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Leadership Summit for National Service & Community Volunteering [1]

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Vision For The Summit

The central goal of the Summit is to usher in a new era of "citizenship" (citizen action and service) as the defining public philosophy for national and community problem solving.

Summit Outcomes by February 1997

1. The Summit demonstrates that the individual and collective power of people and organizations giving their gifts can restore a sense of community and make a positive difference in the quality of life.
2. The American people become aware of the Summit's central message that: every American believes that:
 - a. through service, people can enhance the lives of others;
 - b. by doing so, they enrich their own; and
 - c. it is their responsibility to do so.
3. People around the country engage in serious dialog about the Summit's message and discuss how to strengthen the assets in communities to solve problems.
4. Leaders of organizations and communities make commitments to create the conditions which would lead to more people involved effectively in their community.

Summit Outcomes in 3 Years

1. Agreements made at the Summit are implemented in communities nationwide.
2. Every American believes that:
 - a. through service, people can enhance the lives of others;
 - b. by doing so, they enrich their own; and
 - c. it is their responsibility to do so.
3. Through this new call to action, more people become more effectively involved in their community.
4. As a result of this increased action, we begin to see that problems are solved and communities rebuilt.

STRATEGIES:

GROUP A: Discussed the following:

Summit Outcomes by February 1997

#3: *People around the country engage in serious dialog about the Summit's message and discuss how to strengthen the assets in communities to solve problems.*

#4: *Leaders of organizations and communities make commitments to create the conditions which would lead to more people involved effectively in their community.*

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Summit Outcomes in 3 Years

#1. *Agreements made at the Summit are implemented in communities nationwide.*

#4. *As a result of this increased action, we begin to see that problems are solved and communities rebuilt.*

Feb. ' 97 Outcome #3:

People around the country engage in serious dialog about the Summit's message and discuss how to strengthen the assets in communities to solve problems.

Strategy : (Pre - Summit; At the Summit; and After the Summit).

- a. Through a telecast, having dialogs around the country (using high schools, colleges, agencies and other organizations as conveners involving the broadcast range of people(C-Span, etc.).
- b. Identify convenors who could bring in the general public (e.g. Communities of Faith).
- c. Discussion over the internet.
- d. At the Summit, demonstrate what a "dialog" looks like. (e.g. Arthur Miller).
- e. Sample dialog with "Q & A" is developed and shared with organizations prior to the Summit.
- f. The vision should drive the substance of the dialog (2 parts) e.g. go to pollsters.
- g. Figure out a way to include general" public who don't belong to the traditional organizations.
- h. What is the question that the "typical" citizen wants to discuss at these dialogs after the Summit? (- very local) e.g.: What can I do to help someone else in need.

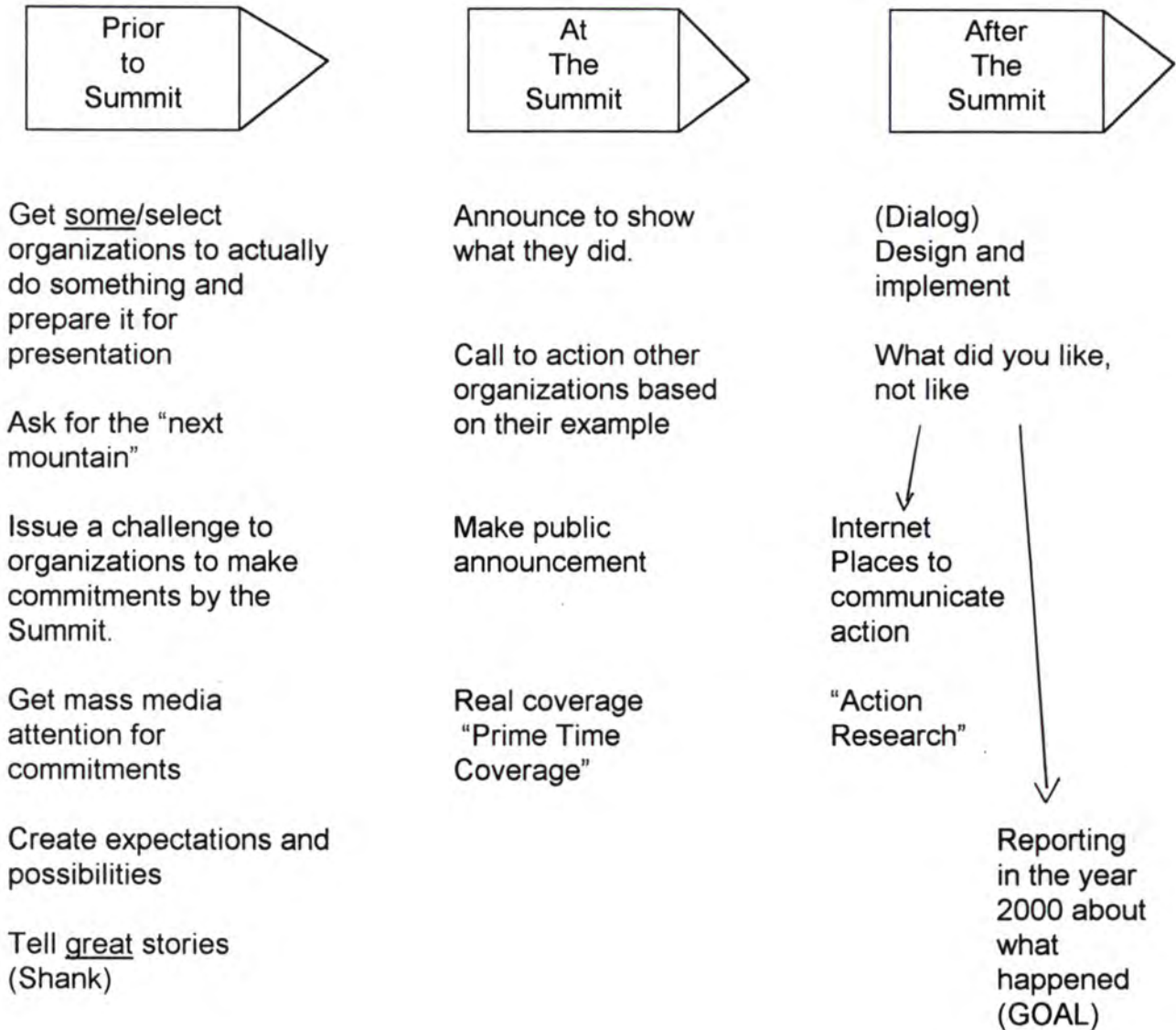
Feb. ' 97 Outcome #4:

Leaders of organizations and communities make commitments to create the conditions which would lead to more people involved effectively in their community.

Strategy : (Pre - Summit; At the Summit; and After the Summit).

- a. Before and at the Summit, "organizations" announce their plans to more fully involve or increase the number of people involved
 - need to make sure this is inclusive
 - we want you to design and implement programs that encourage the culture of service
 - be selective - demand a lot, get them to do stuff before the Summit

Process for the Commitments:



GROUP B: Discussed the following:

Summit Outcomes by February 1997

- 1.** *The Summit demonstrates that the individual and collective power of people and organizations giving their gifts can restore a sense of community and make a positive difference in the quality of life.*
- 4.** *Leaders of organizations and communities make commitments to create the conditions which would lead to more people involved effectively in their community.*

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Summit Outcomes in 3 Years

- 2.** *Every American believes that:*
 - a. through service, people can enhance the lives of others;*
 - b. by doing so, they enrich their own; and*
 - c. it is their responsibility to do so.*
- 3.** *Through this new call to action, more people become more effectively involved in their community.*

Feb. '97 Outcome #1:

- a.** Build excitement, anticipation, understanding beginning 3 months before the Summit. (Fill the vacuum after the election) e.g.:
 - Media campaign
 - Connect PRESIDENTS
 - QUOTES (2) from each
 - See PRESIDENTS/FIRST LADIES Helping in communities
 - Documentary on history of community service/volunteering
 - Use internet to build movement
- b.** Success Stories (people helping / people helped -- that with focus on the Helper)
 - Collect stories
- c.** Engage/get word out to those who will participate or be part of the follow-up:
 - Tune in
 - Buy in
 - Want to implement
- d.** Simulcast arrangements:
 - 1) - cable companies) Broadcasting
 - need advertising so people will watch) Summit
 - 2) - Doing mini-summits in lots of communities that mirrors national process
- e.** SYSTEM/APPROACH/MODEL THAT shows random acts turned into purposeful change/collective power

- f. Success stories must show:
- enhancement
 - enrichment

Trigger non-random engagement:

- Ask at conference
 - Promote these questions to the media
1. If you had an afternoon/evening off, what would you most like to do?
 2. How can you imagine enjoying that activity in a way that helps someone who is in greater need than you?
 3. What would you need to try that in a very small way? (Role of institution)

Paradigm Shift: A new way to self identify for community service opportunities

MEMORANDUM

TO: Strategic Planning Group Members

FROM: Gregg Petersmeyer; & *Gregg*
Pat Bland *Pat*

DATE: May 30, 1996

RE: The Presidents' Summit Draft Plan
to be Submitted to the Steering Committee

Enclosed please find a draft Strategic Plan for the Presidents' Summit as well as the notes from our last meeting. The draft plan could not have been accomplished without your commitment to the effort. For this we are very grateful. Thank you again.

Please feel absolute freedom in making any suggestions that you believe will improve the plan. Add to any section in any way that you see fit. Add sections that you think are missing. We want any and all of your thoughts. We regret that this is not a complete draft, in that we are still integrating notes from the last meeting. But we wanted you to have it in your hands at this point so that you have time to consider it thoughtfully over the weekend.

We ask that you return any suggestions to us by next Monday evening or Tuesday morning at the latest. Our address is 1737 H Street, NW; Washington, D.C. 20006; and our fax number is (202) 223-9256. We will consolidate all suggestions into a "final" draft which we will overnight on Thursday to the Steering Committee members of the two boards. This will give Board members a chance to read the document before their meeting on June 9th.

Thank you.

THE PRESIDENTS' SUMMIT
DRAFT PLAN SUBMITTED TO THE STEERING COMMITTEE

DRAFT

INTRODUCTION AND BACKGROUND

On President's Day and the day following, February 17 and 18, 1997, a national Summit will be convened in order to call all Americans to take action in their communities to help solve our nation's most serious social problems, and to arrive at a set of agreements on a strategy to do so.

The convenors of the Summit are to be the next President of the United States and First Lady, and all the former Presidents and First Ladies. A meeting of this kind between a President and his predecessors is without precedent in American history. Therefore, the importance of voluntary citizen action will receive significant national attention.

Governor George Romney called for a national leadership summit because, in his words, "The magnitude of our social problems will require that all citizens and institutions make a commitment to volunteering as a way of life and as a primary opportunity to create needed change." Immediately prior to Governor Romney's death, two organizations on whose boards George Romney sat, namely The Corporation for National Service and The Points of Light Foundation, agreed to pursue the idea and to be co-sponsors of the Summit. A joint steering committee made up of representatives of the two boards was formed to oversee the Summit and its development (Exhibit 1). An independent 501C-3 organization is being formed to implement the objectives of the Summit, to be chaired by Gregg Petersmeyer.

Over the past two months, a strategic planning group was formed to develop a strategic plan that would guide the Summit and the implementation of its outcomes (Exhibit 2). Members of this group are committed to furthering citizen action in communities, and represent many leading organizations whose programs include working with volunteers. This group, along with Gregg Petersmeyer and Pat Bland of the Points of Light Foundation, developed the following draft plan for review and approval of the steering committee. This plan lays out the need, vision, mission, underlying beliefs, desired outcomes and key strategies of the Summit.

THE NEED FOR THE SUMMIT

America's most distinctive virtue, the one that is recognized around the world, is our willingness as individuals to serve others voluntarily. Since the founding of the country, citizen action has built our communities, saved lives, and strengthened and protected our country. However, although many people volunteer, we collectively have begun to lose our sense of responsibility as citizens, expecting "someone else" to solve our problems for us. Many people don't feel responsible for solutions in the country, and even if they do, they don't feel that they can really make a difference against serious social problems. Or, they may not know how to get involved, or don't recognize what they individually could give. There is a growing sense of isolation, or disconnection, from our neighbors, and increasing fragmentation within our communities.

At the same time, social problems are growing worse in communities. There is an urgent need to restore volunteering and service as an essential way of life in America. The full utilization of volunteer resources is needed in order to address our most serious social problems and continue our role as a great nation. As

Governor Romney said, "We must curb and reverse the vitally serious social problems and connect torn communities or they will render us noncompetitive globally and terminate us as a great nation. This will require cooperation and support of the top leadership from all sectors, nationally and locally."

If Americans are to meet this challenge as a people, we must rely on three engines: economic growth, government action, and community action. We would include in community individuals and families, places of worship, social, educational, and civic institutions, businesses as community members, the media, and the web of informal relationships that meaningfully engage people in one another's lives. While each engine has a critical role to play, the "horsepower," efficiency and effectiveness of the "community action engine" can be substantially improved.

The Summit is a call to action for the country to welcome, and prepare for, a new era of citizenship in the country -- in which everyone has something of value to contribute to his or her community. The Summit should also stimulate the development of mechanisms to support these actions and help direct them towards positive, sustaining change. The Summit is not a federal program, nor a convening of organizations involved in the service sector, but a citizen movement, where the authority and responsibility for change lies with local people directly engaging in their own communities.

VISION OF THE PRESIDENTS' SUMMIT

The strategic planning group has defined the vision of the Summit as a credo that will be shared and discussed with, and endorsed by, all who participate in the Summit and hear its message:

VISION OF THE PRESIDENTS' SUMMIT

"The President's Summit will usher in a new era of citizenship in which Americans taking action in their communities to help solve our serious social problems becomes the nation's defining philosophy for positive change.

The Summit will challenge individuals, organizations and sectors to commit themselves to full participation in this new era by recognizing that:

- 1. They have unique talents, gifts and resources to give to others;**
- 2. They can make a difference in the lives of others and in their own though their involvement;**
- 3. They have the power and responsibility to act now.**

As we enter the 21st century with citizen action as the nation's defining philosophy, we celebrate America's most distinctive virtue, renew citizenship as a way of life, and realize the hope of America for the future."

What we mean by "a new era of citizenship" is citizenship redefined. It is a citizenship of engagement in community. It is inclusive, because it recognizes that individuals are motivated by the opportunity to share a talent, gift or interest and also motivated by a sense of responsibility for the community and the country. It includes citizens engaging directly in their own projects and citizens leading others in group activities.

The Mission of the Summit

In order to accomplish this vision by the year 2000, many people from many different sectors will have to be involved. To achieve the extraordinary volume of effective involvement required to really make change happen in communities, people must be able to act on their own beliefs. The Summit would not succeed were it to attempt to "direct" individuals and communities to increase their level of involvement or to "control" how that involvement would occur. Therefore, we have designed the mission, outcomes and strategies of the Summit to build a set of beliefs, trigger a desire to act on those beliefs, and encourage the development of systems to support widespread involvement. Therefore, we have defined the mission, or main objective, of the Summit is:

"To instill in the American people the belief that everyone of us has something to give our communities, to call on all Americans to take action now, and to stimulate the development of mechanisms that support these actions, leading to positive, sustaining community change."

THE UNDERLYING BELIEFS OF THE SUMMIT

We start with a set of beliefs about community change and the kind of action that works. We also have a picture of the kind of community that we seek and an understanding of what matters most to individuals most capable of helping to create such a community. Finally, we will design the Summit process to reach these individuals in ways that will cause them to act. Here are several core beliefs with which we begin:

- The most important element in the overall health of a community is the economic self-sufficiency of its residents. The positive "ripple-effect" of broad-based higher income levels on the quality of life in the community is unarguable. But many communities are now as deteriorated socially as they are economically, if not more so. While all promising efforts to create jobs must be pursued, the discouraging history of wide-spread community economic development means continuing to regard improvements in the level of economic life as a *precondition* for improvements in the quality of daily life is a limiting strategy.
- Meaningful accomplishments in community life can only occur if the local people themselves are fully engaged. Local residents must create their own initiatives or, in planning and financing help from the outside, they must negotiate on what will work and how they will acquire and maintain "ownership" over all key activities. The essential roles that others can play -- the government, foundations and other non-profits, corporations and outside volunteers -- should in no way be minimized. But it is individuals within the community itself who must remain the central force for change regardless of the contributions of others.
- People engage most successfully by focusing on their talents, gifts, strengths and assets, not their deficiencies, weakness and needs. Everyone has something to contribute although the challenge is often getting them to recognize that fact. In addition, problems people face do not disqualify them. People who experience the greatest problems, who have suffered and have been defeated, are often the most help to others.

An Ideal Community: Surrounding Individuals With Support

The Dudley Street Neighborhood in Boston is instructive in how it is developing, namely "from the inside out." It is the residents themselves who are the inspiration and the source of the changes being made. To be sure, there are critical partners in the effort. Government is a partner effecting changes in physical aspects of the community, giving authorization for other changes and providing financial help; foundations and community development corporations are providing planning support and financing and technical assistance; and corporations and outside groups are providing pro bono help of all kinds. But the one thing that everyone agrees is making the real difference in the Dudley Street Neighborhood are the neighborhood people. Their values, talents, gifts, and energy are being committed to the neighborhood in hundreds of different and purposeful ways. That is what is making the difference.

The principle assets of every community are people with the capacity to make a difference. Hopefully, in many cases those assets can be added to and leveraged with help from "outside." The objective is a community that constantly seeks to invent, develop, strengthen and multiply all kinds of *informal social support systems* that serve a broad range of the needs and interests of neighborhood residents. We want the Summit to hold up a picture of what this kind of ideal community would look like.

Why is this so important today? In many people's lives, the informal web of relationships that fill the space between family and social service institutions has disappeared. In the past, when families and communities were stronger social units, the gap was not as large. Families, of course, are the most vital institution within communities and should be strengthened. But the community aspects of people's lives need to be strengthened too. And families will also be strengthened in the process. But the simple fact is that far more energy and sophistication should be devoted to stitching together the web of informal relationships that meaningfully engage people in one another's lives.

The Summit's role will be to call on all Americans to help restore and rebuild the community as an essential part of their lives. The picture that the Summit will advance of an ideal community will be defined by a set of core characteristics, *each the cumulative result of the work of an extraordinary number of informal support systems in the community*. (Exhibit 3) It is the hope of the Summit that communities around the country will use this framework of an ideal community as a discussion tool to better define their own community and its potential and to determine ways they want to mobilize themselves to act. An ideal community, one that would be a good place to live and work would have these five elements:

1. Commitment to children, youth developing good character and values, and strong families;
2. Excellent schools and a culture that fosters lifelong learning;
3. Meaningful employment opportunities and the hope of economic advancement;
4. A safe, decent and drug free place to live in a clean environment, and;
5. Quality health care and a sense of well being.

Each of the elements is in fact the result of a wide range of different types of activities. For example, in the case of the first characteristic, namely "Commitment to children, youth developing good character and values, and strong families," the kinds of activities that are supportive of that objective are mentoring and positive role models; counseling and education programs; child care alternatives; parenting skills training; surrogate families and family counseling; hotlines and support groups; and recreational opportunities.

As part of the Summit, however, we want to encourage people to think about new citizenship at the level of highly personal engagement. But individuals and small groups of people do not think about engaging in "recreational opportunities" for example. They think about coaching a baseball team, organizing a Cub

Scout troop, providing after school theater classes, matching college students with young people for sports and other activities, or opening a center for safe activities during the off-school hours. It is at this level that the call must be made and that it will be heard.

An ideal community would be one where multitudes of individuals on their own or through their schools, places of worship, businesses, and social organizations working in their own communities to engage in these kinds of activities. There would be scores of initiatives pursued for each category of activity in support of each of the five core elements desired in every community. The effect of all of these informal social support systems would be to surround each individual with support and in the process help to solve serious social problems like family disintegration, teen pregnancy, crime, illiteracy, homelessness and hunger.

THE OUTCOMES OF THE SUMMIT

We have defined the work not as a summit meeting but as a process that will include a two-day Summit event in February, 1997 and work over the next 3 years, from June of 1996 to February, 2000 and perhaps a second summit at the end of the three years. The activities leading up to the February Summit and the Summit event itself are designed to trigger a series of actions in communities around the country that will instill in the American people a certain set of beliefs about their role in this new era of citizenship. Therefore, we have defined the outcomes of the Summit in two phases: 1) Summit Outcomes by February 18 and 19, 1997 (including the months leading up to the Summit, and the Summit itself); and 2) Summit Outcomes within three years (by the year 2000).

Summit Outcomes by February, 1997

1. The Summit event demonstrates that the collective power of individuals and organizations using their talents, giving their gifts, and investing their energy can restore community and improve lives.*
2. The American people become aware of the Summit's central message -- that every American:
 - a. Has unique talents, gifts, and resources to give to others;
 - b. Can make a difference in the lives of others and in his or her own life through involvement in the community;
 - c. Has the power and responsibility to act now.
3. At the Summit event and through simultaneous local summits, people around the country engage in serious dialog about the Summit's message and discuss how to strengthen the assets in communities to promote citizen action to solve problems.
4. Leading up to the Summit, and at the event itself, leaders of organizations and communities make commitments to create the conditions and mechanisms which would lead to more people to be involved more effectively in their own communities.

Summit Outcomes in 3 years (By the year 2000)

1. Commitments made at the Summit are implemented in communities nationwide.

2. Through follow-up summits in communities around the country, people engage in serious dialog about the Summit's message, discuss how to strengthen the assets in communities and promote citizen action to solve problems, and build the support mechanisms required to help people take action.
3. Every American believes that he or she:
 - a. Has unique talents, gifts and resources to give to others;
 - b. Can make a difference in the lives of others and in his or her own life through involvement in the community;
 - c. Has the power and responsibility to act now.
4. Through this new call to action, more people become more effectively involved in their communities.
5. As a result of this increased action, we begin to see that problems are solved and communities restored.

* Citizen action can result in the conditions of a desirable community: Commitment to children, youth developing good character and values, and strong families; Excellent schools and a culture that fosters lifelong learning; Meaningful employment opportunities and the hope of economic advancement; A safe, decent and drug free place to live in a clean environment, and; Quality health care and a sense of well being.

The Measures of Success

Measuring our progress and the impact of our various strategies on citizen engagement and through citizen action on serious social problems is an important part of our thinking. We need to know if our specific strategies are effective at the three stages of this project and build that information into our planning. We need to know the nature and extent of our impact as communities begin to solve or continue to solve their problems.

We have retained FERA, Formative Evaluation Research Associates from Ann Arbor, Michigan to assist us in developing and implementing an evaluation plan. Working collaboratively with the Strategic Planning Committee, FERA is developing specific, qualitative and quantitative measures related to our desired short-term and long-term outcomes. The evaluation plan will evolve as the project evolves and information will be fed routinely into our decision-making. At this point, five evaluation methods will be used to measure program summit outcomes.

- Formal Agreement Tracking. The key commitments that develop out of the 30 contacts in six sectors described below will be identified and tracked. This measure will identify the impact on policy and programs generated by these agreements. It will focus on changes in institutional capacity to engage volunteers effectively in community service. (February, 1997 outcome # 4 and the 2000 outcome # 1)
- Summit Participant Assessments. A sample of the 3000 people participating in the Summit will be surveyed to assess the impact of the Summit on their attitudes and plans. We wish to determine what the Summit demonstrated and to assess what participants intend to do as a result of the Summit. The same sample will be reassessed to see if their attitudes have changed and their plans have been successfully implemented. (February, 1997 outcome # 1 and 2000 outcome #1)

- **Public Opinion Polling.** We will create a baseline and subsequent measures to assess changes in citizen attitudes toward volunteering and to assess whether the central messages of the Summit are understood. We will also assess behavior changes to determine the ways and extent of citizen community service. Whenever possible, we would collaborate with individuals and organizations already planning or conducting polling efforts to gather this information. (February, 1997 outcome # 2 and 2000 outcomes # 3 and 4)
- **Community Case Studies.** We will gather information from different types of communities. One of our strategies includes intensive work with some communities before, during and after the Summit. A sample of these communities will be chosen for assessment. Also, if funds permit, a sample of communities will be randomly chosen and changes in those communities will be traced. These communities will be chosen to reflect the diversity of the country. (February, 1997 outcome # 3 and 2000 outcomes # 2 and 5)
- Our last measure will include an open invitation to all people in the country to supply us with information, often anecdotal, on what is occurring in their communities or the institutions in which they participate which could potentially be related to this project. This measure will accumulate information both directly related to the outcomes identified above but also the unexpected consequences of the project. We will have post office and Internet addresses for people to send us this information and we will establish an 800 telephone number for this measure as well.

Funding for the evaluation is as yet undetermined. The comprehensiveness of the evaluation and the frequency of reporting will depend on available resources. We intend to seek adequate funding based on budget estimates but then set priorities within budgetary limits based on the measures we view as most valuable.

THE STRATEGIC APPROACH FOR MAXIMIZING THE SUMMIT'S OUTCOMES

In order to achieve the Summit's outcomes, we will use a multi-tier approach to affect change: we will approach the general public, organizations from every sector, and communities as the Summit's three target audiences.

- The general public is the primary audience for the Summit's message, and mass media will be used to call for a "new citizenship."
- We will seek commitments from organizational leaders from six sectors -- business, community foundations, nonprofits, educational institutions, government, communities of faith, and the media -- to endorse the Summit's message and to create the conditions within their own organizations and within communities that will help achieve the Summit's outcomes.
- Finally, citizen action takes place on the community level, where we must identify and cultivate the real leaders in communities to rally around the Summit's message.

A second major strategic approach, which we will use to empower communities, will be to use a "distributed summit strategy" where:

- Several selected cities and towns are empowered to run their own mini-summits, concurrent with the national Summit on February 17 and 18, 1997.

- Many other communities would be called on to hold similar summits throughout the country following the Summit, from 1997 to the year 2000.
- The results of these nationwide activities would be reported to the nation at a second national Summit in the year 2000.

At the Presidents' Summit in February, 1997, we would create an engagement process that would establish guidelines and criteria for these local summits, that, if followed would lead to positive change in the community. This "distribution" of the Summit concept and engagement of leaders at the local level could greatly expand the reach and value of the national Summit, while helping to establish a "field organization" through which the outcomes of the Summit could eventually be realized.

In Exhibit 4, we outline the strategies to achieve the Summit's outcomes, reaching out to individuals, organizations and communities. We would assign the work of the Summit staff, and the Summit volunteers, around these audiences.

Approach to Individuals

If a desirable community would emerge from the cumulative effect of many different kinds of consequential acts of engagement by individuals and organizations, achieving the largest possible volume of effective activities in every community is our challenge. Any strategy, therefore, must be essentially focused on motivating people. More specifically, the key to the strategic approach to individuals must be to select the most important "drivers" of individual involvement and focus on them with all available resources. This is the way that the energies of these kinds of people can be effectively tapped and released for the good of far larger numbers of those in need and their communities.

The "drivers" can be found by looking at what matters most to individuals engaged in the kinds of activities which we seek to multiply. They are revealed in what can be called the common "journey" that many of these individuals experience. It is a journey that involves four elements: the personal traits that prepare one to engage in the kind of activities we seek, the circumstances or experiences that trigger people to begin their work, the personal benefits that sustain a person in his or her work, and the kind of behavior that gives one a sense of success in the activity that they are undertaking. (Exhibit 5)

With each individual, the journey is highly personal. But the fact is these simple but transcendent human traits, experiences and satisfactions exist in people of all groups irrespective of age, gender, ethnicity, education and income. What interests them most is engaging in relationships through which they see lives change. The centrality of these relationships to their work grows over time and, in the end, is all that matters.

We will focus at the Summit on approaching individuals by appealing to the key drivers such as

(NOTE: GREGG TO COMPLETE SECTION)

Approach to Organizations

Organizations from every sector are needed to create the conditions in communities that support individual involvement in service. Companies, nonprofits, educational institutions, communities of faith, community foundations and the media can establish organizational policies that would increase the involvement of their employees or members: this benefits the organizations, as well as the community and the individuals. Most importantly, cooperation and collaboration between organizations on the community level has been shown to be critical to making a significant impact on community problems. Through the very act of cooperation, organizations model the individual behavior that leads to community change. Organizations often also match their commitment of time with other resources -- money, in-kind equipment or facilities, contacts -- that are critical to making real change happen in communities.

The Summit will ask organizations in every major sector to: 1) publicly endorse the mission and vision of the Summit; 2) identify their own organizational skills, talents and resources and determine what they can give to the community to accomplish the outcomes of the Summit; and 3) send the message of the Summit to their own employees or members and determine what the organization can do to encourage and support employee and member involvement in the community. The Summit will ask organizations that are not involved to get involved; it will ask organizations that already have a some level of commitment to increase their level of effective involvement. The opportunity for change in the country will require "unconventional acts" -- new ways to restore community -- by organizations and their leaders.

From now until the national Summit in February, the Summit Chairman and staff, and volunteers from the strategic planning group, the steering committee, and others, will approach organizations and gain commitments. The goal is to achieve commitments from 30 leading organizations: 5 each from each sector, including the business, nonprofit, communities of faith, educational institutions, government and media sectors. Our hope is that these organizations can begin to act on their commitments prior to the Summit event; at the Summit itself, these organizations can share their commitments and their success stories with the American people. Through their examples, a call for other commitments will be made to the organizations who are invited to the Summit, and to organizations around the country. Following the Summit, these commitments will be implemented in organizations and communities nationwide.

The strategic planning group identified the types of commitments we would seek from each sector, as well as the specific organizations we should approach. Below are descriptions of the type of commitments we would seek; Exhibit x outlines the organizations we will approach.

A. The Business Sector. We will approach a mix of businesses -- large and small -- from different industries, who are respected by the business community for their business success, as well as for their community involvement. We will seek commitments from cutting-edge companies, and ask for their support of the Summit outcomes. For example, we could approach America On Line to help develop the outreach to companies and individuals on the Internet. Or, we might ask a companies to host the mini-summits to be held in communities around the country; we would ask all the businesses we approach to share their commitments on their web pages. Most importantly, we would ask each business to make a commitment towards changing their own business policies and employee volunteer involvement that would result in more impact on, and greater systemic change within, their communities. We will also approach several leading business umbrella organizations, such as the Business Roundtable and the National Federation of Independent Businesses, and ask for them to make commitments towards communicating the vision of the Summit to the business community.

B. The Nonprofit Sector. Nonprofits represent a large percentage of the organizations in the country, and are greatly varied in their type and structure. We would approach a mix of "provider" organizations -- those nonprofits who have members, such as the Kiwanis, whose members volunteer in the community -- as well as nonprofits who utilize volunteers, such as the Salvation Army. In order to approach this vast sector, the strategic planning group suggested that we approach the Independent Sector and the Council of Foundations, two major umbrella organizations, to send the vision, mission and messages of the Summit (perhaps through the Internet) to their nonprofit members. "Provider" nonprofits could encourage and support increased involvement by their members in the community; nonprofits who utilize volunteers could commit to changing the role of volunteers to accomplish their mission, and support the local summit activities.

C. Communities of Faith. NEED TO WRITE THIS SECTION. Strategic planning group said: we should go to the National Council of Churches, get ecumenical leaders to sign on to the vision and messages of the Summit. Need to go to the umbrella groups that represent many different faiths (Conference of Catholic Bishops; National Conference of Christian Churches; Mormons, Buddhist, etc.)

D. Educational Institutions (Schools and Universities). NEED TO WRITE THIS SECTION. The group said we need to approach all types of schools (elementary, junior high, high schools, public, private and parochial) -- NOTE -- HOW WILL WE LIMIT OUR OUTREACH TO 5 ORGANIZATIONS WHEN EACH SECTOR HAS SO MANY SUBSECTORS?

E. Government. NEED TO WRITE THIS SECTION.

F. Media. NEED TO WRITE THIS SECTION.

NOTE: EXHIBITS TO THE ORGANIZATIONAL SECTION SHOULD INCLUDE TARGETED LIST OF PEOPLE WE WILL GO TO SEE.

TIMING OF STRATEGIES

(Rewrite this section to include all of the new strategies)

1. Summit Preparation (April through January 1997). The objective of this phase is to gain agreements among leaders from every sector for action they will take to encourage and support the vision and outcomes of the Summit. These leaders will include representatives from business, communities of faith, nonprofits and foundations, the media, educational institutions (schools and universities), and the government (federal, state and local). These agreements would be announced at the Summit itself.

2. The Summit Event (February 17, 18). The Summit event will occur in Philadelphia, Pennsylvania at the Convention Center, and will include 3,000 participants. (We will discuss the agenda later in more detail later in this document). The event will provide a forum to communicate and share the ideas of the Summit with the American people; showcase the agreements that were made by the sector and community leaders; and demonstrate the results of outstanding citizen action that has already occurred. Other stuff: we will celebrate what communities have done (Cleveland; Newark; East St. Louis) and discuss these as "case studies" of what has happened and been successful over time.

3. Post-Summit Activity (February 1997-February, 2000). The objective of this phase is to move from dialog and celebration to actual action taken in communities towards achieving the Summit outcomes and vision. Through the call to action, more people will become more involved in communities. (need to

address here how we will measure this: what communities will be responsible for: and what we will do in the year 2000 to bring this all back together. (FERA TO PROVIDE ADDITIONAL INFORMATION)

VII. The Summit Agenda

A. Agenda

At this stage we are clearer about the objectives of the agenda than we are about the specific content. We want the Summit to celebrate exemplary stories, we want there to be discovery and learning on the part of individuals, organizations and communities and we want there to be agreement on a strategic plan for action in the country following the Summit until the year 2000. But above all else we want the Summit to communicate the message of the era of "new citizenship" to the American people. This will be driven by television whose staging will inevitably drive key aspects of the agenda.

We want the American people and the Summit participants to visualize what an "ideal community" could look like in an era of "new citizen" involvement. To develop that picture we may create a "virtual community" with Summit participants being "virtual citizens" of that community. We might assume that the exemplary stories celebrated at the Summit were part of the "virtual community" as would be all of the organizations who made commitments at the Summit for action of one kind or another. It would be a dramatic and exciting community to imagine and to hold out as a model.

The Summit will also be designed to address in a coherent way the key strategic segments that are its focus, namely: individuals, organizations and communities. At the Summit, material would be shared with each segment. With respect to communities, we would use the small "post-summit summits" and call for even smaller gatherings in hundreds of communities across the country. This would include developing and sharing a common model at the Summit that could be adapted as organizing residents see fit in their own communities.

B. Participants (incomplete)

Many participants will be selected because of their eagerness and ability to organize and lead a "post-summit summit" in their own community. They may be nominated by local organizations including local media organizations. Nominations would be based on knowledge of their work, openness to new ideas and capacity to draw people in and empower them to act.

C. Role of Presidents and First Ladies

The opportunity to focus widespread media and public attention on the Summit and its central message will be provided by the historic joint participation in the Summit by the President and First Lady and former Presidents and First Ladies. Perhaps, more important than creating enormous visibility for the Summit, will be the collective moral authority they will bring to the call for a "new citizenship".

The specific roles they will play will have to be determined by them or their staffs on a case by case basis. Obviously, each will have his or her own special interests and own points of view about issues related to the call for a "new citizenship". We will seek and welcome ways for them to express those values as they see fit. But clearly we will also seek common agreement that can be shared with all Americans. Perhaps,

for example, they will agree on and sign a credo that reflects the vision of the Summit. It could be widely publicized and disseminated following the Summit.

As individuals or together, the group will be in a position to witness commitments being made by key Summit participants and to personally thank them for doing so. This would encourage follow-on agreements by others. Following the Summit, or perhaps as part of it, various presidential libraries could be centers for mini-summits and related events.

It will be important to keep in mind, however, the model that will be used in determining their various roles in the Summit. It will be as though this were a summit of heads of state of sovereign nations. We will literally neither presume or assume agreement on anything not explicitly agreed to by each of them with respect to documents, policies, proceedings or stagings. This will include not authorizing any groups or organizations to speak or write on behalf of the Presidents' Summit.

VIII. The Communications Plan

- A. Target/Whom do we want to reach
- B. What is the communication intended to achieve?
- C. What is the key message we want to be heard?
- D. How do we Support this message?
- E. What is the specific implementation/media/public relations/advertising plan and approach?

IX. Administrative Issues

- A. The Summit Budget
- B. Funding Sources
- C. Organizational Structure

The Presidents' Summit for Community Volunteering and National Service Steering Committee

- Norman Brown (P) - President Emeritus, W.K. Kellogg Foundation
- Raymond Chambers (P*) - Chairman, Amelior Foundation
- Thomas Ehrlich (C) - Professor, California State University
- Michelle Engler (P) - First Lady, State of Michigan
Michigan Community Service Commission
- Robert Goodwin (P*) - President and CEO, The Points of Light Foundation
- Marian Heard (P*) - Chairman, The Points of Light Foundation; and
President and CEO
United Way of Massachusetts Bay
- Reatha Clark King (C*) - Acting Chairman
The Corporation for National Service; and
Chairman and Executive Director
General Mills Foundation
- Carol Kinsley (C) - Executive Director,
Community Serve Learning Center
- Leslie Lenkowsky (C) - President, Hudson Institute
- Arthur Naperstek (C) - Professor, Case Western Reserve University
- Mitt Romney (P) - Chief Executive Officer, Bain Capital, Inc.
- Eli Segal (C*) - Chairman of the Board,
Partnership for National Service
- Donald Staheli (P) - Chairman and CEO, Continental Grain Co.
- Harris Wofford (C & P*) - Chief Executive Officer
Corporation for National Service

(P) The Points of Light Foundation Board Member
(C) Corporation for National Service Board Member
* Executive Committee of the Joint Steering Committee of
The Points of Light Foundation and The Corporation for National Service

**The Presidents' Summit for
Community Volunteering and National Service
Summit Strategic Planning Group**

- | | | |
|-----|---------------------|---|
| 1. | Mary Babson | - Principal, Arthur Anderson |
| 2. | Patricia Bland | - Senior Vice President, The Points of Light Foundation |
| 3. | Michael Brown | - Co-Founder, City Year |
| 4. | Paula Forman | - President, Wells, Rich, Greene, BDDP |
| 5. | Timothy Hanlon | - Partner, Bozell Worldwide Inc. |
| 6. | Virginia Hodgkinson | - Vice President of Research, Independent Sector |
| 7. | Eva Kasten | - Executive Vice President, The Advertising Council |
| 8. | Regina Kelley | - Executive Vice President, Saatchi & Saatchi |
| 9. | Wayne Meisel | - President, Bonner Foundation |
| 10. | Mario Morino | - President, Marino Institute |
| 11. | Thomas McKenna | - National Executive Director,
Big Brothers/Big Sisters of America |
| 12. | Robert Payton | - Professor, Indiana University |
| 13. | Gregg Petersmeyer | - Chairman |
| 14. | Shirley Sagawa | - Executive Director, The Corporation for National Service |
| 15. | William Shore | - Executive Director, Share Our Strength |
| 16. | Eugene Wilson | - President, Youth Development, Kauffman Foundation |
| 17. | Harris Wofford | - CEO, The Corporation for National Service |
| 18. | Michael Woo | - Western States Director,
Corporation for National Service |

Achieving Desired Community Characteristics: The Collective Value of Individual Solutions

Desired Community Characteristics	Commitment to Children, Youth Developing Good Character and Values, and Strong Families	Excellent Schools and a Culture that Fosters Lifelong Learning	Meaningful Employment Opportunities and the Hope of Economic Advancement	A Safe, Decent and Drug Free Place to Live in a Clean Environment	Quality Health Care and a Sense of Well Being
Examples of Community Problems	- Breakdown of the family - Teen pregnancy/Promiscuity - Child abuse and neglect - Inadequate parenting skills - Teen suicide - Racial hatred and prejudice - Youth turning to Crime and gangs - Lack of quality child care - Low self-esteem/lack of direction	- Limited parental involvement in child's education - Illiteracy - Low proficiency in science and math - Children starting school not ready to learn - School drop-outs - Poor learning environment - Lack of proficiency in English - Education not valued - Racial tensions in school - Special needs of children with disabilities - Lack of individual attention - lack of compelling goals	- No contact with career role models - Lack of job skills - No hope of economic advancement among low income youth - Limited job or career opportunities for refugees, recent immigrants and people with disabilities - Inability to obtain employment across racial lines - Lack of skills in managing household finances - Lack of skills for obtaining jobs such as resume writing, interviewing, etc.	- Shortage of affordable housing - Crime and drug-infested neighborhoods - Gang violence - Racial violence - Lack of safe recreational opportunities for children and families - Homelessness - Inadequate nutrition - Environmental/pollution problems	- Substance abuse - Alienation of people with disabilities - HIV/AIDS - Infant mortality - Isolation of terminally ill and their families - Inadequate access to affordable, quality health care - Physical and sexual abuse/ domestic violence
Examples of Community Solutions	- Mentoring/positive role models - Counseling/Education programs - Child care alternatives - Parenting skills training - Surrogate families/family counseling - Engaging people of different races in overcoming common problems - Teen hotlines and support groups - Recreational opportunities	- Tutoring - Volunteer teaching assistants - Mentoring/positive role models - Alternative places to study - One to one counseling - Informal community libraries - Individual and group tutoring in English - Partnerships between schools and universities, businesses and other organizations. - Children's programs that require parental involvement'	- Employment counseling: resume writing, interviewing skills, support groups - Job search assistance - Apprenticeships and job skills training - Personal and family budgetary counseling - Friendship, guidance and job counseling to immigrants/ refugees - Remove excuse for not hiring by providing individuals with tools to work effectively in organizations - Entrepreneurial opportunities - Career mentors	- Renovating/building affordable housing - Community crime prevention groups - Community anti-drug groups - Environmental education/ awareness - Safe recreational opportunities - Safe havens - Positive alternatives to destructive gang activities - Personal counseling and practical assistance for victims of crime	- Substance abuse education and rehabilitation - Companionship and assistance to seniors - Parental care and parental education - Hospice care/bereavement groups - Fulfilling activities for people with disabilities - Support for AIDS patients and their families - Free medical clinics and mobile units staffed by volunteer medical professionals - Shelter, counseling, hotlines and public awareness for abused women and children

THE PRESIDENTS' SUMMIT

STRATEGIES TO REACH:

Individuals

Organizations

Communities

OUTCOMES (By February 1997)

- | | | | |
|--|--|---|---|
| <p>1. The Summit event demonstrates that the collective power of individuals and organizations using their talents, giving their gifts and investing their energy can restore communities and improves lives.</p> | <ul style="list-style-type: none"> - Conduct a mass media campaign, beginning 3 months before the Summit, highlighting "success" stories of how individual citizen action restored community. - On the Internet in the months leading up to the Summit, create "communities of interest" where people discuss the success stories. - At the Summit itself, show documentary of Presidents/First Ladies/ and individual Americans and how their actions made an impact on communities. | <ul style="list-style-type: none"> - Leading up to the Summit, organizations of all kinds identify how employee/ member citizen action has made and impact on: <ol style="list-style-type: none"> 1) The organization; 2) The community. - On the internet, in the months leading up to the Summit and following, organizations share their success stories via their E-Mail and web pages. - At the Summit, showcase "best case" examples of organizations who have changed their organizations' policies and communities. | <ul style="list-style-type: none"> - At the Summit, model the "ideal Community", showing how the collective power of individuals can restore community. - Showcase some "best case" examples and celebrate their accomplishments. |
| <p>2. The American people become aware if the Summit's central message that every American:</p> <ol style="list-style-type: none"> a) Has unique talents, gifts and resources to give to others; b) Can make a difference in the lives of others and in his or her own life through involvement in the community; and c) Has the power and responsibility to act now. | <ul style="list-style-type: none"> - Through a national and local media campaign (TV; radio; print), send central message. | <ul style="list-style-type: none"> - Gain commitments from media organizations to cover/or do series on individuals and organizations who have used their unique gifts and talents to give to others. - Gain commitments from business organizations, communities of faith, nonprofits to communicate the message of the Summit to their employees and members. | <ul style="list-style-type: none"> - Conduct national Summit and simultaneously 5 local summits and lead citizens in a discussion of the central message, and on these questions: <ol style="list-style-type: none"> 1) What needs to be done in the community? 2) What is it I like to do? 3) What would I need to do to get started in a small way? 4) What does the community need to do to help me get started? |

STRATEGIES TO REACH:

Individuals

Organizations

Communities

OUTCOMES (By February 1997)

3. At the Summit event, and through simultaneous local Summits, people around the country engage in serious dialog about the Summit's message and discuss how to strengthen assets in communities to promote citizen action and solve problems.	- Individuals are invited to participate in local summits through their community foundations and through local media. Individuals are "nominated" by local organizations and communities to attend national Summit - The summits are simulcast; major media covers via TV special; agreements are made by cable companies for coverage.	- Organizations can: 1) host a local Summit; 2) send representatives to National Summit 3) stimulate dialog within their own organizations about the Summit's message among their employees, chapters, and members (e.g. churches can conduct discussions; businesses at work).	- Conduct national Summit and simultaneously 5 local summits and lead citizens in a discussion of the central message and on these questions: 1) What needs to be done in the community? 2) What is it I like to do? 3) What would I need to do to get started in a small way? 4) What does the community need to do to help me get started?
4. Leading up to the Summit, and at the event itself, leaders of organizations and communities make commitments to create the conditions that would lead to more people being effectively involved in their communities.	- Obtain mass media and targeted (trade press) coverage of these commitments and announcements.	- Gain commitments from a select number (5) organizations from each sector (e.g. business, nonprofits, communities of faith, educational institutions, government and the media) prior to the Summit. Have 30 organizations begin to act on their commitments prior to the Summit. Announce commitments and show what they did to help involve people in their organizations and communities at the Summit. - At the Summit itself, issue a call to action other organizations to follow their example.	- At the local summits, determine the role of organizations in helping the community meet the Summit's objectives and achieve local community objectives.

The Journey of Those Who Give of Themselves to Others: Stages of Engagement

Prepared to Engage (Traits)

A combination of the following personal characteristics already exist:

- Able to act on faith
- Bored or restless at some level
- Likes to see others do well
- Independent and quietly confident
- Energetic and enjoys practical, hard work
- Guided and sustained by deeply-held beliefs
- Helping is not new
- Positive and patient
- Empathy based on personal experience
- Ready to engage talents, interests and gifts

Trigger (Events)

One or more of the following events often trigger action:

- Hearing a story
- Coming to know of someone in need
- Being asked to help
- Gradually discovering a gift
- Fearing for the children
- Finding meaning in tragedy or a deeply troubling experience
- Experiencing a spiritual call or transformation
- Recognizing one's own aloneness

Sustained Action (Benefits)

The work is sustained because small successes are experienced at the human level. For example:

- Seeing lives change
- Developing new friendships
- Gaining a renewed sense of purpose
- Confronting the unknown and not getting bored
- Feeling better physically and emotionally

Success (Behavior)

Those who give of themselves to others believe they succeed for several reasons:

- Irrationally committed
- Targeting the roots of the problems
- Personal relationships, not bureaucratic programs
- Action and outcomes, not talk, process or structure
- Wary of educated incapacity
- Profoundly respectful of others
- Not afraid to have fun doing serious work
- Highly resourceful, but accepting of their own limitations

MEMORANDUM

TO: Harris

FROM: ^{MBH} Melinda & AnnMaura 

DATE: May 31, 1996

RE: Candid Thoughts on Summit Plan

We've outlined for you our candid thoughts on the outline for the Summit. Overall, we have some real concerns about the mission, vision and outcomes as they are currently stated, and we think that they represent a fairly dramatic departure from Romney's original intent. We've included the Romney documents just in case you want to refer to them and you've forgotten your folder. These are our rough notes, and we've chosen to be quite candid. Okay-
-here goes...

The Problem with The Problem as stated:

Don't believe that the central problem is that people don't recognize the value of volunteering. That may be true, but a more interesting problem is if there really are 90 million Americans volunteering an average of 3 hours a week, why are we in such a mess? If you look at that aspect of the social fabric, you begin to see the Ray Chambers point of view: it's doing the right things, and doing them in concert, not just doing them.

So the Leadership Summit should be about engaging the leaders of systems that can deploy individuals in a strategic manner, not about converting individuals. If indeed we need a "paradigm shift" on how we view volunteers, it will be done best within a strategy or as a part of a media campaign which is a component of the strategy/summit (but not the strategy itself). That is the key to the success of smart volunteer generators like the Cares groups and the Leagues problem, strategy, deployment, measurement, realignment, etc. not everybody do something.

So, the problem is not a problem with individual Americans, but a problem with how we collectively consider ourselves and how we collectively act. That's why we need a LEADERSHIP summit, not a volunteer summit.

Mission as stated is individual, not collective.

From our point of view, a preferred mission would be to connect systems and infrastructures made up of community leaders/volunteers to work together to solve our common problems, using service as the silver bullet.

Second, it is to give these groups the tools to engage larger numbers of individuals across the country ...

And third, it is to use the bully pulpit of the Presidents and the leaders of the systems to reach every last American (which in the current mission is the starting point, not the outcome.)

The mission as stated is impractical and it is a classic rehash of the Saatchi ads of 1990 produced by the Foundation, "Do something good, **feed** something real". These ads were predicated upon the original Foundation mission which was to generate an attitude that eventually led to volunteering. Therefore, while the ads were beautiful, they did not generate cascades of volunteers for a variety of reasons (not a strong network of Centers at the 800#, etc.). It was all attitude, very little action. In fact, the Foundation itself has deliberately moved in another direction. Their new mission statement is a substantive departure from this "attitude leads to action" campaign in the direction of service that "solves serious social problems". They're focusing on the groups, the systems, the mechanisms that deploy folks their Volunteer Center 2000 effort, for example. This summit mission is in a time warp. ✓

What would help most is to give those groups the tools to engage larger number of individuals in across the country, connect them with other groups across and within sectors to maximize resources and minimize duplication, and then call people to act in a targeted campaign.

And what is this GIFTS thing? Enough said.

This Vision of the Summit and Romney's Ideas are Different

The citizenship language is excellent. The crucial flaw remains that the focus is on individual attitudes and not in strategic deployment of resources.

Question: is this a leadership summit, or a volunteer conference? Our understanding of Romney's vision that this is a convening of leaders who can engage and deploy enormous resources, individuals funds, knowledge, etc.

Outcomes by February 1997

Where are the Presidents?

Before the summit, real work should begin. This strategic plan is still very indirect! Our vision is that the sectors (a small representative group) meet vigorously before the summit and do the talking and begin the framework for action. Their products will both illuminate the successful approaches that should be replicated and will spur additional action after the summit. The Summit should bring to light the many ways that people can get engaged in communities (through churches, which are pursuing strategy A, through Habitat for Humanity, which is pursuing strategy B, through schools, which are pursuing strategy C, etc.).

Summit Outcomes in 3 Years

Every American believes? Here we go again with an attitude, individual focus. Why do we need a summit to do a media campaign like this?

Number 5 is on the right track, should be the focus, but again, stops at an indirect approach. Conditions, yes, but tactics are what should come out of this.

We like the chart that is the process for the commitments, provided that it is organized around Romney's expanded sectors.

A Few Additional Thoughts:

We think that the strategic planning process was weakened by the lack of representation by key groups and leaders (for example, religious leaders, foundations, corporate, schools) and only two who were there represented large systems of volunteers (Mary Babson and Tom McKenna). We are meeting with

Alison Bertoldi

Lauren Cook
Committee

Elizabeth Rutter
Jed Brown

Bob Ruffen

Michael L. Foster
Exec Dir?

Jim P. Hickey

Jim Homan
Annie Casey
Devon L.
Baltimore

Gregg next week to share with him our resources for the Summit (e.g. the Grantmakers, and business folks etc), but not the mission. We are anxious to build on the progress that has been made since Gregg left the national scene a few years ago (the whole outcome-based, "getting things done" focus, for example) and want very much to engage key leaders in the planning process early.

Next Steps:

To sum up, we think this is critically misdirected. Do you agree? If so, how do we redirect it before it goes before the two boards--or funders--or is that the job of the boards? It is our best judgment that prospective funders will be more interested in impact, less interested in individual conversion.

Let us know how we can help.

10W
DRAFT

**LEADERSHIP SUMMIT
FOR
NATIONAL SERVICE AND COMMUNITY
VOLUNTEERING**

PREMISE:

nect We must curb and reverse the vitally serious social problems and reconstruct torn communities or they will render us noncompetitive globally and terminate us as a great nation. This will require cooperation and support of top leadership from all four sectors, nationally and locally.

PURPOSE:

To persuade top leadership from the four sectors that America's future global competitiveness requires its vitally serious social problems to be curbed and reduced and its torn communities to be connected.

The needed cooperation between such leadership should start with a summit at the national level. The conference should convene inclusive top leadership from the four sectors: 1) ^{Religious} religious and moral; 2) business and labor; 3) volunteer and social; 4) national, state and local government. Citizens of all ages should be among the invitees.

To secure their attendance and recognition of the urgent need for such cooperation and its nonpartisan nature, the conference should be convened by the President and his wife and all former Presidents and their wives. To make certain the cooperation will ^{continue} contract to have ~~this the~~ the leadership of Presidents, the conference should be held in January 1997 following the next Presidential Election and the winner and loser should jointly chair the conference. This will also further evidence its nonpartisan and national importance.

ORGANIZATION:

It will take the time until January 1997 to organize a successful summit conference of this magnitude. The first step should be to secure the President's approval of its purpose and organization. The second step should be selection of the individual or individuals to secure commitments from the former Presidents and their wives. The third should be the selection of an inclusive and nonpartisan advisory committee. The fourth to plan the summit. The fifth to identify the attendees. The sixth to make it a success.

ITS SUCCESS:

and The success of the summit will depend on the willingness of the national leaders to follow-up by persuading their state and local leaders to strengthen national service and community volunteering in their states and local communities. This will require effective state and national service commissions and community volunteering structures. The state commissions and community volunteering structures should launch campaigns to strengthen citizens' national service, volunteer activities focused on curbing and reversing problems in education, public safety, health, and the environment. Duplication of programs and projects should be minimized and collaboration of programs and projects increased.

The national summit in 1997 should be followed up with evaluation summits either annually or bi-annually.

George Romney
July 21, 1995

July 17, 1995

BASIC OBJECTIVES

To strengthen social problem solving through volunteering and stipended community service by making that a top collaborative priority of the national service corporation.

IMMEDIATE OBJECTIVE

Keep the National Service Corporation and Americorps out of the coming campaign by securing presidential and congressional leadership agreement to restructure the corporation so it is absolutely non-partisan and will collaborate particularly with the Points of Light Foundation in strengthening the volunteer social sector.

PRINCIPLES TO BE APPLIED IN RESTRUCTURING

1. Must not duplicate.
2. Absolutely non-political.
3. Concentrate on collaboration, especially with the Points of Light Foundation.
4. Inclusive.
5. Keep administrative and operating costs to a minimum.
6. Consolidate the corporation's programs.
7. Have the flexibility of a non-profit organization and not burden programs and projects with governmental bureaucratic regulation.
8. Encourage non-stipended as well as stipended members of Americorps.
9. Delegate organization and execution of programs and projects to states, local governments and non-profits.
10. Do things the volunteer social sector is not capable of doing such as maintaining a reference inventory or clearinghouse about programs and projects that are successfully solving social and community problems.
11. Make the federal government a model employer and user of volunteers.
12. Require grantees to specify their plans to rely on volunteers.

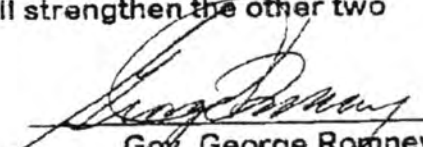
Call the legislation the "Corporation for National Service and Community Volunteering Act."

July 17, 1995

MY PREMISES

By Gov. George Romney

1. Social problems are our greatest threat.
2. Governments have failed and will continue to fail in reducing most social problems because they are people problems best solved by caring volunteers helping those needing help.
3. Non-profit agencies have not been sufficiently effective.
4. One to one and voluntary cooperation are the most effective and least costly methods of solving most social problems.
5. The volunteer social sector must be strengthened if America is to remain a great nation and be globally competitive.
6. Of America's four sectors, the volunteer social sector is the least recognized, understood, organized and utilized.
7. Most part time volunteers need full-time supervision that the corporation and Americorps could provide.
8. Strengthening the volunteer social sector with the support of the corporation should be above partisanship.
9. Strengthening the volunteer social sector will also require the cooperation of the other three sectors -- religious and moral, governmental and economic.
10. Strengthening the volunteer social sector will strengthen the other two sectors.



Gov. George Romney

William Raspberry

Growing Up, But Not in the Army

You hear it a lot from men my age: "The Army made me a man."

It's never quite clear what we nostalgic ones (mostly draftees) have in mind. But it seems to involve some combination of learning to get along with all sorts of people, growing accustomed to putting the group's interest above our own and discovering we can handle physical discomfort and even danger.

Nancy Geyer Christopher thinks we may simply be talking of growing up.

Military service—at least during the days of the draft—was a rite of passage into adulthood. Christopher won't call it that. She thinks the

A former private-school teacher and VISTA volunteer, Christopher believes that young people need "re-centering"—away from the "me" to the "we"—and that one way to accomplish it is to work with others on something that goes beyond their immediate self-interest. "A part of my mission is to draw attention to service not just as a nice thing to do but as a developmental necessity."

But if she believes it to be necessary, why wouldn't she require it? After all, a huge number of us who claim the military made men of us would never have volunteered for service.

She says one reason she opts for voluntary service is the knowledge of how difficult it has been for local public school districts to institute a service requirement. Clearly it would be far more difficult to do on a national non-school basis. Moreover, different people might be ready for a service stint at different times in their lives: some between high school and college, some during college, some after (or instead of) college. How would anyone enforce mandatory service—and with what sanctions? And how would you handle the fact that not enough identified service slots are available?

She'd like to do something about that last item. If young people are responsible for earning the right to adulthood, then adults are responsible for providing the opportunities for it to happen.

I don't know if opportunity without some sanction would work. I'm thinking particularly of some young people who may think of unpaid service as a chump's game—or who may see themselves as recipients, but not providers, of service. How do we entice them into earning their right of passage?

Christopher isn't sure. But she is certain that we need to find ways to make available to all our young people, male and female, the means to healthy adulthood—that we "need to stop trivializing growing up." And not just for young people.

If one mark of adolescence is carelessness with resources, she says, then the United States can be said to be in its own cultural adolescence. As she notes in her book: "The most shameless abuse of [America's] resources is that of its young people. Until we salvage our youth from this throwaway mentality and treasure them as the valuable resources they are, our nation will not mature and our young people will not grow up. Both must develop together."

She's got that passage right.

Ms. Christopher's aim is to begin changing American culture so that community service becomes the norm.

phrase "rite of passage" has become so trite as to be meaningless. She prefers to think of what we conscripts did as earning the "Right of Passage" as she calls her soon-to-be-published book, subtitled "The Heroic Journey to Adulthood."

Her idea, borrowed in part from Joseph Campbell, the comparative mythologist, is that the most satisfactory path to adulthood involves the pattern common to the heroes of myth (and common as well to old soldiers): "separation from home and all that is familiar, the initiation into the world between what was and what is to come—where one undertakes a task and undergoes a transformation—and the return (incorporation) to the community as a new individual."

Christopher, a Washington writer, is convinced that one source of our social problems—including the much remarked death of community—is that too few young people are earning the "right" of passage. What they need, she believes, is "an intensive service experience."

No, she does not propose a return to the draft. She doesn't even advocate mandatory service in something like AmeriCorps (though she does like the trend that has more and more high schools making some form of community service a requirement for graduation). Her more modest aim is to begin changing the American culture so that community service becomes the norm.

FAX**Date** 05/10/96**Number of pages including cover sheet** 14**TO:**Avelina Thompson/
Shirley Saperia.**Phone****Fax Phone**tel - 223-9186 X196
sto 5-2784**FROM:**Greer Forsyth
Points of Light Foundation
1737 H Street, NW
Washington, DC 20006**Phone**

202 223-9186 X 196

Fax Phone

202 223-9256

CC:Pls let me know what
parts of the meeting you will be attending for catering purposes**REMARKS:**☐

Urgent

☐

For your review

☒

Reply ASAP

☐

Please Comment

Thank you for your participation in our next strategic planning group meeting on May 14 & 15 at the Crystal City Courtyard Marriott. I would like to inform you that the dress code for this 2-day meeting is casual.

From the following menu, please select your choice and either fax it or call me with your preference. This is for the dinner on Tuesday evening and I must have this info by 11:00 am EST on Monday.

Dinner selections include:

- Choice of Virginia Peanut Soup or Soup of the Day (pre-selected) - pls choose one.
- Choice of House Salad of Field Greens with Pine Nuts and Balsamic Vinaigrette or Traditional Caesar Salad (pre-selected) pls choose one.
- Fresh Baked Bread and Butter
- New York Style Cheesecake or Ice Cream (pre-selected) pls choose one.
- Coffee, Decaffeinated Coffee, Hot Tea and Iced Tea

With a Choice of either:

- Marinated London Broil; or
- Grilled Salmon Fillet

If I can be of any further assistance, please do not hesitate to call me.

Greer Forsyth

May 10, 1996

Shirley Sagawa
Executive Director
Corporation for National and Community Service
1201 New York Avenue, N.W.
8th Floor
Washington, DC 20525

Dear Shirley:

I look forward to seeing you at the next meeting of the Strategic Planning Group for the Presidents' Summit on Community Volunteering and National Service, to be held on Tuesday, May 14 and Wednesday, May 15. Attached please find the agenda for our meeting. We will begin at 10:00 am on Tuesday and conclude at 2:30 pm on Wednesday. The meeting will be held at the: Crystal City Courtyard Marriott
2899 Jefferson Davis Highway
Arlington, VA.
(703) 549-3434

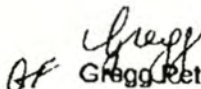
We had a very productive and stimulating meeting of the group on April 29, and made good progress on several key issues. Attached are Pat Bland's "flip chart" notes from the meeting, which will give you an idea of what we accomplished. Since our meeting on the 29th, we have thought more about the "key idea or message statement" given the suggestions of the group; rather than the statement "Everyone can do something meaningful, and, if most people did so, many of our serious social problems would be solved," we would propose:

**"Everyone has a gift to give that can change another person's life.
The collective power of those gifts can renew life in any community
because there are more people than problems."**

We will discuss this statement in the meeting, as well as the "shared beliefs" statement, which is also attached. Please let Greer know if we can do anything else regarding your travel or stay, (her number is 202-223-9186, ext 196).

Many thanks for your time and involvement as part of this important group. Pat and I look forward to seeing you next Tuesday.

Sincerely,


Gregg Petersmeyer

**THE PRESIDENTS' SUMMIT ON
COMMUNITY VOLUNTEERING AND NATIONAL SERVICE
AGENDA OF THE STRATEGIC PLANNING GROUP
MAY 14 AND 15, 1996**

TUESDAY, MAY 14 (10:00 AM - 5:00 PM)

- | | | |
|------|--|---------------|
| I. | Welcome and review of meeting objectives | 10:00 - 10:30 |
| II. | Develop the Summit mission statement
and discuss revised shared beliefs statement | 10:30 - 11:30 |
| III. | Discuss revised central message of the Summit | 11:30 - 12:00 |
| IV. | Lunch | 12:00 - 12:30 |
| V. | Agree on Summit Outcomes, Strategies and Tactics | |
| | A. Group discussion of Summit Outcomes | 12:30 - 1:30 |
| | B. Breakout groups to define Summit strategies and tactics | 1:30 - 3:00 |
| | Break | 3:00 - 3:15 |
| | C. Group presentation, discussion and refinement | 3:15 - 5:00 |

(End of work for the day)

Dinner (in the Grille Restaurant in the Courtyard Marriott)	6:30 pm
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WEDNESDAY, MAY 15 (8:00 AM TO 2:30 PM)

- | | | |
|------|---|---------------|
| I. | Discuss the evaluation plans for the Summit – how
will we measure the success of the Summit? | 8:00 - 10:00 |
| | Break | 10:00 - 10:15 |
| II. | Brainstorm Agreements by Sector Leaders | |
| | A. Breakout groups by Sector | 10:15 - 11:00 |
| | B. Presentation and Group Discussion | 11:00 - 12:00 |
| III. | Lunch | 12:00 - 12:30 |
| IV. | Determine the Summit Agenda | 12:30 - 2:00 |
| | - What happens at the Summit? | |
| | - Who presents and attends? | |
| V. | Discuss development of a communications plan
for the Summit | 2:00 - 3:00 |

Adjournment

NOTES
From
The Strategic Planning Group Meeting
on
April 29, 1996

The Strategic Planning Group of the President's Summit for Community Volunteering and National Service held its first meeting at the Capital Hilton in Washington, DC, on April 29th. In attendance (in alphabetical order) were: Mary Babson, Patricia Bland, Robert Goodwin, Timothy Hanlon, Virginia Hodgkinson, Eva Kasten, Thomas McKenna, Robert Payton, Gregg Petersmeyer, William Shore, Eugene Wilson, Harris Wofford, and Michael Woo.

The objective of this group was to

Develop a strategic plan for the Summit by June 9.

The objective of this meeting was:

1. **Agree on the key ideas underlying the Summit**
2. **Explore, speculate, reflect**

ISSUES:

- National Summit needs to lead to real action in communities focused on engaging citizens.
- Need to understand existing local delivery system/persuade them to act.
- How will the Summit's outcome materialize the linkage between national service and volunteering?
- How can you communicate a vision and make it inclusive enough?
- Common ground has been badly fragmented, how can we build it? Need to assert shared values.
- **Stakeholders** - who are we trying to reach (top-down or bottom-up) - who gets engaged in the process?
- Moral authority/yearn for a Kennedy and a Washington - who does the ask? How do we ask?
- Who is the target audience? Do we want to expand the pool?
- How do we find the real leaders?
- How many people really volunteer? - informal and formal - we have common values but they are not activated.

- Do we need to prove/demonstrate that community service solves problems - do we target problems?
- Building social capital and trust in communities - what contribution will the Summit make to that?
- The message to get across to people: that they can make a difference - a measure of the effectiveness.
- Tension between verifying impact and having more people accept their responsibility
- Depoliticize the process - the human thing
- Should we reactivate people who already volunteer - or reach out to new volunteers? Short term or long term intervention.
- Collectively, I am not alone.
- Our communities, our country be a better place
- Help solve community problems
- Improve the quality of life in a community
- Create a new possibility
- People are the solution, not the problem
- Building stronger communities
- Restore a sense of personal responsibility
- This is America's most distinctive virtue - this is what America can be about -- Individual action. Restore/preserve/enhance
- Every American has the office of citizen
- What is unique about this Summit?
 - Quantum Leap
 - What are our assets?
- What is the question to which the Summit is the answer?
- What should the Summit say? The challenge: the message vs the action
- What are the common values that we share as a nation?
 - What is the message of the Summit?
 - Who is the target audience?

SUMMIT BACKGROUND

1. Shared Beliefs
2. Other Positioning Factors:
 - Want to be additive, not competitive or duplicative; want to include all groups
 - Want to center on a dominate, core idea that all would admit is essential and say it right and/or synthesize what others do
 - A 3 to 5 year movement, not just a summit event
3. Organizing Frameworks:
 - Big idea/message
 - The "ends" are characteristics we all seek for every community
 - The "means" are individuals actions ("deeds") that help achieve those ends
 - Important to understand how people come to engage in deeds

How All People Can Help Solve Serious Social Problems in Their Community

Desired Community Characteristics	Commitment to Children, Youth Developing Good Character and Values, and Strong Families	Excellent Schools and a Culture that Fosters Lifelong Learning	Meaningful Employment Opportunities and the Hope of Economic Advancement	A Safe, Decent and Drug Free Place to Live in a Clean Environment	Quality Health Care and a Sense of Well Being
Examples of Community Problems	- Breakdown of the family - Teen pregnancy/Promiscuity - Child abuse and neglect - Inadequate parenting skills - Teen suicide - Racial hatred and prejudice - Youth turning to Crime and gangs - Lack of quality child care - Low self-esteem/lack of direction	- Limited parental involvement in child's education - Illiteracy - Low proficiency in science and math - Children starting school not ready to learn - School drop-outs - Poor learning environment - Lack of proficiency in English - Education not valued - Racial tensions in school - Special needs of children with disabilities - Lack of individual attention - lack of compelling goals	- No contact with career role models - Lack of job skills - No hope of economic advancement among low income youth - Limited job or career opportunities for refugees, recent immigrants and people with disabilities - Inability to obtain employment across racial lines - Lack of skills in managing household finances - Lack of skills for obtaining jobs such as resume writing, interviewing, etc.	- Shortage of affordable housing - Crime and drug-infested neighborhoods - Gang violence - Racial violence - Lack of safe recreational opportunities for children and families - Homelessness - Inadequate nutrition - Environmental/pollution problems	- Substance abuse - Alienation of people with disabilities - HIV/AIDS - Infant mortality - Isolation of terminally ill and their families - Inadequate access to affordable, quality health care - Physical and sexual abuse/ domestic violence
Examples of Community Solutions	- Mentoring/positive role models - Counseling/Education programs - Child care alternatives - Parenting skills training - Surrogate families/family counseling - Engaging people of different races in overcoming common problems - Teen hotlines and support groups - Recreational opportunities	- Tutoring - Volunteer teaching assistants - Mentoring/positive role models - Alternative places to study - One to one counseling - Informal community libraries - Individual and group tutoring in English - Partnerships between schools and universities, businesses and other organizations. - Children's programs that require parental involvement?	- Employment counseling: resume writing, interviewing skills, support groups - Job search assistance - Apprenticeships and job skills training - Personal and family budgetary counseling - Friendship, guidance and job counseling to immigrants/ refugees - Remove excuse for not hiring by providing individuals with tools to work effectively in organizations - Entrepreneurial opportunities - Career mentors	- Renovating/building affordable housing - Community crime prevention groups - Community anti-drug groups - Environmental education/ awareness - Safe recreational opportunities - Safe havens - Positive alternatives to destructive gang activities - Personal counseling and practical assistance for victims of crime	- Substance abuse education and rehabilitation - Companionship and assistance to seniors - Parental care and parental education - Hospice care/bereavement groups - Fulfilling activities for people with disabilities - Support for AIDS patients and their families - Free medical clinics and mobile units staffed by volunteer medical professionals - Shelter, counseling, hotlines and public awareness for abused women and children

The Journey of an Enterprising Point of Light: Stages of Engagement

Prepared to Engage (Traits)

A combination of the following personal characteristics already exist:

- Able to act on faith
- Bored or restless at some level
- Likes to see others do well
- Independent and quietly confident
- Energetic and enjoys practical, hard work
- Guided and sustained by deeply-held beliefs
- Helping is not new
- Positive and patient
- Empathy based on personal experience
- Ready to engage talents, interests and gifts

Trigger (Events)

One or more of the following events often trigger action:

- Hearing a story
- Coming to know of someone in need
- Being asked to help
- Gradually discovering a gift
- Fearing for the children
- Finding meaning in tragedy or a deeply troubling experience
- Experiencing a spiritual call or transformation
- Recognizing one's own aloneness

Sustained Action (Benefits)

The work is sustained because small successes are experienced at the human level. For example:

- Seeing lives change
- Developing new friendships
- Gaining a renewed sense of purpose
- Confronting the unknown and not getting bored
- Feeling better physically and emotionally

Success (Behavior)

The enterprising Points of Light believe they succeed for several reasons:

- Irrationally committed
- Targeting the roots of the problems
- Personal relationships, not bureaucratic programs
- Action and outcomes, not talk, process or structure
- Wary of educated incapacity
- Profoundly respectful of others
- Not afraid to have fun doing serious work
- Highly resourceful, but accepting of their own limitations

KEY IDEA/MESSAGE:**Beginning idea:**

"Everyone can do something meaningful, and if most people did so, many of our most serious social problems would be solved."

Comments/Suggestions:

- Everyone has something to give, and if everyone gave what they could, we would make a difference, it would change people's lives.
- Asset model/building - sense of hope - rather than deficit model
- More people than problems
- Everyone has a talent to give
- Renew rather than rebuild communities
- Everyone could be great if everyone served
- Show progress: make this a better/caring society
- Everyone has the capacity to change to life of someone else

What are the conditions that need to exist in a community in order for individuals to be engaged in need in his or her community?

**Desired
Characteristics
(Ends)**

xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx
xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx
xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx



**Solutions
(Means)**

Deeds

Deeds

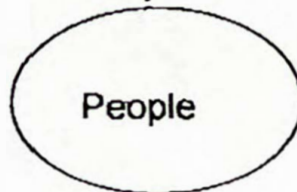
Deeds

Deeds

Deeds



Conditions



People

Examples of Conditions

- 1. Individuals would be aware of the meaningful things they could do successfully and would enjoy doing those things.**
- 2. Individuals would feel safe getting involved and would have control over their actions.**
- 3. There would be a high volume of opportunities for involvement in communities. There would be consistent media coverage of opportunities.**
 - new opportunities, break the mold
- 4. Individuals would feel that they are part of a larger movement; that they are not alone.**
 - this connects past and future; volunteering as a tradition
 - recognition of people already involved; praised
 - show the diversity of what is working - the stories of what is working
 - support systems would be in place to get people involved:
 - a. establish relationships, place to go
 - b. build new skills
 - incentives need be in place for people to get involved - tangible/intangible - people need to understand the benefits
 - there would be a sense of hope
- 5. Engagement in the lives of others would be a social norm; an expectation.**
 - involvement in the life of the community (not the lives of others)
 - all the sectors should interact to help people get involved
 - engagement in community causes:
 - children of communities are critical leaders
 - need to make an economic argument. (but may not be able to push very far)
 - need to make moral case, may be even more important
 - need to be able to generate interest beyond race, class
 - infrastructure must be built
 - opportunity must be there
 - people need to believe that there is a kinship with those you are being asked to help. (Good people temporarily in need because of circumstances beyond their control.)

Question:

What is the appropriate role for government in this Summit?

Conditions:

- Reinforcement of the value by the leaders in the community
 - How do we train/deploy leaders in service? Does that imply full-time service? - What is the role of full-time service?
 - Set of questions/ways to discuss this among leaders
- Search for common ground is what this is about

Summit Outcomes (by February' 97)

1. People around the country talk seriously about (Service) - dialogue, strategy, worldwide web, decentralize
2. Closer/new partnerships among "organizations in the field" rather than working separately.
3. Leaders of organizations make commitments to exploit/create the conditions. They understand what they each have to offer.
4. Stories of success are spread about organizations/individuals creating the conditions using their gifts - More service/more people involved (after the Summit)
5. By the Summit, a theoretical picture of a successful community is shared

After the Summit Outcomes (Within 3 Years)

6. Follow-up agreements years afterwards -- follow-up summits
 - Getting people to buy into premise - what is the fulfillment system that exists? How do you make it easier to them?
7. Depoliticize the debate about service - Bipartisan
8. Finding the way of asking questions of what's happening/outcome should be increased awareness.

Questions:**Who to Get Involved?**

- a. Who to see between now and June; and
- b. After the Steering Committee Meeting in June

- Hugh Price -- Urban League
- Alliance for National Renewal
- Independent Sector
- Dot Riddings -- Council on Foundations
- Adhoc committee from the world of media
- Corporation for Public Broadcasting
- Big Corporations/Business Roundtable
- Don Yankelovitch -- language and questions
- National Conference of Mayors
- Progress and Freedom Foundation
- Conservative Right Wing Thinking groups -- Heritage Foundation
- Groups on the left
- Emmitt Carson -- volunteer participation
- NAACP
- Council of LaRaza
- Children's Defense Fund
- Annie E. Casey Foundation -- Ralph Smith
- National Assembly of Health & Human Service organizations
- United Way
- YSA
- Red Cross
- Public Allies/Cool/Campus Compact
- Michael Brown
- Cityyear
- Communities of Faith (eg):
 - National Council of Churches
 - Baptist Church , etc... ..
- Regional Association of Grantmakers
- Community Foundations
- Amita Etzioni
- Jane Adams Fellows
- Amy Weinberg - Lallapelock

Presidents' and First Ladies' Role:

- Get as much media as possible
- Great forum for ask what you can do for your country
- Get them to actually do service
- Declaration of the office of the President
- Collective moral authority
- Ask them what they would do individually
- Use libraries/centers to implement as the secondary sites

Other Issues:

- The **name** of the event
- The announcement strategy

Homework:

1. Shared Beliefs -- review
2. List -- add to it
3. Sector strategies
4. Respect by peers -- Interest/Commitment

Key Outcomes Evaluation Indicators Worksheet

3 yr outcomes

In the spaces below, please indicate up to four project outcomes you think are most important for the overall success of the Presidents' Summit. Then, from your perspective, briefly describe why you think these are the most important. Next, suggest evidence which would indicate to you that the outcome had been successfully accomplished.

Outcome 1:	Why Important
<i>Agreements Implemented</i>	<i>If not implemented, what good is it to have agreements?</i>
Evidence of Successful Accomplishment for Outcome #1	
<i>Leaders of organizations signing agreements have taken appropriate steps outlined in agreements</i> <i>Others in the sector have signed on + also taken steps</i>	

Outcome 2:	Why Important
<i>Americans believe</i>	<i>Summit is about changing Americans' <u>thinking</u> about service - <u>Thinking</u> is precursor to <u>action</u></i>
Evidence of Successful Accomplishment for Outcome #2	
<i>Polls show before/after picture of beliefs</i>	

Outcome 3:	Why Important
More Effective Involvement	# of volunteers ↑ # of hours of service ↑ Action is critical - not just changed beliefs
Evidence of Successful Accomplishment for Outcome #3	
Effectiveness measured by - in key communities, nature of volunteer work becomes more substantive + direct - more more organizations adopt "service as a strategy" for solving problems - volunteers serve in orgs that previously did not use volunteers to deliver services	

Outcome 4:	Why Important
Results	If all the other variables proof successful yet no problems are meaningfully addressed, one would wonder why we want more people engaged in service - just to feel good?
Evidence of Successful Accomplishment for Outcome #4	
Through case studies, some key communities show real change / in progress on issues identified locally. Community members attribute change to summit + service	

- When surveyed, key leaders in "problem solving" field identify service as an effective strategy (nonprofit, local govt, etc.)
- Reports issued by foundations, nonprofits, etc. ~~about~~ about serious problems (like the Carnegie Turning Points study) identify service as an effective strategy to solve problems

KEY CURIOSITIES

Introduction: This form is designed to allow you to influence the purposes and design of the project's evaluation. Basically, we want to know **what** you are curious about, **why** you want the information, and **when** it would be most useful. We ask that you sign the form and include your telephone number so we can follow-up to clarify any information. We will probably be unable to meet everyone's curiosities, but we will be as responsive as possible.

Name: Shirley Sagawa

Phone: 202 606 5000

1. I would like to know...

whether the Summit significantly shifted beliefs about the potential of service to change communities and what actions happened as a result

Because...

Changing beliefs is only useful if it leads to action and we need a new way to deal with the countries problems if government and traditional volunteerism are not the answers.

This information would be most useful to me if I received it by: _____

2. I would like to know...

Because...

This information would be most useful to me if I received it by: _____

3. Others (e.g., name one group: _____)

would like to know...

Because...

This information would be most useful to me if I received it by: _____

**THE PRESIDENTS' SUMMIT ON
COMMUNITY VOLUNTEERING AND NATIONAL SERVICE
AGENDA OF THE STRATEGIC PLANNING GROUP
MAY 14 AND 15, 1996**

TUESDAY, MAY 14 (10:00 AM - 5:00 PM)

- | | | |
|------|---|---------------|
| I. | Welcome and review of meeting objectives | 10:00 - 10:30 |
| II. | Develop the Summit mission statement
and discuss Summit frameworks | 10:30 - 12:00 |
| III. | Lunch | 12:00 - 12:30 |
| IV. | Agree on Summit Outcomes, Strategies and Tactics | |
| | A. Group discussion of Summit Outcomes | 12:30 - 1:30 |
| | B. Breakout groups to define Summit strategies and tactics | 1:30 - 3:00 |
| | Break | 3:00 - 3:15 |
| | C. Group presentation, discussion and refinement | 3:15 - 5:00 |

(End of work for the day)

Dinner (in the Grille Restaurant in the Courtyard Marriott)	6:30 pm
--	----------------

WEDNESDAY, MAY 15 (8:00 AM TO 2:30 PM)

- | | | |
|------|--|---------------|
| I. | Discuss the evaluation plans for the Summit -- how
will we measure the success of the Summit? | 8:00 - 10:00 |
| | Break | 10:00 - 10:15 |
| II. | Brainstorm Agreements by Sector Leaders | |
| | A. Breakout groups by Sector | 10:15 - 11:00 |
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| | - What happens at the Summit? | |
| | - Who presents and attends? | |
| V. | Discuss development of a communications plan
for the Summit | 2:00 - 3:00 |

Adjournment

**Summit Strategic Planning Group
List of Attendees at the
Meeting on May 14 & 15**

Mary Babson	- Principal, Arthur Anderson
Patricia Bland	- Senior Vice President, The Points of Light Foundation
Michael Brown	- Co-Founder, City Year
Sharon Campbell	- Consultant, Formative Evaluation Research Associates (FERA)
Paula Forman	- President, Wells, Rich, Greene, BDDP
Timothy Hanlon	- Partner, Bozell Worldwide Inc.
Virginia Hodgkinson	- Vice President of Research, Independent Sector
Eva Kasten	- Executive Vice President, The Advertising Council
Regina Kelly	- Executive Vice President, Saatchi & Saatchi
Wayne Meisel	- President, Bonner Foundation
Mario Marino	- Chairman, Marino Institute
Thomas McKenna	- National Executive Director, Big Brothers/Big Sisters of America
Gregg Petersmeyer	- Chairman
Shirley Sagawa	- Executive Director, The Corporation for National Service
John Seeley	- President, Formative Evaluation Research Associates (FERA)
William Shore	- Executive Director, Share Our Strength
Terry Williams	- Director, McKinsey & Company
Eugene Wilson	- President, Youth Development, Kauffman Foundation
Harris Wofford	- CEO, The Corporation for National Service
Michael Woo	- Western States Director, Corporation for National Service

**The Presidents' Summit for
Community Volunteering and National Service
Summit Strategic Planning Group**

As of May 14, 1996

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Kauffman Foundation
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Michael Woo
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The Corporation for National Service
Western States Office
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Suite 11101
Los Angeles, CA 90024-3671

Tel: 310-235-7072
Fax: 310-235-7075

THE PRESIDENTS' SUMMIT

ELEMENTS OF THE FINAL STRATEGIC PLAN

I. Mission of the Summit

- A. What the problem the Summit is the answer to?
- B. The Mission Statement

II. The Shared Beliefs and Principles Underlying the Summit

III. The Central Message of the Summit

- A. The message
- B. The target audience

IV. The Summit Outcomes

- A. The phases/outcomes by February, 1997 and by February, 2000
- B. Strategies to achieve outcomes
- C. Agreements by leaders of each sector/tactics to implement strategies
- D. How the Summit's success will be measured/evaluation plan

V. The Summit Agenda

- A. What happens at the Summit itself
- B. Who presents/who attends the Summit
- C. The Presidents' role

VI. The Communications Plan

- A. Messages/positioning/segmentation
- B. Required resources

VII. Administrative Issues

- A. Summit Budget
- B. Funding Sources
- C. Organizational Structure

Draft of July 21, 1995
by George Romney
with his editings

LEADERSHIP SUMMIT FOR NATIONAL SERVICE AND COMMUNITY VOLUNTEERING

PREMISE:

We must curb and reverse the vitally serious social problems and ~~reconstruct~~ ^{next} torn communities or they will render us noncompetitive globally and terminate us as a great nation. This will require cooperation and support of top leadership from all four sectors, nationally and locally.

PURPOSE:

To persuade top leadership from the four sectors that America's future global competitiveness requires its vitally serious social problems to be curbed and reduced and its torn communities to be connected.

The needed cooperation between such leadership should start with a summit at the national level. The conference should convene inclusive top leadership from the four sectors: 1) ^{Religious} ~~religions~~ and moral; 2) business and labor; 3) volunteer and social; 4) national, state and local government. Citizens of all ages should be among the invitees.

To secure their attendance and recognition of the urgent need for such cooperation and its nonpartisan nature, the conference should be convened by the President and his wife and all former Presidents and their wives. To make certain the cooperation will ^{continue} ~~contract~~ to have ~~this the~~ ^{the} leadership of Presidents, the conference should be held in January 1997 following the next Presidential Election and the winner and loser should jointly chair the conference. This will also further evidence its nonpartisan and national importance.

ORGANIZATION:

It will take the time until January 1997 to organize a successful summit conference of this magnitude. The first step should be to secure the President's approval of its purpose and organization. The second step should be selection of the individual or individuals to secure commitments from the former Presidents and their wives. The third should be the selection of an inclusive and nonpartisan advisory committee. The fourth to plan the summit. The fifth to identify the attendees. The sixth to make it a success.

ITS SUCCESS:

2d The success of the summit will depend on the willingness of the national leaders to follow-up by persuading their state and local leaders to strengthen national service and community volunteering in their states and local communities. This will require effective state and national service commissions and community volunteering structures. The state commissions and community volunteering structures should launch campaigns to strengthen citizens' national service, volunteer activities focused on curbing and reversing problems in education, public safety, health, and the environment. Duplication of programs and projects should be minimized and collaboration of programs and projects increased.

The national summit in 1997 should be followed up with evaluation summits either annually or bi-annually.

George Romney
July 21, 1995

REVISED LIST OF SUMMIT OUTCOMES

Outcomes by February, 1997

1. The Summit demonstrates that the collective power of people giving their gifts can create communities in which people want to live and work.
2. People around the country engage in serious dialogue(s) about the Summit's key message and discuss how to encourage and support "everyone giving his or her gift" to the community.
3. Leaders of organizations and communities make commitments to create the conditions which would lead to "everyone giving his or her gift" to the community.
4. Stories of success are spread by the media and others about how individuals and organizations are creating the conditions which would lead to "everyone giving his or her gift" to the community.
5. Closer partnerships are formed between organizations that are part of the "service field" as a result of their participation in the Summit.

Summit Outcomes (Within 3 years)

1. Agreements made at the Summit are implemented in communities nationwide.
2. The American people have an awareness of the Summit's central message.
3. A majority of the American people believe that everyone has a gift to give that can make a difference in another person's life, and that the willingness to give these gifts freely is America's most distinctive virtue.
4. National service and community volunteering are "depoliticized."

Under in a new era

Challenge
even person to seek
responsibility to take
action

Buy in

Redefines the roles of

every inst + American

to unleash the

power of civic

action to

solve problems

talk about
needs +
how to solve
problems
assets of
community
service
problem

Solving problem
community

everyone

EXAMPLES OF TALENTS, INTERESTS AND GIFTS USED BY COMMUNITY ACTIVATORS TO HELP SOLVE SERIOUS SOCIAL PROBLEMS

SPORTS

Baseball
Basketball
Bowling
Boxing
Equestrian
Football
Golf
Gymnastics
Hiking
Hockey
Ice Skating
Martial Arts
Running
Snow Skiing
Soccer
Swimming
Tennis
General Athletics

THE ARTS

Acting
Artwork
Dancing
Playing Instruments
Rap Music
Singing

OTHER INTERESTS/SKILLS/HOBBIES

✓ Acrobatics, Clowning, Riding Unicycles
✓ Bible Study
✓ Bicycles
✓ Bilingual
✓ Brailling
✓ Carpentry/Woodworking/Metalworking
✓ Chess
✓ Cooking
✓ Creative Writing
✓ Environment
✓ Gardening
✓ Mechanical Skills
✓ Organizational Skills
✓ Reading/Storytelling
✓ Sewing
✓ Social Skills

LIFE EXPERIENCES

✓ Crime Victim
✓ Death of a Loved One
✓ Disability
✓ Homelessness
✓ Illiteracy
✓ Illness
Knowledge of Other Cultures
Low-income
Migrant Farm Worker
Parenting
Physical Abuse
Refugees
Substance Abuse
Veteran

PROFESSIONAL EXPERIENCE

Athletics
Business
Clergy
Coaching
Computer/Office
Construction
Counseling/Social Services
Engineer
Firefighting
First Aid/Search and Rescue Techniques
Food Service Industry
Government
Law Enforcement
Legal
Lodging
Media
Medical
Military
Philanthropy
Psychology
Science
Speech Therapy
Teaching

SPECIAL RELATIONSHIPS

Befriending Young People
Enjoys Company of Senior Citizens
Enjoys Working with Peers with
Disabilities

OTHER INTERESTS/SKILLS/HOBBIES

Acrobatics, Clowning, Riding Unicycles

- Entertain and befriend young people to keep them off the streets and out of gangs - 49

Bible Study

- Lead Bible study with women inmates of a correctional facility - 50

Bicycles

- Rebuild used bicycles to give to low-income young people and teach them to ride - 51

Bilingual

- Tutor immigrants in English and help them adjust to American culture - 52, 53, 54, 55, 56, 57, 58
- Translate and provide comfort to hospitalized Spanish-speaking children - 59

Braille

- Translate reading materials into braille for people who are blind - 60

Carpentry/Woodworking/Metalworking

- Teach high school students carpentry, woodworking, and metalworking skills - 61
- Teach woodworking skills to needy youth as a "Big Brother" - 62
- Perform carpentry tasks in the homes of people who are disabled to make their homes more comfortable - 63

Chess

- Use chess to enhance the learning skills of elementary students, helping to increase their ability to concentrate, think logically, and solve problems - 64

Cooking

- Prepare and serve meals daily to needy people in the community - 42
- Serve as a foster grandparent to teenage boys who reside in a group home and bake treats for them to enjoy when they visit - 65

Creative Writing

- Send greeting cards to senior citizens on their birthdays and special occasions - 66

Environment

- Teach youth to appreciate the environment through hands-on experiences with nature - 67, 68, 69
- Inspire other Scouts to practice conservation and concern for their environment by starting a recycling program and maintaining a local park - 70

Gardening

- Create a community greenhouse operated by senior citizens, juvenile offenders, individuals

- with disabilities and other local residents which provides food for low-income families - 71
- Form a neighborhood gardening and clean-up group to beautify the community and foster a sense of pride - 72

Mechanical Skills

- Build adaptive equipment for individuals with disabilities - 73

Organizational Skills

- Organize neighbors to fight crime and drugs - 74
- Organize a community service program for college students during their spring break - 75
- Start a program where fellow students can learn more about crime and how to stop it - 76
- Organize a national coalition of college students to promote literacy - 77

Reading/Storytelling

- Read to preschool children - 78, 79
- Create a library at home for neighborhood kids - 80
- Teach prisoners to read and train volunteer literacy instructors - 81
- Provide low-income teenage mothers with books and teach the importance of reading to their children - 82
- Works as adult literacy tutor - 47, 83, 84, 85

Sewing

- Sew quilts and other useful items for the homeless, disaster victims, and nursing home residents - 86

Social Skills

- Provide support groups and teach social skills, personal health, parenting, and job-hunting skills to imprisoned women - 87, 50
- Teach table manners, etiquette and social skills to girls to build their self-esteem - 88

LIFE EXPERIENCES

Crime Victim

- Found a program to educate men and women on being better parents - 89
- Teach puppeteering to juvenile offenders and create performance opportunities - 90
- Counsel and inform crime victims - 91
- Operate a support and friendship group to crime victims and their families - 92, 93

Death of a Loved One

- Establish a bereavement group to help children and parents deal with the death of a family member - 94, 95, 96, 97, 98, 99, 100
- Provide job training and emotional support to women re-entering the workforce who have been displaced by divorce, abuse, or death of spouse - 102, 103
- Form a support group for individuals grieving for loved ones who committed suicide - 101

Disability

- Visit other individuals with disabilities in rehabilitation centers and nursing homes to offer encouragement and ease their fears - 104
- Speak to students and others on drinking and driving to prevent disabling automobile accidents - 105
- Teach sign language and the use of Telecommunication Devices for the Deaf (TDD) and serve as a liaison and translator for those who are hearing impaired - 106, 107
- Install specially designed equipment and make minor alterations in the homes of those who are disabled - 63
- Encourage others with disabilities to challenge themselves and pursue athletics - 20
- Work with other young people with disabilities - 108
- Provide information, training, referral and guidance for other parents with special needs children - 109
- Teach independent living skills to others who are blind - 7
- Form a bowling league for other disabled adults - 8
- Teach sign language and lead choir and worship services for the deaf or blind - 110
- Read and spend time with children with birth defects and feed and hold other high-risk infants - 111
- Match parents of children with disabilities with experienced parents of children with similar disabilities - 112
- Adopt children with disabilities - 113
- Teach personal health and life skills to people with developmental disabilities - 114
- Coach and chaperon for the Special Olympics - 31

Homelessness

- Open a shelter, counseling, and training program for homeless people - 115
- Perform plays and educate others about the plight of the homeless - 35
- Provide assistance and support to other homeless individuals - 116, 117

Illiteracy

- Teach others how to read and from own experience with being illiterate, give lectures promoting literacy- 118, 119
- Form an adult literacy program for others challenged by illiteracy - 120
- Teach reading to fellow non-reading employees and prison inmates - 121

Illness

- Mobilize community members to create a home that provides affordable lodging and a supportive environment for out of town families of hospital patients - 122
- Visit mastectomy patients before surgery to discuss rehabilitation - 123
- Match cancer survivors with patients to provide friendship and support - 123, 124, 125
- Provide assistance and support to other HIV positive or AIDS patients and their families - 126, 127, 128
- Organize friends and volunteers to deliver hot meals to AIDS patients - 129
- Counsel family members of alcoholics - 130

The Journey of Those Who Give of Themselves to Others: Stages of Engagement

Prepared to Engage (Traits)	Trigger (Events)	Sustained Action (Benefits)	Success (Behavior)
A combination of the following personal characteristics already exist: • Able to act on faith • Bored or restless at some level • Likes to see others do well • Independent and quietly confident • Energetic and enjoys practical, hard work • Guided and sustained by deeply-held beliefs • Helping is not new • Positive and patient • Empathy based on personal experience • Ready to engage talents, interests and gifts	One or more of the following events often trigger action: • Hearing a story • Coming to know of someone in need • Being asked to help • Gradually discovering a gift • Fearing for the children • Finding meaning in tragedy or a deeply troubling experience • Experiencing a spiritual call or transformation • Recognizing one's own aloneness	The work is sustained because small successes are experienced at the human level. For example: • Seeing lives change • Developing new friendships • Gaining a renewed sense of purpose • Confronting the unknown and not getting bored • Feeling better physically and emotionally	Those who give of themselves to others believe they succeed for several reasons: • Irrationally committed • Targeting the roots of the problems • Personal relationships, not bureaucratic programs • Action and outcomes, not talk, process or structure • Wary of educated incapacity • Profoundly respectful of others • Not afraid to have fun doing serious work • Highly resourceful, but accepting of their own limitations

**DESIRED COMMUNITY CHARACTERISTICS:
THE COLLECTIVE RESULT OF DIFFERENT ACTIVITIES**

**COMMITMENT TO CHILDREN, YOUTH
DEVELOPING GOOD CHARACTER AND
VALUES, AND STRONG FAMILIES**

- Mentoring/Positive Role Models
- Counseling/Education Programs
- ✓ Child Care Alternatives
- ✓ Parenting Skills Training
- ✓ Surrogate Families/Family Counseling
- Hotlines and Support Groups
- Recreational Opportunities

**EXCELLENT SCHOOLS AND A CULTURE
THAT FOSTERS LIFELONG LEARNING**

- Tutoring
- Volunteer Teaching Assistants
- Mentoring/Positive Role Models
- Alternative Places to Study
- One to One Counseling
- Informal Community Libraries
- Individual and Group Tutoring in English
- Institutional Partnerships
- Programs Requiring Parents' Involvement

**MEANINGFUL EMPLOYMENT
OPPORTUNITIES AND THE HOPE OF
ECONOMIC ADVANCEMENT**

- Comprehensive Employment Counseling
- ✓ Apprenticeships and Job Skills Training
- Personal and Family Financial Counseling
- Friendship and Counseling to Immigrants
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- Career Mentors

**A SAFE, DRUG-FREE AND DECENT PLACE
TO LIVE IN A CLEAN ENVIRONMENT**

- Renovating and Building Affordably
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- ✓ Assistance to the Homeless

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WELL-BEING**

- Substance Abuse Education and Recovery
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- Child Care Classes for Parents
- Hospice Care/Bereavement Groups
- Fulfilling Activities for the Disabled
- Support for the Ill and Their Families
- Free Medical Services from Professionals
- Services for the Abused

Child Care Alternatives

- Turn unused buildings into housing complexes, community centers, day care centers and/or a job training facilities in low-income communities - 295, 296, 297
- Teach a babysitting course for young adults to train them in emergency procedures and first aid - 349
- Recruit other seniors as daycare providers to inner-city children - 406
- Assist military families in finding day care and work to alleviate the shortage of adequate child care - 507
- Provide free child care to single parent or homeless families so that parents can look for employment or study - 508, 509, 510, 511, 512, 963

Parenting Skills Training

- Found a program to educate men and women on being better parents - 89
- Lead support groups and seminars to help mothers and fathers become better parents - 165, 166
- Establish a support group for other single teenage parents - 168
- Offer guidance and support to other parents with a history of abuse through a hotline, in-home crisis intervention program and mentoring - 182
- Provide a supportive, homelike environment for young mothers or pregnant women - 416, 513
- Offer young mothers who have been convicted of a crime an alternative to incarceration by providing prenatal care, substance abuse treatment and family intervention - 514
- Teach parenting skills to young parents - 496, 510, 511, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 738, 964
- Counsel young mothers and inform them about resources available to them in the community after they give birth - 526, 527, 528
- Mentor young, unmarried pregnant women during their pregnancy - 529, 530, 531
- Counsel homeless women in proper child care - 532
- Offer nutritional classes and communications skills training for residents of a public housing project - 533

Surrogate Families/Family Counseling

- Serve as a foster grandparent to teenage boys who reside in a group home - 65
- Adopt children with disabilities - 113
- Take in foster children and serve as a liaison between children, families and the court - 169, 534, 535
- Provide a home for infants who are born HIV positive and recruit other foster or adoptive families for children with illnesses - 170, 536
- Serve as a court appointed advocate for abused and neglected children - 425, 426, 516, 538, 539
- Create a loving home for foster children - 174, 537
- Befriend and assist abused and neglected children - 167, 427, 488, 540, 541, 542, 543, 738, 854, 944, 945, 946, 947, 948, 964, 998
- Teach young people how to cope with peer pressure and family conflicts and develop a positive self-image - 428

Apprenticeships and Job Skills Training

- Teach high school students carpentry, woodworking, and metalworking skills - 61, 544
- Teach woodworking skills to needy youth as a "Big Brother" - 62
- Teach job and academic skills to other low-income youth - 156
- Use computer and office skills to help individuals on public assistance to become self-sufficient and find jobs - 162
- Establish a center for people who are homeless, recovering substance abusers which provides support groups and job placement - 200, 201, 485, 508, 523, 532, 644, 645, 720, 721, 722, 723, 724
- Provide support to troubled veterans such as counseling, employment and financial guidance, and substance abuse treatment - 205, 206, 207, 208, 209, 210, 211
- Open a small business that employs homeless and disabled individuals and teaches employable skills - 231
- Provide in-class instruction on computers, video cameras and other equipment and serve as positive role models - 237
- Train homeless individuals in retailing - 238
- Work with student apprentices to build or repair housing for low-income or disabled individuals - 270
- Hire and train homeless individuals to work on construction projects - 271
- Create a volunteer ambulance corps to teach job skills to young people while providing medical services - 289
- Teach search and rescue skills to Native American youth, then provide emergency rescue service throughout their community - 290
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- Teach homeless men and women proper handling and preparation of food to help them obtain employment in the food service industry - 293, 520
- Teach culinary skills to young people overcoming substance abuse - 294
- Teach students about media and broadcasting, assist homeless families with securing housing and obtaining employment - 326
- Organize military personnel to work with special education students at a local high school to teach them employable skills - 368
- Start a t-shirt company managed by young men to provide work experience - 480
- Offer vocational training to residents of a housing project - 497
- Start a program that offers young people the opportunity to gain work experience - 505
- Teach young people computer and word processing skills - 614
- Help individuals in need earn their GED, develop job skills and find employment - 515, 520, 531, 616, 637, 639, 725, 726
- Form a partnership with local employers to help unemployed residents find employment and develop job skills - 727
- Teach migrant workers construction skills as they refurbish dilapidated housing - 728
- Offer job training and placement assistance to mentally ill individuals - 729
- Conduct job skills training sessions for abused women - 730
- Run a thrift shop where young people with disabilities can earn job experience - 731

Positive Alternatives to Gang Activities

- Organize a baseball league for low-income children - 1
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- Teach inner-city youth how to skate and play hockey - 17
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- Teach firefighting and/or fire prevention and safety skills to disadvantaged young people - 284, 285
- Create a youth-run business enterprise for low-income students to learn to become entrepreneurs - 304
- Educate parents about techniques to prevent their children from joining gangs - 311
- Start a youth club in a low-income community and arrange for field trips and guest speakers - 312
- Provide an alternative to gang and criminal involvement by starting a teens' club - 313
- Lead a Cub Scout troop for boys from low-income neighborhoods - 366
- Provide young inner city men with mentors who discourage them from gang involvement - 410
- Establish a Boys and Girls Club which provides educational and recreational opportunities for inner-city youth - 436
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- Help locate missing children - 805
- Explain legal issues to and provide transportation for senior victims of crime - 806

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- Perform plays educate others about the plight of the homeless - 35
- Provide assistance and support to other homeless individuals - 42, 116, 117, 769
- Provide young women who are homeless with food, shelter, counselling and educational opportunities - 161
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Achieving Desired Community Characteristics: The Collective Value of Individual Solutions

Desired Community Characteristics	Commitment to Children, Youth Developing Good Character and Values, and Strong Families	Excellent Schools and a Culture that Fosters Lifelong Learning	Meaningful Employment Opportunities and the Hope of Economic Advancement	A Safe, Decent and Drug Free Place to Live in a Clean Environment	Quality Health Care and a Sense of Well Being
Examples of Community Problems	- Breakdown of the family - Teen pregnancy/Promiscuity - Child abuse and neglect - Inadequate parenting skills - Teen suicide - Racial hatred and prejudice - Youth turning to Crime and gangs - Lack of quality child care - Low self-esteem/lack of direction	- Limited parental involvement in child's education - Illiteracy - Low proficiency in science and math - Children starting school not ready to learn - School drop-outs - Poor learning environment - Lack of proficiency in English - Education not valued - Racial tensions in school - Special needs of children with disabilities - Lack of individual attention - lack of compelling goals	- No contact with career role models - Lack of job skills - No hope of economic advancement among low income youth - Limited job or career opportunities for refugees, recent immigrants and people with disabilities - Inability to obtain employment across racial lines - Lack of skills in managing household finances - Lack of skills for obtaining jobs such as resume writing, interviewing, etc.	- Shortage of affordable housing - Crime and drug-infested neighborhoods - Gang violence - Racial violence - Lack of safe recreational opportunities for children and families - Homelessness - Inadequate nutrition - Environmental/pollution problems	- Substance abuse - Alienation of people with disabilities - HIV/AIDS - Infant mortality - Isolation of terminally ill and their families - Inadequate access to affordable, quality health care - Physical and sexual abuse/ domestic violence
Examples of Community Solutions	- Mentoring/positive role models - Counseling/Education programs - Child care alternatives - Parenting skills training - Surrogate families/family counseling - Engaging people of different races in overcoming common problems - Teen hotlines and support groups - Recreational opportunities	- Tutoring - Volunteer teaching assistants - Mentoring/positive role models - Alternative places to study - One to one counseling - Informal community libraries - Individual and group tutoring in English - Partnerships between schools and universities, businesses and other organizations. - Children's programs that require parental involvement'	- Employment counseling: resume writing, interviewing skills, support groups - Job search assistance - Apprenticeships and job skills training - Personal and family budgetary counseling - Friendship, guidance and job counseling to immigrants/ refugees - Remove excuse for not hiring by providing individuals with tools to work effectively in organizations - Entrepreneurial opportunities - Career mentors	- Renovating/building affordable housing - Community crime prevention groups - Community anti-drug groups - Environmental education/ awareness - Safe recreational opportunities - Safe havens - Positive alternatives to destructive gang activities - Personal counseling and practical assistance for victims of crime	- Substance abuse education and rehabilitation - Companionship and assistance to seniors - Parental care and parental education - Hospice care/bereavement groups - Fulfilling activities for people with disabilities - Support for AIDS patients and their families - Free medical clinics and mobile units staffed by volunteer medical professionals - Shelter, counseling, hotlines and public awareness for abused women and children

POSSIBLE PROBLEM STATEMENT AND MISSION FOR THE SUMMIT

Problem Statement:

The "magnitude of our social problems will require that all citizens and institutions make a commitment to volunteering as a way of life.." (Governor Romney). However, organizations and individuals in the public, private, nonprofit and philanthropic sectors don't recognize volunteering as one of the most critical tools for addressing community problems; and those who are engaged as volunteers don't see how their contribution is going to make a real difference. Without the full utilization of Americans who can give of their time to others, America will never overcome these problems.

— people don't feel responsible
— can't make a difference
— problems that can be solved aren't

The Mission Statement of the Summit:

Catalyst to mobilize
To trigger a series of actions that will instill in the American people the belief that:

- 1) everyone has a gift to give that can make a difference in the life of another person;
- 2) if most people gave their gifts, America's communities would be transformed for the better; and
- 3) there is an urgent need to give those gifts now.

actions to mobilize

act together

Involvement

*responsibility
opportunity*

action

citizenship

communities together

solving problems

release civic power

create volume of effective engagement

To mobilize the American people to act together / individually to solve problems

community