

THE USA FREEDOM CORPS' 

Network of Service

August 2002

President Celebrates Six-Month Anniversary of USA Freedom Corps Launches New Public Service Advertising Campaign and Breakthrough Web Site

On July 30, the six-month anniversary of his USA Freedom Corps, President Bush launched a new public service advertising campaign and a redesigned web site to help "...make service a more central part of American life."

The campaign, entitled "Everyone Can Do Something," features President Bush and several celebrities encouraging Americans to answer the President's Call to Service and offering them a way to get started by sending them to the redesigned USA Freedom Corps website at usafreedomcorps.gov. The campaign includes television and radio ads in English and Spanish, as well as print ads and web banners.

The redesigned USA Freedom Corps web site features the Volunteer Network – the most comprehensive clearinghouse ever offered to help individuals find service opportunities in their hometowns, across the country, or around the world. At the launch, the network offered volunteer opportunities from 50,000 organizations and government agencies.

The USA Freedom Corps is also working with the non-profit (see sidebar) and business sectors to help foster a



President Bush celebrates the achievements of the USA Freedom Corps.

**"One of the main reasons people give for not volunteering is that no one has asked them to do so. I'm asking."
President George W. Bush**

culture of service, citizenship, and responsibility. Public and private organizations are enthusiastically responding to the President's call with new commitments to service and new ways in which Americans can volunteer and meet the President's challenge of 4,000 hours of service over the course of a lifetime.

[Click here](#) to read our six-month progress report.

★ EVERYONE CAN DO SOMETHING ★ EVERYONE CAN DO SOMETHING ★



Former Senators Robert Dole (R) and John Glenn (D) are featured in the "Everyone Can Do Something" campaign. [Click here](#) to view and listen to the television, radio, and print ads.

Answering the President's Call to Service

A number of non-profit organizations are making commitments to answer the President's Call to Service. Among the commitments already made:

Camp Fire USA is launching 200 new Community Family Clubs, involving as many as 3,000 families in volunteer service projects in their communities.

The Financial Services Roundtable and 42 member companies recently kicked off a six-week campaign to build new homes in eight cities for low-income families through Habitat for Humanity.

Florida Highway Patrol Auxiliary, which provides valuable assistance to law enforcement officials, will double the size of its membership within five years. The Auxiliary also participates in the Volunteers in Police Service (VIPS) program, which is affiliated with the USA Freedom Corps. [Click here](#) for information on VIPS.

National 4-H Council is sponsoring "The Power of YOUth" Pledge Campaign, which has already generated 200,000 pledges from members for 3.8 million hours of community service.

Please let us know what your organization is doing or planning to do in response to the President's call. Contact Therese Lyons, Director of Public Liaison, at therese_lyons@who.eop.gov.

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The "Network of Service" is intended to help you answer President Bush's Call to Service. This newsletter should be used for informational purposes only.