States Dr. Frank Newman, Executive Director	(202) 299-3600

COMMUNITIES OF FAITH SECTOR

Princeton Theological Seminary - Presbyterian Thomas Gillespie	(609) 497-7805
Riverside Church James Forbs	(212) 222-5900
Nation of Islam Louis Farrakhan	(212) 972-0460
Evangelical Oral Roberts	(918) 495-777
Washington Hebrew Congregation Joseph Weinberg	(202) 362-7100
Jewish Theological Seminary Sherre Beth Zwelling	(212) 678-8813 Home (202) 296- 4248 Work (202) 387-2800
Abyssinian Baptist Church Rev. Calvin Butts	(212) 862-7474
St. Thomas Apostle (Catholic) Father Morrow,	(202) 234-1488
Community Family Development Society Milwaukee Rev. William Lock	(414) 265-5055
Baptist Dr. Elgain Watkins	(718) 455-8400

FOUNDATIONS SECTOR

W.K. Kellogg Foundation

William C. Richardson
CEO

616-968-1611

MEDIA SECTOR

Knight Ridder

American Society of Newspaper Editors

Radio, TV, News Director Association

Eric Swanson (RTNDA, RTNDS)

202- 659-6510 x211

Major Networks

ABC

NBC