

June 2009

1. The President has asked the country to come together in service and First Lady Michelle Obama will kick off the “United We Serve” Initiative.
2. All Americans are being asked to give a few hours of their time to their communities between now and September 11, which is The National Day of Service and Remembrance.
3. As one of the country's leading humanitarian organizations with a long and rich history of volunteer engagement and leadership, the Red Cross is going to play an important role in the success of this initiative.
4. As people turn to their local Red Cross for volunteer opportunities, we have to be ready to give them a great, meaningful experience -- whether they can give us an hour, or whether they become a lifelong Red Cross volunteer.
5. We also need to remind everyone who comes into contact with the Red Cross how important it is to donate blood, that this is another way they can give back to their community.
6. This initiative gives us a way to increase the public's awareness of Red Cross volunteer opportunities, provide programs that will help grow our volunteer network, and it will help foster the One Red Cross spirit.