



United We Serve
SERVE.GOV

UNITED COMMERCIAL TRAVELERS...UNITED WE SERVE

President Obama has said that the challenges the United States faces are unprecedented, and that we need to build a new foundation for economic growth in America. The Administration has begun this work with dramatic new investments in education, health care and clean energy, but it cannot all be done in Washington. Economic recovery is as much about what we're doing in our communities as it is about what is being done in Washington. It's going to take all of us working together in our local communities to make a difference.

This summer, **President Obama is calling on all of us** – young and old, from every background, all across the United States – to participate in the nation's recovery and renewal by serving in our communities. From June 22 to September 11, **United We Serve** will begin to engage Americans from coast to coast in addressing community needs in education, health, energy and the environment, and community renewal.

United We Serve is a community service initiative that will help meet growing social needs resulting from the economic downturn in the U.S. The initiative aims to both expand the impact of existing organizations like UCT by engaging new volunteers in community service efforts and by encouraging volunteers like us to develop our own projects. United We Serve is an initial 81 days of service but will grow into a sustained, collaborative and focused effort to promote service as a way of life for all Americans.

What can you do?

Work with your fellow council members to **identify local needs and find solutions that work**. While many local councils don't hold meetings during the summer, a brief gathering to decide and act upon a community service project may well be worth the effort. Some project ideas include:

- Organizing a group to volunteer each week at a homeless shelter
- Reading to children at the local library
- Supporting local food banks or coordinating clothing drives for those in need
- Adopting a hiking trail and maintaining it throughout the summer
- Supporting community gardens that benefit low-income families and individuals

Visit **Serve.gov** at www.serve.gov, the official Web site for United We Serve, for help in finding volunteer opportunities in your community and for tips for creating your own. You may also use the site to register your council's community service project, to recruit volunteers, and to share your stories about how your council is making a difference.

Speaking of sharing your stories, mail your council's United We Serve stories and photos to UCT's **Public Relations Department** at **1801 Watermark Drive, Suite 100, P.O. Box 159019, Columbus, OH 43215-8619** or email them to lfisher@uct.org by no later than **October 1, 2009**, for inclusion in the winter issue of *The Sample Case* magazine. Please feel free to contact the Public Relations Department at **(800) 848-0123, ext. 130**, with any questions about United We Serve.

FREQUENTLY ASKED QUESTIONS

Q: What is United We Serve?

A: **United We Serve** is a community service initiative that will help meet growing social needs resulting from the U.S. economic downturn. With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking Americans to come together to help lay a new foundation for growth. United We Serve is an initial 81 days of service from June 22 to September 11 but will grow into an ongoing effort to promote service as a way of life for all Americans.

Q: What is Serve.gov?

A: **Serve.gov** is a comprehensive clearinghouse of volunteer opportunities. Americans who are interested in volunteering can use this tool to locate opportunities to serve across the country and around the world. Serve.gov is managed by the Corporation for National and Community Service.

Q: How can I participate in United We Serve? How can my council get involved?

A: There are as many ways to join United We Serve as there are needs in our communities. If you're already personally doing community service or if your council is involved in a community service project, Let UCT know about it and post your experiences at **Serve.gov** so others can know of your efforts. Use the site to search for volunteer opportunities in your area or download one of the easy-to-use toolkits and develop your own project with your fellow council members.

Q: What if the service project my council is already doing this summer doesn't fit into the summer's priority issue areas? Does this service "count"?

A: Absolutely. Whether your council is organizing a food drive for your local soup kitchen or you have mentored a child every week for the last 10 years, you are part of the United We Serve movement. UCT wants to know what you're doing and what you've learned. Also, post your projects and share your stories at **Serve.gov**.

Q: How can we get media to cover our activities?

A: Reaching out to local newspapers, television affiliates, and radio stations is a great way to draw attention to pressing needs in your community, highlight successful community service projects, and attract more volunteers. Call these media outlets and invite them to cover your activities. Also, remember that good old fashioned letters to the editor can be an effective way to spread the word in your community. For assistance, download the *UCT Media Guide* on the *For Members* area at **www.uct.org** or a United We Serve media advisory guide at **Serve.gov**.

Q: What happens after September 11, 2009?

A: The national service movement will continue long after September 11, 2009. This summer, the foundation is being laid for a sustained, collaborative and focused effort to promote community service as a way of life for all Americans. President Obama is asking us to make an initial service commitment from June 22 to September 11. After the culmination of these 81 days of service, the commitment will be renewed and the work will continue.