



JEFFERSON AWARDS FOR PUBLIC SERVICE
A program of the American Institute for Public Service

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I am writing to let you know of a wonderful new opportunity to recognize your star volunteers called The Jefferson Awards for Public Service. The National Jefferson Awards organization is working in the Bay Area to build and promote a Volunteer Recognition & Civic Engagement project involving the media and key organizations from every sector.

By joining in this effort, your volunteers could be among those highlighted throughout the year in a media campaign supported by CBS (KPIX-TV 5 and KCBS 740 AM) and The San Francisco Chronicle.

The program is simple to join and Totally Cost Free:

- Every organization will be empowered at **no cost** to award their five best volunteers with a Jefferson Awards Certificate of Excellence and the Jefferson Awards lapel pin, a replica of the Seal of the United States.
- These grassroots winners will then be sent to the Jefferson Awards Media Partners (San Francisco Chronicle, CBS 5 TV, & KCBS Radio) who will highlight a Jefferson Awards Regional Winner – one per week.

During its 33 year history, the Jefferson Awards program has created a reputation of non-partisan excellence and pioneered in establishing the nation's largest media partnership highlighting local community "Unsung Heroes." The program was started by Jacqueline Kennedy Onassis, U.S. Senator Robert Taft, Jr. and Sam Beard to create a Nobel Prize for community and public service. The mission remains: "To attract and honor individuals for their achievements and contributions through community and public service."

We hope you'll consider the positive implications of your participation:

- **A totally cost free means** to recognize your volunteers or to complement any existing recognition programs.
- Potential free exposure in the media. Local media partners are planning on 52 weeks of feature stories about Bay Area heroes.
- The end goal is to use the media in a major way to get behind civic engagement. Instead of "Bad News" stories, let's champion "Good News" stories...profiles of your volunteers and key stakeholders making a difference in the community!
- By participating, you will help design an outreach and marketing system to attract, inspire and motivate new participants into community service. Videos and stories of local Jefferson Awards winners will be disseminated broadly to invite students, seniors, and working Americans to get involved.

** To indicate your interest in participating or learning more about the specifics of the program, Please Contact Me at: s.nixon@jeffersonawards.org

Sincerely,

Sandon Nixon
National Director

Please visit our website for more info: www.jeffersonawards.org