



9/11 Day of Service

Remember.

9/11 Tribute Guide

Suggestions for Running a 9/11 Day of Service and Remembrance Tribute Activity

Each year, on or around the anniversary of the September 11, 2001 attacks, tens of thousands of organizations, employers, schools and other groups participate in the 9/11 Day of Service and Remembrance initiative. Many organize various types of charitable service activities, including volunteering for individuals who wish to observe 9/11 and pay Tribute in this fashion.

Organizers of these events are free to design and run them in ways they see fit. However, many request guidance about appropriate ways to remember, honor and provide information about the 9/11 victims. We always encourage groups to include these "remembrance" activities as part of 9/11 Tributes, which help participants learn about the victims and heroes of 9/11 and understand why performing good deeds and other charitable service are such important and permanently linked aspects to the overall observance of 9/11 each year.

Accordingly, we have created the following 9/11 Tribute Guide to help activity organizers include appropriate forms of remembrance when implementing 9/11 Tribute charitable service activities. These are only suggestions, and we welcome your ideas and feedback. So please forward any additional thoughts to us at info@911day.org.

GETTING STARTED

Picking a Tribute Activity. The 9/11 Day of Service and Remembrance initiative has a very simple goal: To encourage individuals, businesses and organizations on the anniversary of 9/11 to voluntarily spend time helping those in need and being kind to others in Tribute to the 9/11 victims and heroes. That's all there is to it. What people and groups decide to do is entirely up to them. Volunteering, donating to charities, and performing any other kind of good deed counts. Need help coming up with ideas for good deeds? Check out the resources listed in the additional resources section of this toolkit. So when it comes to selecting your Tribute, simply pick something that's important to you or your group. To find out what past volunteers have done on 9/11 Service Days, read through this guide. To find specific opportunities to serve this September 11th, visit <http://911dayofservice.org/>.

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PAYING TRIBUTE TO THE 9/11 VICTIMS

We always encourage organizations to include in their Tribute plans special moments in time to talk about the significance of service on 9/11 and to remember the 9/11 victims. 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, injured, and those who rose in service in response to the 9/11 attacks.

Here are a few suggestions:

1. Crafting Your Opening Remarks.

- Begin with an opening statement that provides a quick history about the creation of the 9/11 Day of Service and Remembrance, including the following key points:
 - 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 Democrats, Independents and Republicans alike. 9/11 is a day when we put our differences aside in dedication to the 9/11 victims and the many who gave assistance, as well as those who continue to serve, often without regard to their own personal safety.
 - Grew from a small grassroots idea in 2002 into an 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.

Note: Check out the sample opening statement at the end of this guide!

- Explain why this activity is being organized, and explain the critical connection between charitable service and 9/11.
 - Talk specifically about how 9/11, although a terrible tragedy, also demonstrated the remarkable goodness and compassion that exists in the hearts and souls of most people.
 - Recall the days and weeks immediately following the attacks, and remind everyone how we all came together as a nation, unified by our collective concern for each other and for those who were lost and injured on 9/11.

- o Explain that we observe 9/11 each year by engaging in good deeds to rekindle that spirit of unity and compassion in tribute to the victims of 9/11 and the many who rose in service in response to the attacks, and to help provide a meaningful, life affirming path forward.
- o Explain that we seek to remember and honor the extraordinary sacrifices made by thousands of rescue and recovery workers, volunteers and public safety personnel, as well as hundreds of thousands of brave individuals who have defended our nation ever since as members of our armed forces here at home and overseas.

2. Use of Proper Descriptive Language. Please refer in every case to your project or activity as a "Tribute" rather than as a "service project," which helps to distinguish the 9/11 observance from other important days of service or general volunteer activities that are organized throughout the year. We engage in service in Tribute to those heroes involved, as well as to those lost and injured. Using the term "Tribute" helps to emphasize the key aspect of remembrance.

3. Moments of Silence. Consider including, if appropriate, a 7- to 10-second moment of silence at some point during the opening statement before participants get started.

4. Dedication to 9/11 Victims. We invite you to dedicate your Tribute to a 9/11 victim or victims. At the 911dayofservice.org website, as well as at the websites of the 9/11 Memorial and various 9/11 family supporting organizations, such as Voices of September 11, you will be able to obtain brief and "public record" profile information about all the victims of the 9/11 attacks who perished. From this information you can produce a short Tribute Card, perhaps a photo and biography of the individual, which you can read aloud or hand out to your participants at the beginning of the event. Spend a moment telling everyone that your Tribute is being dedicated to this particular 9/11 victim or victims.

5. Gather Video or Written Tributes. It's good to provide opportunities for participants during the course of the activity to give a short 20-second videotaped tribute or allow them to write messages which can then be posted by you on the 911dayofservice.org website, or on your own Facebook page or website. Have someone walk around with a Flip camera or even a video phone, and invite 10-20 people to take a moment to provide a few short remarks, to be posted on Facebook and YouTube. Consider also sending each of them the links to view their posted video Tributes, which they can also share on their own social media pages.

Ask them to begin their statement with the following introduction (which you can give them on a printed index card, which also needs an area they sign giving you permission to post their video):

"My name is _____, and today as my 9/11 tribute I am (DESCRIBE TRIBUTE ACTIVITY").

PERMISSION FOR PUBLIC USE: *I hereby grant permission for my 9/11 video tribute to be posted on the 911dayofservice.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.*

Print Name: _____

Date: _____

Email: _____

Signature: _____

If you are thinking about planning a service project in tribute to 9/11, consider what past volunteers have done on previous 9/11 Service Days.

At the Volunteer Center of Southern Nevada, the Helping Heroes Project focused on assisting at-risk and homeless veterans, partnering with U.S. Vets, a local nonprofit that provides housing, job training and counseling.

At the Volunteer Center of Lewis, Mason, and Thurston counties, hundreds of volunteers and their families shared a giant potluck in the blocked-off streets of the state capitol, and reflected on their service and remembrance of those lost on 9-11.

HandsOn Charlotte, N.C., managed projects for shelters, schools, and parks, and encouraged people, through an editorial, to create their own personal ways of honoring the day.

Boston Cares used the anniversary to launch a new program that will train volunteers in disaster response.

HandsOn Jacksonville partnered with a local university and sent 150 college students to participate in service projects focusing on the environment, education, and poverty.

In Brooklyn, NY, as part of Fidelity Investments' partnership with HandsOn Network, volunteers from Fidelity and the community revitalized a middle school, creating active play areas and redesigning the cafeteria and entry.

SAMPLE OPENING STATEMENT BY THE TRIBUTE LEADER

Thank you very 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 almost three thousand 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. These include 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 and in tribute to all of these important individuals. Each year, we also select a specific individual who lost his/her 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.

Additional Resources:

HandsOn Blog – 9/11 Posts

<http://handsonblog.org/tag/911-day-of-service/>

9/11 Service Project Playbooks and toolkits for the following populations:

- Nonprofit
- Schools
- Family and Friends
- Faith-Based

<http://www.handsonnetwork.org/nationalprograms/signatureevents/sept11>

HandsOn Network Project Playbooks

<http://www.handsonnetwork.org/tools/startproject>

Volunteer Leader Toolkit: How to Plan and Lead Well Managed Service Projects

<http://www.handsonnetwork.org/volunteers/gethandson/toolkits>

Passion into Action: Find Your Passion

<http://www.handsonnetwork.org/node/2266>

Passion into Action: Engaging Others

<http://www.handsonnetwork.org/node/2271>

Passion into Action: Deciding How to Serve

<http://www.handsonnetwork.org/node/2268>

Passion into Action: Planning Service Opportunities

<http://www.handsonnetwork.org/node/2270>

Passion into Action: Finding Resources

<http://www.handsonnetwork.org/node/2272>