

# I will

JOIN THE **9/11** DAY MOVEMENT

## 9/11 Day Participation Guide for Employers



Thanks for your interest in 9/11 Day!

Here's the 9/11 Day toolkit for employers.

Inspired by the remarkable way our entire nation joined together following the events of 9/11, we launched the nonprofit, nonpartisan 9/11 Day Observance in 2002 to create a permanent tribute to the individuals who were lost on 9/11, and in honor of the many who rose in service in response to the attacks. We felt that the best possible way to honor these individuals would be to dedicate 9/11 as a day of charitable activity and good deeds, keeping alive the spirit of compassion and service that united America, and many other nations around the world immediately following the attacks.

Thanks to the strong support of the U.S. Chamber of Commerce, many regional affiliates, and the Business Civic Leadership Center, last year more than 1,000 major businesses and a record 33 million people observed 9/11 by dedicating time to engaging in service activities and performing good deeds that help others, making 9/11 the largest day of charitable activity in United States history. This year we hope to grow this inspiring observance even more, and we welcome your participation.

Joining the 9/11 Tribute Movement is easy. As an organization, just make a voluntary pledge to engage in any form of charitable activity in observance of 9/11 this year. There are countless ways to get involved and make a difference. Employers can link 9/11 to existing service plans, organize new activities, kick off campaigns to raise funds for special philanthropic causes, or simply help spread the word about this important observance by encouraging employees, suppliers and even customers to participate individually. Also, you are not required to implement your activity on 9/11 itself. Although staging projects on 9/11 is best in terms of recruiting and gaining awareness for your cause, many businesses choose other days like the weekend before or after 9/11. It just depends on what works best for your organization.

Keep in mind that millions of Americans are already aware of 9/11 Day and many of them will be looking for opportunities to get involved. All you need to do is create something inspiring, and ask them to participate. 9/11 Day can be a tremendous opportunity for you to increase support and participation for the corporate philanthropic initiatives and causes that matter most to you.

We wish you all the best. If you need help, feel free to contact us at [info@911day.org](mailto:info@911day.org)!

Best wishes,

Your Friends at 9/11 Day

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## Things to Know

### Here's what makes 9/11 Day unique...

The 9/11 Day Observance is unique in so many ways.

First of all, it is a day when we remember those lost and injured in the 2001 terrorist attacks, and a tribute to the many that rose in service in response to the attacks – our firefighters and EMTs, public safety officers, rescue and recovery workers, volunteers, and also our men and women in the armed forces. We engage in good deeds and other charitable activity in tribute to them, and as such it is important to incorporate some aspects of remembrance as part of your program. See a few suggestions provided later on.

9/11 is not just a day of volunteering. It is a day of doing good deeds of any kind to help someone else. While that can certainly include, and does include, volunteering activities, individuals can participate in any fashion they want, by making donations to causes, helping friends move, cleaning up the house, buying supplies for classrooms, or even giving out hugs to those we love and appreciate.

We also engage in charitable service, with a spirit of unity in mind, because that's how we all responded to 9/11 right after the attacks. 9/11 was an unprecedented tragedy, and because it was so, it brought America together in a way not seen since World War II. In a moment, whatever differences may have existed between people throughout the country were instantly dissolved and rendered trivial compared to what we all had in common – our fundamental compassion and concern for the well-being of others. We became a nation of people bonded together by the universal human spirit of goodness that lives in virtually all of us. For a brief period of time, we had the rare opportunity to view each other as neighbors, not as strangers, and we experienced briefly what our society might be like if we worked more closely together to solve our problems.

It was a remarkable and important moment that we hope to preserve in perpetuity in tribute to the 9/11 victims and others, expressed in this way:

*On the anniversary of the 9/11 attacks, as a way to pay tribute to, and remember the victims and others we wish to honor, we put aside whatever differences we may have at the moment, and work together to help others in need. That is the annual ritual, a fitting and appropriate gift to the many that lost their lives and the countless others who were injured or came to the aid or defense of those in need.*

Translated into your specific program activities, your 9/11 Day program should ideally factor in three things:

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- Include in your messaging a brief explanation why we engage in charitable activity and good deeds on 9/11. Help teach especially to younger generations the reasons and inspiration behind the day's charitable events.
- Remind people that 9/11 is a day when we remember the victims and those who rose in service – by engaging in activities that bring us all together again in the name of helping others in need through our good deeds and charitable activities.
- Provide avenues for people to come up with, and perform, their own good deeds, in addition to participating in your own organized activities. Not everyone can, or wants to participate in group projects – don't leave these people out of the opportunity to participate in the 9/11 Day Observance by offering them only that option. Encourage them to visit 911day.org and post their own 9/11 good deeds.

#### **A few insights about your likely participants...**

- A record 33 million people observed 9/11 in 2011 by doing good deeds, making September 11 the largest day of charitable activity in U.S. history. More than 1,000 businesses participated as well.
- 50 percent of individuals who didn't participate in 2011 (nearly 30 million Americans) said they would likely participate in future 9/11 Day activities if asked or invited to participate by organizations they know and trust, and are presented with something interesting and inspiring to do.
- More than two-thirds of all participants say they “rarely” or “occasionally” volunteer, meaning that 9/11 is a very powerful motivating force that engages a lot of people who normally might not participate in your other service or charitable projects. In other words, 9/11 is one of your best opportunities to increase participation in your philanthropic and volunteer programs.
- For many people, 9/11 is an initial point of entry, i.e., in other words, their first contact with your program. Be strategic therefore in thinking about ways to maintain their interest over time. Plan ahead in considering how to maintain contact and keep them involved. If you need help or ideas, you can contact us at consulting@911day.org.
- 9/11 Day attracts men and women equally and people of all ages. So think about a variety of projects that might suit your audience, from individuals and families to older participants and age-appropriate children.

### **This year, 9/11 Day will...**

- Introduce a new website at 911day.org (Aug 15) that will make it even easier for individuals and groups to join the 9/11 Tribute Movement, find things to do, and post and share their own good deeds and service plans.
- Provide an easy-to-use search tool on the website that your employees can use to find volunteer opportunities for 9/11 and at other times.
- Expand the offering of free lesson plans to support 9/11 Day education programs. More than one million teachers will receive information on the program again this year, thanks to our partnership with Scholastic and other education organizations. These lesson plans provide educators with constructive and comprehensive tools to teach students about the events of 9/11 and inspire classrooms and families nationwide to participate in the observance by performing good deeds and other charitable service activities.
- Distribute new television, print, web, and radio Public Service Announcements that will air on tens of thousands of online and offline media outlets nationwide beginning in August, thanks to our partnerships with major media groups including Clear Channel, National Association of Broadcasters, NASCAR, AOL, and other broadcast, print, and media providers.
- Facilitate and stage major volunteer service projects in cities throughout the United States, benefitting military veterans and others.

### **A few 9/11 Day tips...**

**Moments of Silence.** You may consider beginning each project with a brief, seven to 10-second moment of silence, before participants get started. Depending on when you stage the event and your time zone, the first official moment of silence occurs at 8:46AM eastern daylight time (when the first plane struck the World Trade center). A second moment of silence is often held at 9:03AM EDT (when the second plane hit the tower); a third moment of silence at 9:43AM EDT when the hijacked aircraft struck the U.S. Pentagon, and a fourth moment of silence at 10:10 AM EDT when Flight 93 crashed in Shanksville, PA. Some groups also observe special moments when each of the World Trade Centers collapsed, at approximately 9:59AM EDT (South Tower), and 10:28AM EDT (North Tower).

**Dedication to 9/11 Victims.** We invite you to consider dedicating your project to a 9/11 victim or victims by name, or others who may have risen in service in response to the attacks. As of Aug 11, you will be able to visit [911day.org](http://911day.org) and formally dedicate your service activity to a 9/11 victim by name or request that a person who was lost be randomly assigned to you. Our goal is to organize at least one project for every one of the nearly 3,000 individuals lost. Your participation and dedication can help make that possible.

**Capturing I Will Statements From Participants.** If you have time during your activity, consider inviting your participants to make quick 15-second videotaped “I will” tributes, in which they describe what they “will” do (are doing) for 9/11. These statements can be captured directly from most mobile smart phones using a new online social media service called Tout ([tout.com](http://tout.com)), which is partnering with us. You will need to set up a separate Tout profile just like Facebook, but then you can quickly post your group’s video tributes and send them out via Twitter. Just remember to always use to #Iwill hash tag. Your “I Will” messages also can be posted at [911day.org](http://911day.org) and on our Facebook Fan page [facebook.com/911](http://facebook.com/911). You can also assign someone to walk around and collect these tributes and post them directly with participants’ permission.

Examples of Tribute statements by others include:

- I will ... volunteer at an animal shelter
- I will ... spend the day with my children, wherever they want
- I will ... donate a day’s salary to the children of 9/11 victims
- I will ... help build a house

**Join the Movement and help us spread the word...**

1. Visit [911day.org](http://911day.org) right now and say “I Will” to joining the 9/11 Day Tribute Movement. It is free and we won’t share your contact info with anyone.
2. Visit and “Like” our Facebook Fan page at: <http://facebook.com/911day>.
3. Follow us on Twitter at: <http://twitter.com/911day>, and retweet 9/11 Day news and messages using the hash tag **#IWill**.
4. Consider showing or posting our latest video PSAs in lobby areas, cafeterias, etc. These are available free for download at [911day.org](http://911day.org).
5. As you get closer to 9/11, return to [911day.org](http://911day.org) (after Aug 15) and post your plans for 9/11 on the site, dedicate them to a 9/11 victim, then share them through your social media channels.

## GETTING STARTED

### Step 1. Selecting Your 9/11 Day Activity

#### Choose the level of engagement that works best for you!

The first thing to consider is that your participation in 9/11 Day can take many forms. You can decide to organize a special project or activity for your community members. Or if that's not possible this year, you can simply commit to helping spread the word – a very worthwhile contribution to the Movement. Just send emails or other communications out to your employees, inviting them as individuals to come up with their own good deeds for 9/11.

#### Decide which cause to support.

It's entirely up to you, and what your organization has bandwidth to implement. Of course, even if you simply launch an email campaign that encourages folks on your list to participate in 9/11 Day, you can (and should) urge them to support your organization, your local school, or other causes or initiatives that matter to you. For instance, if you are looking to recruit more in-class teacher aids, then for 9/11 launch a special sign up effort. You don't have to create a brand new idea just for 9/11.

#### Identify a project or good deed initiative that fits your needs.

Here are a few helpful pointers:

- Get started as early as you can. The sooner the better, depending on the size and scope of the project.
- Create a small sub-committee to help. You want to solicit lots of ideas from others, including colleagues and employees. Ask for their opinions. Also tap into your existing resources and charitable partners. You don't have to reinvent the wheel just for 9/11. Many community-based nonprofits and faith groups already organize 9/11 service projects. You may be able to tap into activities already on the calendar. Plus they can offer lots of great ideas. So consider reaching out to organizations you already know, or those well respected in your community.
- Put together a brainstorm with your staff and/or volunteers. Ask yourself the following questions:
  - Can we accomplish this volunteer activity in one day? If not, how many days are needed? Will the project accommodate the number of volunteers we expect to have? Will our project allow for family engagement, i.e., include some activities for children of varying ages? Will there be an age limit? In what way will this project have meaningful impact? Will it solve a real need, versus be seen as a make-work project?

How many participants will this activity reasonable accommodate, and will I need more activities? Will inclement weather derail your activity? Or can it be brought inside? Does the activity have strong media appeal with visual opportunities? Does the activity support diverse participation from all ages, classes, religions, and geographical areas?

- You can find a lot of terrific ideas at HandsOn Network ([handsonnetwork.org/tools/startproject](http://handsonnetwork.org/tools/startproject)). Here are just a few thought-starters – the sky is really the limit:
  - Clean up a neighborhood playground, beach or park
  - Donate books or toys to a shelter
  - Construct care packages for military troops
  - Write thank you messages for first responders (firefighters, police officers, and emergency medical technicians)
  - Collect sports equipment donations for a youth group
  - Create a 9/11 remembrance mural or quilt for a neighborhood center or school
  - Organize a walk-a-thon or bike ride to raise funds for your group or area charity
  - Sew “comfort quilts” for children of military families
  - Sort and prepare food at a community kitchen/shelter
  - Spend time with retired Veterans and senior citizens
  - Prepare back-to-school supplies for under-resourced children and schools
  - Collect school supplies for children affected by war in Iraq and Afghanistan or any other charity
  - Volunteer time at a food pantry, animal shelter or senior center
  - Work with teachers and the administration at an area school to organize in-class learning or tutoring projects using lesson plans available at [911day.org](http://911day.org).

## Step 2: Building Your Project

**Create a checklist that addresses every possible question and contingency.**

- **Anticipate Everything.** To be successful you must plan extremely well and prepare for every detail from the number of volunteers to how you will measure success after completion. A great way to test yourself is to put together a long list of potential questions and issues. Some of the questions you’ll want to be able to answer include:
  - How skilled will people need to be to participate? Will you need to provide basic instruction, and if so who will provide it?
  - How long will the project last? Keep it reasonable, and or do it in shifts
  - What supplies will you need and will you have enough so that every volunteer is occupied during the activity? What about tools? Will you have the right ones, and how will you guard against injury?

- Where will the activities be held? Is the small large enough for everyone?
  - What happens if it rains? Do you have a Plan-B, and how will you notify participants if there is a change in plan or venue?
  - How will you collect information on the participants? You want to be able to follow-up and encourage many of them to stay engaged in supporting you. (See ideas and guidance.)
  - Will you have a first aid kit on hand? You should always be prepared for the possibility of injury or illness, and assign someone to oversee safety and first aid needs.
- Design your project. Your project can be designed in many ways. Much of this depends on how many volunteers you hope to accommodate. Large projects are far more complex than those which are smaller in scale. Here are a few options to consider for larger projects:
    - Projects involving many people, like more than 100, usually require multiple activities all at once. For instance, some people can be painting, while others are cleaning, while still others are organizing books for a library. Keep in mind that when projects are for 9/11, organizations often experience a much higher interest level and response rate. So plan accordingly.
    - Set up an easy registration system. This can be as simple as providing a contact name, number or email address where volunteers can sign up. Or if you have a larger audience, online tools such as [jooners.com](http://jooners.com) are ideal for organizing and managing sign-up, especially when multiple shifts and supplies are needed. Another resource for managing volunteers is at [www.volunteerspot.com/GetHandsOn](http://www.volunteerspot.com/GetHandsOn), which is a free resource that helps schedule, sign-up volunteers and sends out reminders.
    - Break volunteers if needed in more than one shift. We also stage projects with two shifts; a two hour session in the morning, and a two hour session in the afternoon, with lunch breaks.
    - Keep speeches to a minimum. You want to spend a few moments talking about 9/11 and the reason we engage in service, but try not to have a lot of speeches. Volunteers want to get to work.
  - Support your project with a strong communications plan.
    - Utilize communications strategically, not just as an initial recruiting tool, but also as a way to build excitement and interest leading up to your project. The more actively you communicate, the more engaged your volunteers will be.
    - Consider every possible communications avenue available to you. What communications resources can be used internally within your organization? Email. Newsletters. Intranet. Posters in office areas? Will you be able to use any external communications channels? At the same time, your recruitment strategy should depend entirely on the size of your project, so only do enough to fill your project. Don't get lots of people excited then not have room for them to participate.
    - People want to know their time is being invested in something that will make a difference. So in your recruiting messages, get people excited and engaged by

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- emphasizing the national and international scope of the 9/11 Day initiative. Also talk about the importance of the particular cause that you have selected to support.
- Launch a buddy system. Being asked by a friend or work colleague is the #1 way in which many new people get involved. So urge those who sign up early to consider inviting colleagues they know to join them.
  - Build momentum leading up to the project with an ongoing (but not underwhelming) schedule of alerts. Keep people informed and involved, including those that have already signed up.
  - As you get closer to 9/11, make sure to confirm all activity details with your participants with plenty of time to spare. Tell them what to wear and what to bring. Provides the date and time, address, directions and parking instructions for the project; describe what will occur and who to see when they arrive; request they contact you if they have a change in plans and cannot attend.
  - Send reminder messages a couple of days before to all the sign-ups.

### **Step 3. Get Ready, Get Set. Go!**

If it helps, apply the “80/20 Rule” to time management. This rule, also known as Pareto's Principle or Pareto's Law, is a very effective tool for managing time and tasks effectively. The “80/20 Rule” means that in every project, a few things (approximately 20 percent) are vital and many (approximately 80 percent) are incidental. Project managers know that 20 percent of the work (most likely, the first 10 percent and the last 10 percent) consumes a large majority of your time and resources. The value of the Pareto Principle for a manager is that it reminds you to focus on the 20 percent that matters most.

- **Tools** – Explore great resources like HandsOn Network to find online planning resources. Your local volunteer center may also have helpful planning tools such as:
  - Project planning worksheets
  - Project supply worksheets
  - Project task lists
  - Sample project evaluations
  - Pre-project check lists
  - Sample project timelines
  - Project sign-in sheets

- **Safety** – Safety of your volunteers must always be a primary concern, especially if children are involved. The safety tips below may be useful while on site especially at an outdoor project. Please look through the list and advise your volunteers to take these precautions, if applicable.
  - Wear sunscreen, if outside.
  - Drink plenty of water, even if you don't feel thirsty. Remain hydrated!
  - Where appropriate, wear gloves, goggles, and dust masks (these last two items must be worn when scraping, sanding, or spray painting), safety vests, and sturdy closed-toed shoes.
  - Watch out for sharp or dangerous objects such as broken glass or needles. Be cautious around bio-medical waste and do not touch it.
  - When finished with tools, be sure to put them in an appropriate place and with sharp edges pointed down. Please do not leave tools lying around, as someone may injure themselves.
  - Clean your equipment before you leave.
  - Supervision – make sure you have adequate supervision, especially if younger children are participating. If young children are present, please watch them closely to be certain that they are not playing with dangerous or inappropriate items or better yet, plan an activity that doesn't involve these items. In every case do not allow children to be alone without authorized supervisor, and in no case should children be paired with adults that are not their parents, or specifically trained and authorized teachers and individuals.
  - If using a ladder, make sure that all of the rungs are intact. When on a ladder, have a spotter. Make sure you are going up the ladder on the right side, and do not stand on the top rung of the ladder.
  - If using scaffolding, always have a spotter.
  - Stay away from any electrical feeds.
  - Turn rocks away from you, not toward you. (Critters like to hide under them!)
  - Instruct volunteers not to wander away from the project, volunteer group, trail, or work area.
  - Report all incidents immediately to the project or team leader and document any incidents if they occur.
  
- **Wrapping Up Your Tribute** – At the end of the project, a number of logistical matters should be addressed:
  - Clean up** – Ask everyone do their part! Have leaders guide volunteers in pitching in to make the site look better than it did when they arrived. All materials should be used or donated. All tools should be returned to their respective areas.

- **Recognition** – Volunteer recognition is a must! You should make sure that volunteers feel appreciated, and you should invite them back to serve again. This can be done via a listing in your school newsletter of all the volunteers who participated along with a photo, personalized thank you notes to noteworthy volunteers or emails out to your group.
- **Reflection** – Reflection and community building provide volunteers an opportunity to reflect on the day’s events. These activities help volunteers connect to the mission of the Tribute. This can take many forms. A group discussion among volunteers, writing about their experiences, and creating a photo journal of the project are just some ideas.
- **Evaluation** – Evaluation and feedback are necessary for improving your Tribute projects. The information gathered through these forms will help your future projects better suit the needs of your volunteers and your community. Please email photos and a summary of your project to us at [info@911day.org](mailto:info@911day.org). If you didn’t do this in the beginning, please visit 911day.org and post what did and include a photo with that.

## **APPENDIX**

## **Frequently Asked Questions**

### **Q. What is 9/11 Day?**

9/11 Day (<http://911day.org>) was created in 2002 by the nonprofit group MyGoodDeed with widespread support of the 9/11 community. The mission is to create a permanent and positive tribute that honors the 9/11 victims and those that rose in service in responses to the attacks. In 2009, Congress joined together with President Barack Obama to pass bipartisan legislation officially recognizing September 11 as a National Day of Service and Remembrance. In 2011, the 10-year anniversary of 9/11, a record 33 million Americans observed 9/11 by helping others, making 9/11 the single largest day of charitable activity U.S. history.

### **Q. How do we participate?**

First, visit 911day.org and Join the Movement. Then, all you need to do is pledge to perform a good deed of some nature in observance of 9/11, either as an individual or organization. Choose for yourself what you plan to do. Any act of charitable service counts.

### **Q: What's an appropriate 9/11 Service Tribute activity?**

What people and groups decide to do is entirely up to them. Volunteering, donating to charities, and performing others kind of good deeds all count. So when it comes to selecting your tribute, simply pick something that's important to you or your group.

### **Q: Why is "service" an aspect of the 9/11 Day Tribute, rather than simply solemn remembrance?**

The idea of paying tribute through service was inspired by the remarkable spirit of unity, compassion and service that arose in America immediately following the attacks. It also was important to honor both the 9/11 victims as well as the many that rose in service in response to the attacks.

### **Q: How should we talk about 9/11 and the victims?**

We always encourage organizations to include in their Tribute plans special moments or times during the course of their Tribute event to talk about the significance of service on 9/11 and to remember the 9/11 victims. Again, we only ask that plans and activities be respectful, not invade the privacy of the families of victims and present the information with sensitivity, in consideration of the age of your audience, in the spirit of compassion, and in honor of those lost, those who were injured, and who rose in service in response to the 9/11 attacks.

## **SAMPLE Opening Remarks at 9/11 Day Service Project**

Thank you so much for participating with us today in this important Tribute. My Name is \_\_\_\_\_ and I am \_\_\_\_\_. We join together today to compassionately honor and remember the 2,975 individuals who were killed on September 11, 2001, in the terrorist attacks on America, as well as those who were injured during the attacks, and the many who rose in service in response, the first responders, volunteers, rescue and recovery workers, uniformed safety personnel, and the hundreds of thousands of others who serve, or have served in our armed forces here at home and overseas.

Today, we are dedicating our service in the name of all of these important individuals. Each year, we also select a specific individual who lost their life on 9/11, and pay special tribute to him or her. For this project, we have chosen to learn about and remember the life(s) of NAME OR NAMES, who died on 9/11 INDICATE WHERE (i.e., World Trade Center, on Flight \_\_\_\_, or U.S. Pentagon). We pay tribute to these individuals by voluntarily engaging in efforts intended to help others. This is our good deed for 9/11. Regardless of whatever differences we may have as people, we are unified today by our human decency and our universal compassion for the well-being of others.

ADD OTHER KEY MESSAGE POINTS AS SUGGESTED.

Points to Consider Mentioning in Materials or Statements

- 9/11 Day was created with widespread support from the 9/11 community, including relatives of 9/11 victims.
- Developed to provide a permanent and constructive way for individuals to annually remember and pay tribute to those lost and injured on 9/11, and to help recall and rekindle the spirit of unity and compassion that existed in America, and in many other nations immediately following the 9/11 attacks.
- Strongly supported as a nonpartisan observance by Republicans, Democrats and Independents alike. 9/11 is a day when we all put our differences aside in dedication to the 9/11 victims and the many who gave assistance, and continue to serve, often without regard to their own personal safety.
- Grew from a small grassroots idea in 2002 into the largest day of charitable active in U.S. history, and a growing international observance. Annually millions of people perform good deeds and engage in charitable service in observance of 9/11, including individuals and groups from all 50 states and 165 countries.
- Inspired by remarkable goodness, compassion and unity that people expressed immediately following the attacks.

**SAMPLE Tribute and Permission Card:**

My name is \_\_\_\_\_ and today as my 9/11 Day Tribute I will.... (Describe Tribute Activity).

Permission for Public Use. I hereby grant permission for my 9/11 video tribute and/or photo to be posted on the 911day.org website and/or on other social media websites, such as Facebook and YouTube, for the express and sole purpose of paying tribute to the 9/11 victims and heroes in observance of 9/11 this year. I understand that my last name and email will not be posted publicly, and my information will not be used outside of this purpose.

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Email: \_\_\_\_\_@\_\_\_\_\_

Signature: \_\_\_\_\_

## **History of the 9/11 Day Observance**

**2002.** Founders of the 9/11 Day concept, David Paine and Jay Winuk, joined with many 9/11 community leaders to formally call for the establishment of September 11 as a National Day of Service and Remembrance.

**2002.** President George W. Bush proclaimed September 11 as Patriot Day, calling upon all Americans to annually reflect upon the events of 9/11 and remember those lost, and highlighted the spirit of service by issuing a Call to Service and launching USA Freedom Corps, a national volunteer program.

**2003.** The 9/11 nonprofit MyGoodDeed, Inc., was formed to lead efforts to build grassroots support for observing 9/11 each year as a Day of Service and Remembrance, and to support a campaign to make September 11th a federally recognized National Day of Service and Remembrance.

**2004.** The United States Congress unanimously passed the first Concurrent Resolution that expressed support for establishing 9/11 as a National Day of Service and Remembrance. U.S. Senator Charles Schumer (D-NY) and U.S. Representative Peter King (R-Long Island) joined in authoring and introducing the resolution.

**2004 to 2008.** More than one million people participated by sharing their charitable service plans online in support of the observance.

**2008.** President George W. Bush amended the Patriot Day Proclamation to include “volunteering” as an appropriate expression of remembrance on 9/11.

**March 2009.** At the urging of MyGoodDeed, the 9/11 community, and national service organizations, the U.S. Congress passed landmark bi-partisan and bicameral national service legislation (Edward M. Kennedy Serve America Act) that for the first time authorized the formal recognition of September 11 as a National Day of Service and Remembrance.

**April 2009.** President Barack Obama signed the Edward M. Kennedy Serve America Act in April 21, 2009.

**September 10, 2009.** President Barack Obama, at the request of the U.S. Congress, the 9/11 community, and many leading nonprofit organizations, amended a Patriot Day Proclamation to officially designate September 11 as a National Day of Service and Remembrance – an historic milestone for the 9/11 families, survivors, rescue and recovery workers and 9/11 volunteers, and the nation at large.

**September 11, 2009.** An estimated one million Americans observed the day by engaging in voluntary charitable service and volunteerism. News of the formal federal recognition of the observance generated 200 billion domestic and international media impressions. Many members of the White House Cabinet participated in observing 9/11 that year by engaging in voluntary service, including President Barack Obama and First Lady Michelle Obama, and Vice President Joseph Biden and Dr. Jill Biden.

**September 11, 2011.** For the 10-year anniversary of 9/11, a record 33 million Americans, and many others from 165 nations, joined together to pay tribute by engaging in charitable service, making 9/11 the single largest day of charitable activity in United States history.