

2020



9/11 Day of Service  
and Remembrance  
September 11, 2020

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# ABOUT 9/11 DAY OF SERVICE

- Beginning in 2002, family members who lost loved ones in the 9/11 attacks lead the effort for an appropriate and fitting tribute to honor their loved ones and those who volunteered to serve our country in response to the tragedy.
- In addition to tributes and commemorations, they sought to establish a national tradition that engaged our country in volunteer service that was forward looking and helped those in need, creating a lasting legacy for their loved ones.
- The leadership and efforts of these family members resulted in the legislative establishment of the September 11th National Day of Service and Remembrance in April of 2009. The Corporation for National and Community Service (CNCS) was charged with supporting this effort across the country.
- Each year, CNCS works with 9/11Day.org, our grantees, and faith-based, local, and national organizations to expand volunteering that honors the sacrifice of the families affected by September 11, 2001.



# KEY MESSAGES

- On September 11, and the days leading up to it, our country marks the anniversary of the 2001 terrorist attacks that rocked our country. As we reflect on that moment in our history, we will honor the victims, first responders, and citizens who stood up to serve our nation through military service with tributes, memorial services, and volunteer service.
- Since September 11, 2001, millions of Americans have come together with a common purpose to honor 9/11 and commemorate the tragedy through volunteer service. Together, they represent a shared belief that by neighbor helping neighbor, we can make our country stronger and better for decades to come.
- This year we encourage you to join this American tradition and help your community by participating in the September 11th National Day of Service and Remembrance.
- Every community has needs, large and small. September 11th and the surrounding days are opportunities to demonstrate your patriotism and make a commitment to address them by volunteering in honor of 9/11 and throughout the year.
- You can also create volunteer opportunities that represent personal causes. Lead a group to accomplish tasks that need a concentration of energy and people such as winterizing homes, or join a volunteer opportunity led by one of the thousands of organizations across the country recognizing this national day of service and remembrance.
- For additional resources on 9/11 Day of Service and Remembrance visit, [www.911day.org/lesson-plans](http://www.911day.org/lesson-plans)

# 9/11 National Day of Service and Remembrance Social Media Toolkit



In the days, weeks, and months following the tragedy of September 11, 2001, Americans came together to lift each other up, help communities heal, and make our country stronger. September 11th National Day of Service and Remembrance pays tribute to those we lost by recapturing our patriotic duty to serve others through volunteering and service.

As you join or organize volunteer projects in your community, use these resources to highlight the importance of this day.

## TAKE ACTION

Find a Volunteer Opportunity: Sign up at <https://www.volunteerar.org/volunteer-sign-up>

Register Your Project: Visit <https://www.volunteerar.org/organization-sign-up> to recruit volunteers for your event.

Learn More: Learn the history and significance behind this National Day of Service at [nationalservice.gov/911day](http://nationalservice.gov/911day).

## SOCIAL MEDIA TIPS, GRAPHICS, AND SAMPLE MESSAGES

Encourage Others to Serve: Share information on your website and social media channels about your September 11th Day of Service plans, and inspire others to join existing service projects or organize their own.

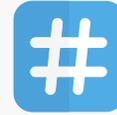
Use the **#911Day** Hashtag: Include your volunteer service project in the national conversation.

Display Service as An Act of Patriotism: Share our graphics to show how your service project is part of a nationwide day of volunteerism and patriotism.

Click the graphic below you wish to download:



@Engage\_AR  
@AmeriCorps



#911Day  
#DayOfService



@Engage Arkansas  
@AmeriCorps

## SAMPLE SOCIAL MEDIA MESSAGES:

*[Before 9/11/20]*

September 11th is a **#DayOfService** to honor the victims and survivors of 9/11 by volunteering in your community. Visit [www.volunteerar.org](http://www.volunteerar.org). **#911Day**

An act of service is an act of patriotism. On **#911Day**, volunteer to honor those we lost. Find a service opportunity near you or register your own project: [www.volunteerar.org](http://www.volunteerar.org). **#DayOfService**

This **#911Day**, do **#OneGoodDeed** in your community to honor the memory of those we lost. Visit [www.volunteerar.org](http://www.volunteerar.org) to find service opportunities near you.

*[On 9/11/20]*

*Today, I'm volunteering with [ @ORGANIZATION\_NAME ] to pay tribute to those we lost on 9/11. **#911Day #DayOfService***

*We're spending **#911Day** of Service alongside [ @ORGANIZATION\_NAME ], paying tribute through volunteerism.*

## SHARE VOLUNTEER PHOTOS AND UPLIFTING STORIES OF SERVICE, PATRIOTISM AND REMEMBRANCE:

Tag them with **#911Day**. Post them to Twitter, Facebook, and Instagram.

E-mail: [Engage.AR@adhe.edu](mailto:Engage.AR@adhe.edu).

## QUESTIONS?

If you have questions about this toolkit, please contact [Jamal.Williams@adhe.edu](mailto:Jamal.Williams@adhe.edu).



FOR IMMEDIATE RELEASE  
CONTACT: [NAME]  
September [XX], 2019  
[PHONE, EMAIL]

## Residents Honor 9/11 Day with American Tradition of Service

[CITY, STATE] – EngageAR AmeriCorps members will join in patriotic acts of service to mark the anniversary of the 9/11 attacks during the September 11th National Day of Service and Remembrance. Volunteers will [INSERT SHORT DESCRIPTION OF PROJECT], joining hundreds of thousands of citizens across the country in this American tradition.

[LOCAL PROJECT SPECIFIC INFORMATION]

“September 11th is a day of history, emotion, and reflection,” said [ORGANIZER], the [TITLE] of [ORGANIZATION]. “For many Americans it is also a day of service that provides an opportunity for citizens to put into action a shared belief that by joining our neighbors and local leaders we can make our country stronger and better for decades to come while we honor those who lost their lives in 2001 and those who rose in service to our country.”

September 11th was designated a National Day of Service by Congress in 2009 and is led by the Corporation for National and Community Service (CNCS), the federal agency that engages millions of Americans in service through its AmeriCorps and Senior Corps programs and is responsible for the nation's volunteering and service efforts. As part of this year's day of service, EngageAR has awarded \$6,820 in mini grants opportunities for National Service Programs such as AmeriCorps State and National, VISTA and Senior Corps to implement service day projects. For more information on EngageAR days of service, visit [www.volunteerar.org/DaysOfService](http://www.volunteerar.org/DaysOfService).

This year, thousands of volunteers of all ages and backgrounds in both rural and urban communities are expected to join their neighbors in delivering meals, repairing homes of veterans and military families, refurbishing schools and community centers, preparing care boxes for the military and first responders, collecting food and clothing, signing up as mentors, reading to children, and more.

###

[ABOUT YOUR ORGANIZATION]

### [About the EngageAR – Arkansas Service Commission](#)

EngageAR is a collaborative programmatic initiative to create a culture of service in Arkansas that permeates activities of family, education, business, government and the nonprofit.

EngageAR believes local communities know best how to solve local problems. The staff work to develop partnerships within government agencies, municipalities, institutions of education, and the nonprofit and faith-based sector, developing and promoting civic engagement to undergird the services offered through public agencies. For more information, visit [www.volunteerar.org/National-Service](http://www.volunteerar.org/National-Service).

**As part of Governor Asa Hutchinson's Transformation Plan, effective July 1, 2019, EngageAR is housed in the Arkansas Division of Higher Education.**



Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE  
SERVE.GOV

SEPTEMBER 11TH  
NATIONAL DAY OF SERVICE  
AND REMEMBRANCE

### **Sample City or County Proclamation**

WHEREAS on September 11, 2001, the American people endured the worst terrorist attack on U.S. soil in the nation's history with courage and heroism; and

WHEREAS in response to this tragedy, Americans across the country came together in a remarkable spirit of patriotism and unity and carried out countless acts of kindness, generosity, and compassion; and

WHEREAS community organizations and family members of 9/11 victims began observing the anniversary of September 11th as a charitable service day to honor the memory of those who were lost and those who united in response to the tragedy, including first responders and volunteers; and

WHEREAS the Serve America Act, approved by Congress and enacted into law on April 21, 2009, directed September 11th to be observed and recognized as an annual "National Day of Service and Remembrance" and charged the Corporation for National and Community Service with leading this nationwide effort; and

WHEREAS participating in service and remembrance activities on September 11th is a positive and respectful way to remember the lives of those lost, pay tribute to those who rose in service, and honor those who continue to serve our country today, including active-duty and reserve soldiers and their families, veterans, and first responders; and

WHEREAS September 11th National Day of Service and Remembrance activities are being organized by a variety of nonprofits, faith-based and community groups, public agencies, educational institutions, private businesses, and other organizations across the nation; and

WHEREAS on September 11, 2020, and on the days leading up to and following this day, citizens of (INSERT CITY/COUNTY) have an opportunity to participate in activities that honor 9/11 victims and heroes by joining together in service projects to meet community needs.

NOW, THEREFORE, I, (NAME), (TITLE) of the (CITY/COUNTY) of (INSERT CITY/COUNTY NAME) proclaim September 11th a Day of Service and Remembrance in (INSERT CITY/COUNTY), and call upon the people of (INSERT CITY/COUNTY) to honor the lives of those lost through participation in community service and remembrance ceremonies on this day and throughout the year.

**SEPTEMBER 11TH NATIONAL DAY OF SERVICE AND REMEMBRANCE**

<https://www.volunteerar.org/DaysOfService>



FOR IMMEDIATE RELEASE  
September [XX], 2019  
CONTACT: [NAME]  
[PHONE, EMAIL]

\*\*\* SAMPLE MEDIA ADVISORY \*\*\*

## [NAME OF ORGANIZATION] to Commemorate September 11 with Volunteer Service

[CITY, STATE]— [CITY/COMMUNITY] EngageAR AmeriCorps members from across the state will join in patriotic acts of service to mark the anniversary of the 9/11 attacks during the September 11th National Day of Service and Remembrance.

[DESCRIBE SERVICE EVENTS].

September 11th was designated a National Day of Service by Congress in 2009 and is led by the Corporation for National and Community Service (CNCS), the federal agency that engages millions of Americans in service through its AmeriCorps and Senior Corps programs and is responsible for the nation's volunteering and service efforts. As part of this year's day of service, EngageAR has awarded \$6,820 in mini grants opportunities for National Service Programs such as AmeriCorps State and National, VISTA and Senior Corps to implement service day projects. For more information on EngageAR days of service, visit [www.volunteerar.org/DaysOfService](http://www.volunteerar.org/DaysOfService).

CNCS partners with [911Day.org](http://911Day.org), the nonprofit that, along with 9/11 families, began the 9/11 Day observance more than a decade ago, and engages hundreds of nonprofit groups, faith-based organizations, schools, and businesses nationwide.

**WHO:** [LOCAL ELECTED OFFICIALS, NATIONAL SERVICE PARTICIPANTS, COMMUNITY VOLUNTEERS, etc.]

**WHAT:** [NAME OF EVENT/ACTIVITY]

**WHERE:** [ADDRESS WHERE EVENT WILL TAKE PLACE]

**WHEN:** [DATE, START & END TIME FOR EVENT]

###

[ABOUT YOUR ORGANIZATION]

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# GRAPHIC PALETTE

Click the graphic below that you wish to download.



Find a volunteer opportunity at [www.VolunteerAR.org](http://www.VolunteerAR.org)

