



February 1, 2008

Dear Learn & Serve Colleague:

We are pleased to provide you with marketing and public relations resources to help you inform elected officials, the media, and local communities about your service-learning efforts.

Although we do a wonderful job engaging youth in service learning, decision- and policymakers in cities, counties, the state, and Washington D.C. are mostly not aware of the positive impacts of service learning and the Learn & Serve America program.

To help address this need, here are some things you can do:

- Plan and participate in service-learning activities tied to *Seasons of Service*.
- Get media coverage for your service-learning activities.
- Have students give public presentations about the needs they are addressing.
- Have students invite elected officials to participate with them at service sites.
- Mention the Learn & Serve name whenever you talk or write about your project.
- Make Learn & Serve part of your project name.
- Use the Learn & Serve logo on all printed materials for the project.

The enclosed tools and tips are designed to help you make others aware of the positive impacts of your Learn & Serve activities.

Together we can make a strong alliance to inform Florida's legislators of how this program benefits students and communities in Florida. There are no restrictions on providing information or inviting officials to visit your project, and having your students do so is a good service-learning activity. We urge you and your students to utilize these resources to expand awareness of your service-learning efforts. The media kit contains the following:

- Sample letter to Elected Officials
- Sample Press Release
- Public Relations and Marketing Tips
- Additional Resources for Supporting Service-Learning Efforts
- Service-Learning Website Resources
- Florida Senate and Florida Representatives contact information
- Corporation for National and Community Service (CNCS) publication on how to work with the media

These materials are also on the Florida Learn & Serve website (www.fsu.edu/~flserve).

Thank you for your dedication to and support of Florida Learn & Serve. If you have any questions or need assistance please contact Mary Matthews at mmatthews@admin.fsu.edu or (850-488-2687).