

Semester of Service



Semester of Service

Spring 2008

Save the Dates

Serve a Semester

Change the World



YOUTH SERVICE
AMERICA

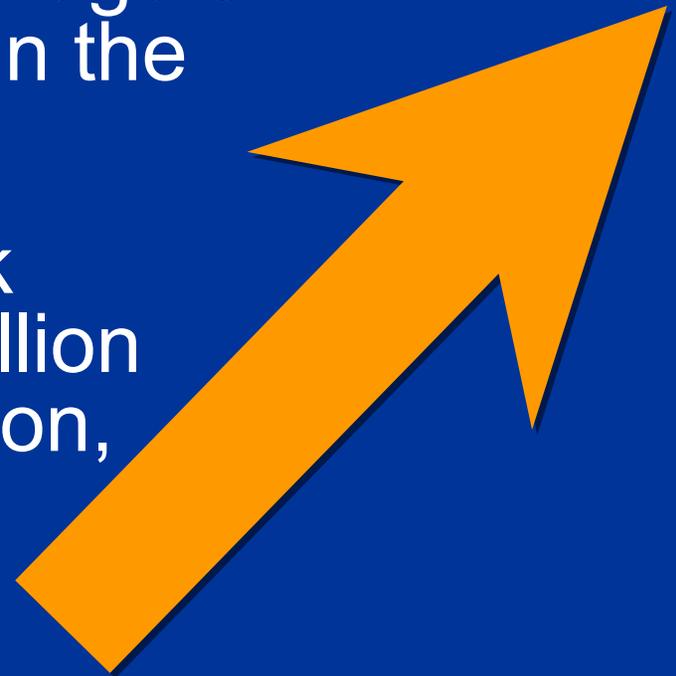


YSA is the leadership engine for the youth service movement:

- Creating global networks of like-minded organizations and programs
- Helping start new programs (e.g. City Year, Jumpstart, and America Scores) to engage diverse youth populations
- Promoting the idea of young people as assets and resources with the media and elected officials
- Sharing effective practices to help youth solve important problems.

Two Decades Later

- Since 1986 when YSA was founded, the number of teenagers volunteering has doubled in the United States.
- In the last year, YSA's work generated more than 1.5 billion media hits on radio, television, newspaper, and Internet outlets.



YSA Engages Youth Through:

These partners work with YSA as grantees, lead agencies, national partners, intermediaries, advocates, funders, and champions of youth as assets and resources.

Communities

Local Grassroots Organizations

International and U.S. Organizations and Affiliates

National Service Programs

Volunteer Centers

Faith-Based Groups

Service Clubs

Schools

Student Clubs

Teachers

Principals

Superintendents

College Campuses

School Boards

Corporations

PR Support

Branding

Employee Engagement

Financial Support

Cause Related Marketing

Governments

Mayors-City Councils

Governors and State Legislators

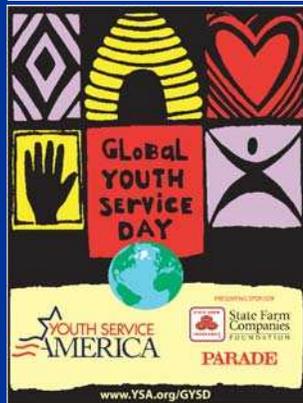
State and Federal Agencies

Members of Congress

The White House

United Nations

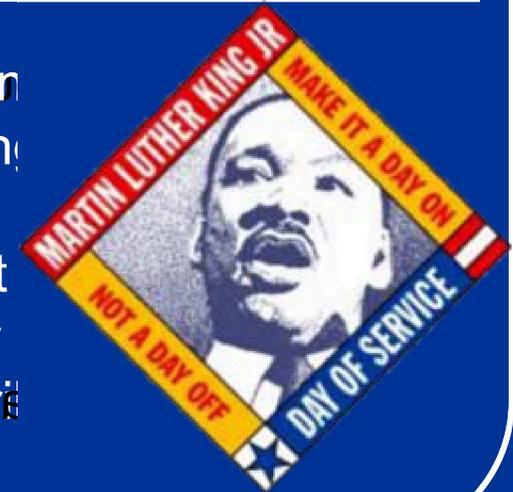
What is the Semester of Service?



Martin Luther King Day: January 2008
"A Day On, Not a Day Off"

Global Youth Service Day: April 2008
"The Largest Service Event in the World"

In 2008, Youth Service America and the Corporation for National and Community Service are encouraging students, ages 5-25, to link these two events by developing a semester long service-learning project that launches on Martin Luther King Day in January and culminates on Global Youth Service Day in April.



The Semester of Service will:

- Leverage each event's existing partnerships;
- Create a quantum leap in the number of diverse, young people addressing unmet needs in their communities; and
- Advance bold goals that the Corporation and YSA have to expand the American youth service movement.

Maximizing Learning through a Semester of Service

“Recent research has shown that projects must be of sufficient duration, typically at least a semester of 70 hours long to have an impact on students...Fewer hours simply do not give the students enough time to grapple with difficult issues or to have a deep enough experience to make the learning endure.”

Shelly Billig

Unpacking What Works in Service Learning

Semester of Service Components:

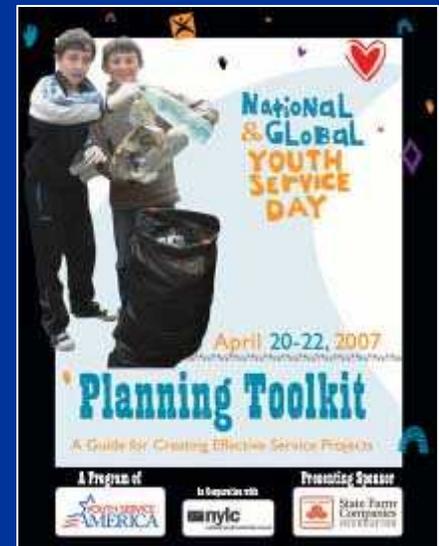
- Custom Tools and Resources
- Nationwide Media Campaign
- Outreach to Students and Communities
- Recognition Awards and Ceremony



Custom Tools and Resources

Grant winners and other Semester of Service participants will receive materials to help them implement successful service projects:

- Semester of Service Strategy Guide
- “What’s Next?” Action Planning Journals
- Classroom Posters
- Toolkits and Curriculum Guides
- Tip Sheets
- And more!



***What's Next?* Action Planning Journal**

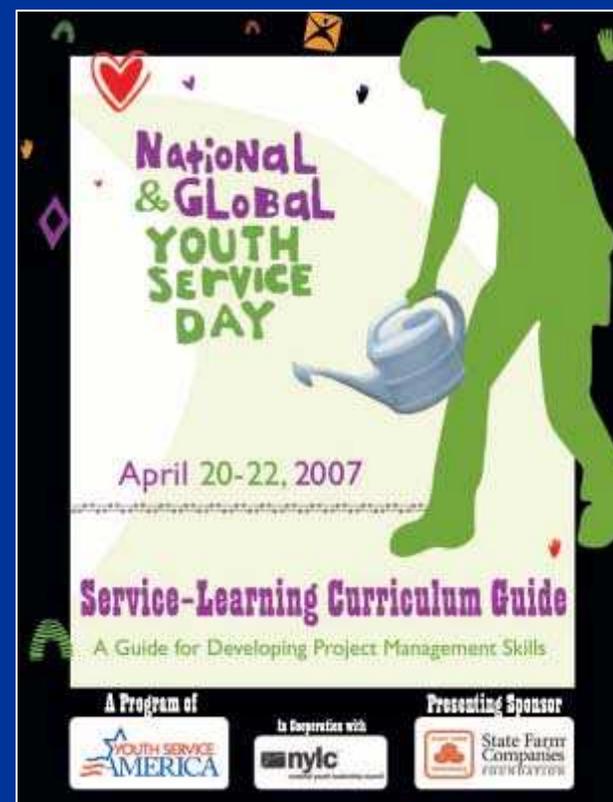
Research shows that written and oral reflection is critical to quality service-learning practices.



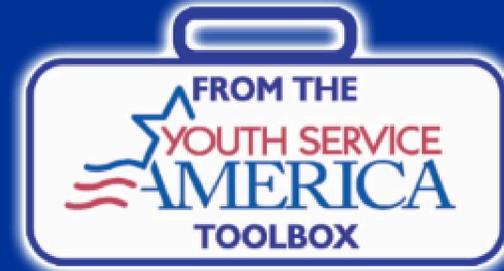
To help young people think and learn about their experiences YSA will provide sponsor-branded ***What's Next? Action Planning Journals*** to students across the country, evaluating and challenging their service experience.

Curriculum Guide

25,000 Curriculum Guides will provide a comprehensive 14 week template for implementing an effective service-learning project for students and teachers will be printed in English with an online version in Spanish.



Tip sheets



Topics ranging from to "How to Recruit Volunteers" to "How to Build Strong Youth/Adult Partnerships" provide useful service-learning advice for students and teachers. They will be available online.



Ten Steps to Create Quality Youth-Led Projects

Often times young people who have the drive and determination to serve in their communities do not know how or where to begin. It is important that the service field provides youth with resources and information on how to get started with service projects.

1. Form a club, or put together a group of young people who are interested in volunteering.
2. Research and think about, individually, what kinds of things you would like to do. Some projects are more hands on than others, so think about your preferences.
3. Discuss and decide with your group what kind of work you would like to do. Make a set of group goals. Relay ideas and talk about the individual preferences of everyone in the group. Decide if your group wants to do a long-term or a short-term project. If there is a conflict of interest, compromise, or split up into subgroups.
4. Contact a volunteer center. If there is not one in your area, you may want to call any community center, church or synagogue, or a YMCA/YWCA. Be communicative. Tell them what your group is looking for. In most cases, they will match your group with a volunteer job that suits you.
5. Call the volunteer coordinators at the agencies or organizations you were referred to. Inquire about when your group is needed and what your group would be doing.
6. Discuss the volunteer job options with your group. Talk about the days and hours each member is available. Decide which agency best suits the group, and plan to volunteer there.
7. Keep in touch. Let agencies know if your group is going to volunteer there. If a volunteer coordinator does not call back, be persistent. Keep calling to let them know your group is still interested.
8. Prepare with your group any resources you may need before you start your project. Be sure your group is ready to volunteer.
9. Be Responsible. Be sure to get to your location on time. If you are going to be late or absent, call your volunteer coordinator. Dress appropriately and follow all rules and guidelines.
10. Have Fun! If you were referred to an agency that does not fit your group's needs, let the agency know. Don't give up; you are bound to find something that your group really enjoys.

For additional resources visit www.YSA.org or www.SERVE.net.org.

Youth Service America • 1101 15th Street, NW • Suite 200 • Washington, DC 20005
T: 202.296.2802 • F: 202.296.9200 • info@ysa.org • www.ysa.org • www.SERVE.net.org

Outreach to Students and Communities

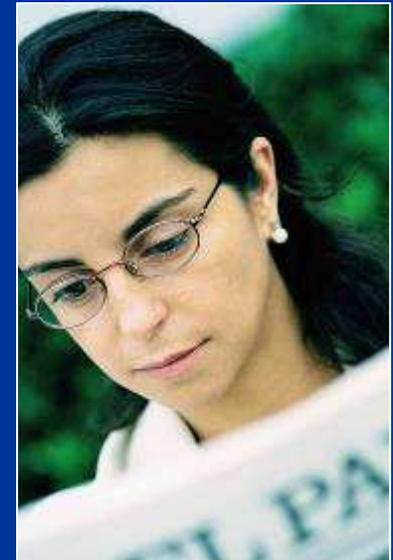
Contacts reach over 165,000 field leaders through:

- The National Service Briefing (45,000+ subscribers weekly)
- YSA.org (50,000 unique users)
- servenet.org (50,000 unique users)
- YSA Grants Listserv (23,000+ subscribers)
- YSA Grantees (500+)
- YSA Lead Agencies (75)
- U.S. National GYSD Partners (120)
- YSA's National Youth Council (13)
- YSA Youth Venture Program Grantees (200+)
- At The Table National Youth Voice Database (150+)
- YSA Government Relations Outreach List (3,000+ Subscribers)



Nationwide Media Campaign

- YSA will pitch local, regional, and national newspapers, magazines, and television and radio stations, providing vivid descriptions of grantees' projects.
- YSA will work with sponsor to design specific message points for media outreach and will provide kids with media kits and press release templates to help them promote their projects and its impact.



“Best Of” Semester of Service Award and Ceremony

Sponsor and YSA will honor five young people from among the Semester of Service grantees whose projects distinguish them as leaders and role models for youth service-learning. The ceremony will take place at YSA’s annual Youth Service Institute.



Background on **GLOBAL YOUTH SERVICE DAY**

**THE LARGEST SERVICE EVENT IN THE
WORLD**

20TH ANNIVERSARY IN 2008

- **MOBILIZES** youth to identify and address the needs of their communities through service.
- **SUPPORTS** youth on a life-long path of service and civic engagement.
- **EDUCATES** the public, the media, and policymakers about the year-round contributions of young people as community leaders

Global Youth Service Day:

- State Farm Insurance, the nation's largest insurer and a Fortune 20 company is the Presenting Sponsor

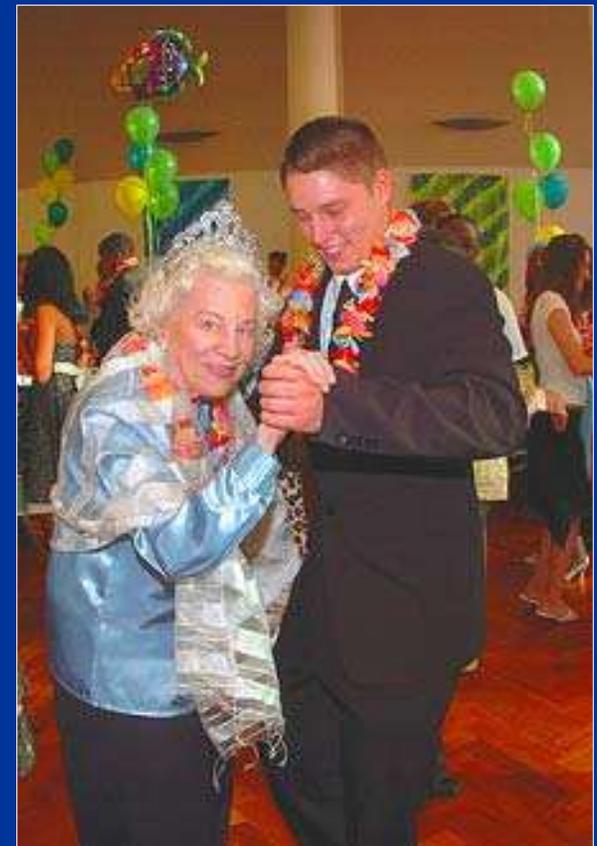


- Since 1999, PARADE Magazine is the official media partner

PARADE

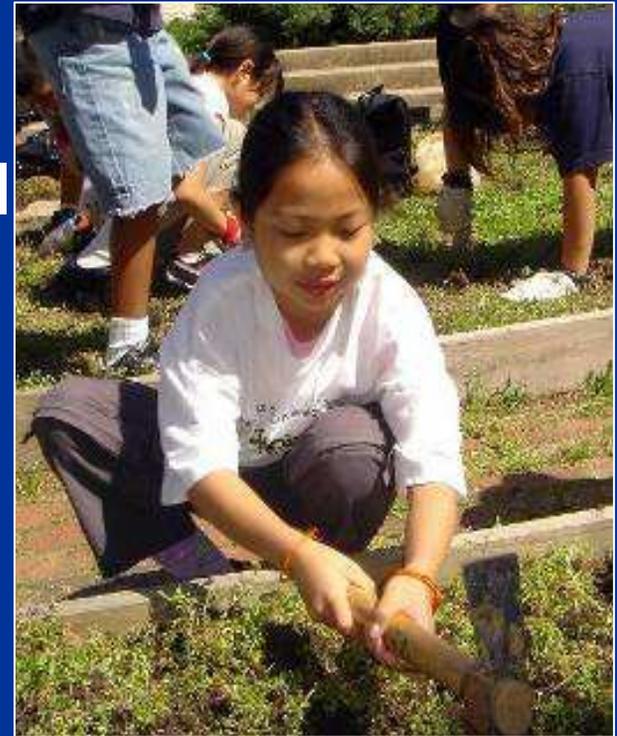
GYSD Allows Young People to be Community Change Agents

Mallory, a State Farm Good Neighbor Service-Learning Grant winner in Russell, Kansas, addressed the need to have senior citizens' medical information available to emergency medical personnel. She created the Vial for Life program which keeps medications, records, and other information inside a labeled bottle in the refrigerator of the senior citizen's home.



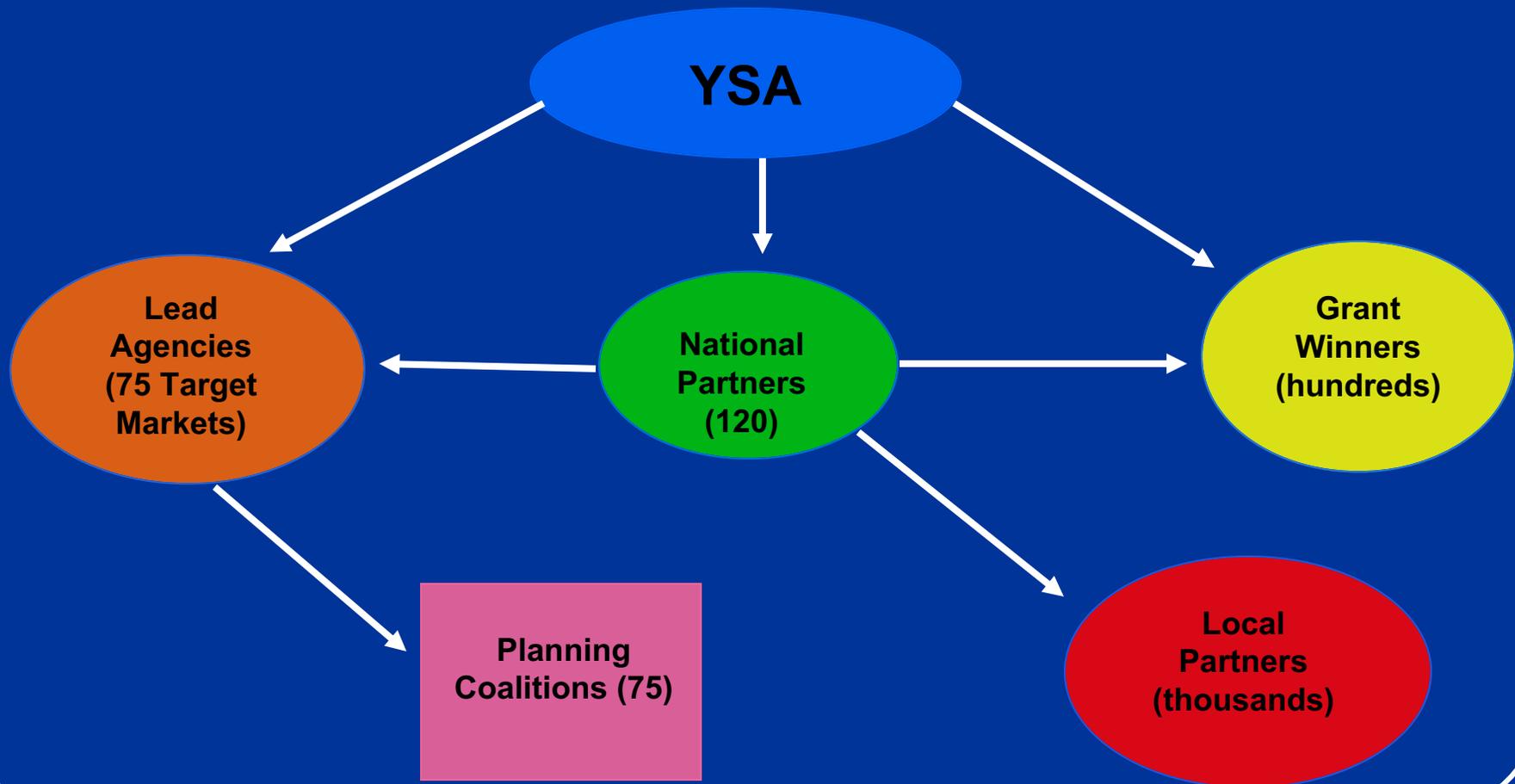
GYSD Allows Young People to be Community Change Agents

On April 20th, 42,000 students in Newark, New Jersey, left school early to conduct a special community service-learning project. Teachers and classes selected a zone around their schools where they picked up litter and began a drive to plant one million flowers to fulfill the mission of a beautiful Newark.

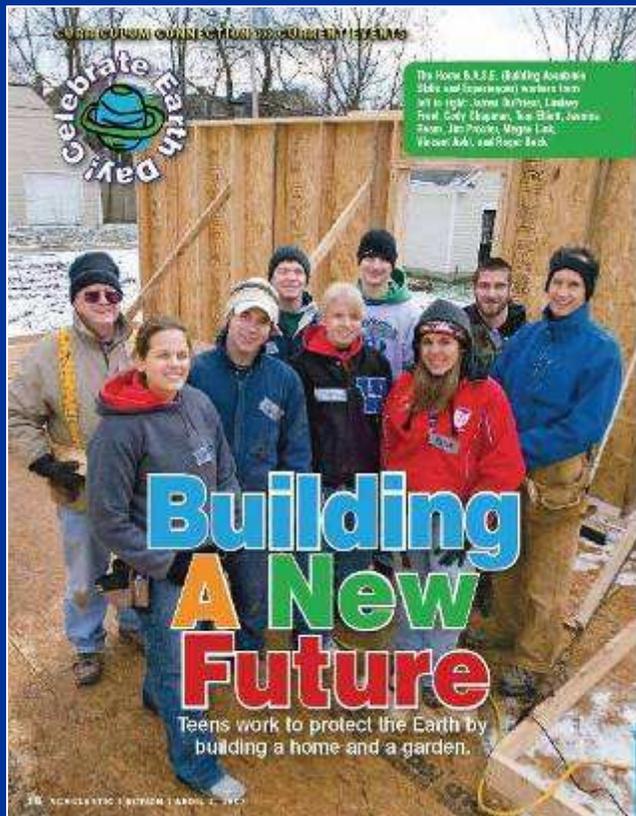


GLOBAL YOUTH SERVICE DAY

Organizing Structure in the U.S.



The 2007 Global Youth Service Day International Media Campaign generated more than **1.5 billion media impressions**, including:



Scholastic News

Popular Mechanics

PARADE

Anchorage Daily
News

The Wall Street
Journal

Miami Herald

Forbes

Houston Chronicle

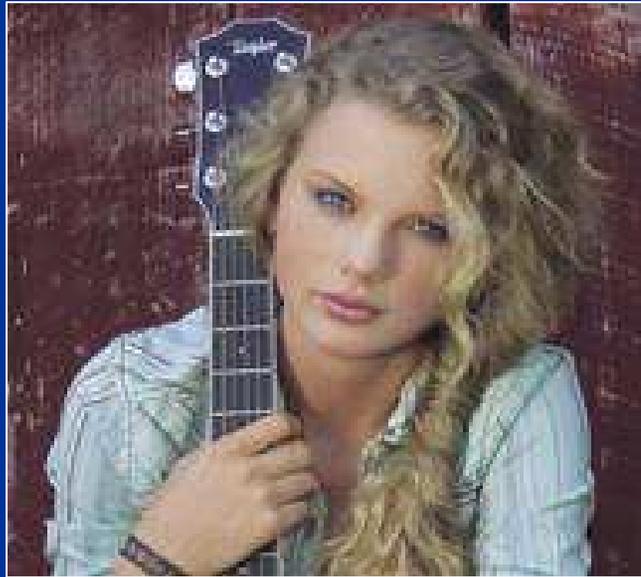
Boston Globe

Weekly Reader

Detroit Free Press

Salt Lake Tribune

Special Media Partnerships for 2007 Included CMT's Taylor Swift



“Every single day after school I would bring my guitar and I would play music for them. I found that when I would play music for them, it seemed like they would be pain free for that song. And, so I started playing for everybody in the oncology unit. Going into the cancer wards, and literally playing for people who were getting their chemotherapy.”

As the CMT One Country spokesperson for Global Youth Service Day 2007, 17 year-old **Taylor Swift** knows that volunteering is very important. When she was 12 years old, Taylor's grandparents were diagnosed with cancer and she spent a majority of her time in hospitals, which turned into volunteering.

Past Media Partnerships Include:

“That’s so Raven” did a national PSA for GYSD!



YSA teamed up with Lions Gate to offer a literacy based grant using the movie **Akeelah and the Bee**, as inspiration.

UP NEXT: YSA Will Partner with Game Show Network for the **National Vocabulary Championship**



Other Sponsors of Global Youth Service Day Grant Programs:

Capital One



State Farm[®]
Companies
FOUNDATION



Dr. Martin Luther King Jr.



“Everybody can be great,
because everybody can
serve!”

If He Was Here Today...

“Martin Luther King was interested in big results, not the short-term. So, the idea of King Day being the signal for a long-term commitment by millions of students over a semester would have warmed his heart.”

Harris Wofford

Colleague and Lawyer for Dr. Martin Luther King, Jr.