

FEDERAL AGENCIES GUIDELINES

FOR



MAY 26, 2008
3 P.M.

“This Nation does not forget”
-President George W. Bush

CONTACT: THE WHITE HOUSE COMMISSION ON REMEMBRANCE
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*The White House Commission
on Remembrance*

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TO: All Departments and Agencies

FROM: Carmella LaSpada
Executive Director
The White House Commission on Remembrance

We, the People, honor our fallen with a promise to remember. The Congress of the United States officially established the *National Moment of Remembrance* on Memorial Day to unite the country in their memory. No other holidays would be possible without the sacrifices of the brave men and women who died for freedom since the founding of our Nation. We ask you to help us in this act of national unity.

Let us put “Memorial” back in Memorial Day. When I asked children what Memorial Day means, they responded: “That’s the day the pool opens.” A Gallup Poll revealed that only 28 percent of Americans know the meaning of this noble holiday.

Americans are asked to observe the *National Moment of Remembrance* wherever they are at 3 p.m., local time, on Memorial Day. It is a time to make a commitment to give back to our country in memory of our fallen.

For additional information, please visit the *National Moment of Remembrance* website at www.remember.gov and click on “Downloads” to access more resources. Please create a link on your website to help bring awareness of the *Moment*.

We appreciate your cooperation in our mission of remembrance. For all the fallen, let us make this Nation one.

“This Nation does not forget”
-President George W. Bush

Promotion and observance of *The National Moment of Remembrance*
3 p.m., local time, Memorial Day, May 26, 2008

The White House Commission on Remembrance encourages all Departmental Secretaries, Agency heads to promote and observe the *National Moment of Remembrance* on Memorial Day.

The “*Moment*” is an act of national unity to honor our fallen. All Americans, wherever they are, at 3 p.m. local time, are asked to pause for a moment of reflection honoring those who died in service to our country. A goal of the Commission is to put “Memorial” back in Memorial Day – according to Gallup, only 28 percent of Americans know the meaning of this noble American holiday.

Prior to Memorial Day- Ways to Promote From May 20-25

- ☆ **Promote the “*Moment*”:**
 - In routine announcements/memos/internal communications sent to all employees.
 - In the annual Memorial Day message from the Secretary or Agency head.
 - At public events that the Secretary, and Agency head may be participating.
- ☆ **Place the Commission logo on your website and link it to www.remember.gov.**
- ☆ **Download and use promotional items available www.remember.gov.**
- ☆ **Display *The National Moment of Remembrance* poster at building entrances and cafeterias.**
- ☆ **Encourage private sector vendors, contractors, and private-public partnerships to participate.**
- ☆ **Have your Public Affairs Office promote the “*Moment*.”**

On Memorial Day- Suggested Mentions

- ☆ **Before 3 p.m. on Memorial Day:**
 - During traditional speeches or events, Secretary or Agency head should remind the audience to observe the “*Moment*” later that day at 3 p.m.
- ☆ **At 3 p.m. on Memorial Day:**
 - If Secretary or Agency head is participating in a public event, invite the audience to stand and pause for a “*Moment*” to honor those who died in service to our Nation.
 - Have public facilities announce and observe *The National Moment of Remembrance*. The Commission’s musical video, audio or “Taps” may be played or a bell may be rung three times for the observance.

www.Remember.gov

- ☆ **Visit the National Moment of Remembrance website to download:**
 - Information for routine press briefings/releases/stories/ announcements
 - Talking points for Memorial Day messages
 - Promotional materials
 - Suggested memo to employees

Please e-mail the Commission to notify us of your participation in the National Moment on Remembrance.
The Commission will list agency activities on its website.
Contact the Commission at: commission@remember.gov

MEMO TO: ALL EMPLOYEES

FROM: (AGENCY/DEPARTMENT SECRETARY, DIRECTOR OR HEAD)

SUBJECT: *NATIONAL MOMENT OF REMEMBRANCE* ON MEMORIAL DAY
PAUSE AT 3 P.M. WHEREVER YOU ARE

WHAT:

The *National Moment of Remembrance*, formally established by Congress, asks Americans wherever they are at 3 p.m., local time, on Memorial Day to pause in an act of national unity. The *Moment* is a time of remembrance for America's fallen and to make a commitment to give something back to our country in their memory.

BACKGROUND:

Memorial Day (first called Decoration Day) began in 1868 to remember those killed in the Civil War. Since World War I, Memorial Day has become a time to honor all those who died in service to our Nation throughout our history.

The idea for the *Moment* was born when children touring the Nation's Capital were asked by the Commission's Director what Memorial Day means and responded, "That's the day the pool opens." A Gallup Poll revealed that only 28% of Americans know the meaning of this noble holiday and most view it as a "day off" rather than a day to connect with our Nation's history and values. We need to put "Memorial" back in Memorial Day. The *Moment* does not replace traditional Memorial Day events; it is an act of national unity to honor our fallen. In this shared remembrance, we connect as Americans.

To achieve this goal, Congress established an independent federal agency –The White House Commission on Remembrance. The President directs all executive departments and agencies, in consultation with The White House Commission on Remembrance, to promote the *National Moment of Remembrance* on each Memorial Day.

WHAT YOU CAN DO:

Wherever you are, alone or with family and friends – observe the *Moment* at 3 p.m., local time, on Memorial Day, May 26, 2008. Pause for a *Moment* to think about those who paid for our freedom with their lives and make a commitment to give back to our country in their memory.

Ask others to remember – relatives, friends, church, neighborhood, or co-workers to observe the *Moment*.

Your participation in this shared remembrance will help to unite the country and demonstrate gratitude and respect for those who died so that we may live in freedom.

It can be as informal as ringing a bell to mark the *Moment*. Ringing bells are an American symbol—from proclaiming liberty throughout all the land to the marking of a passing soul.

Visit www.remember.gov.

"The mystic chords of memory, stretching from every battlefield and patriot grave to every living heart....should swell into a mighty chorus of remembrance, gratitude and rededication on this solemn occasion."

Abraham Lincoln

Observing *the National Moment of Remembrance* 3 p.m. local time, Memorial Day, May 26, 2008

Information for routine /press briefings/releases/stories:

- On Memorial Day, Major League Baseball games will stop, train whistles around the nation will blast, trumpets will resonate and Americans throughout the country, wherever they are, will pause for the Memorial Day **National Moment of Remembrance** at 3 p.m. local time in honor of those who died in service to our country.
- This is a “*Moment*” of reflection and rededication to give back to our country in memory of the fallen.
- The “*Moment*” is an act of national unity and is not intended to replace the traditional Memorial Day observances. Its goal is to put “Memorial” back in Memorial Day and rededicate ourselves to giving back to our country – only 28 % of Americans know the meaning of this sacred holiday.

Suggested remarks for speeches before Memorial Day (May 20-25):

Before I leave you, please allow me to comment on an act of unity all Americans should observe—*The National Moment of Remembrance* on Memorial Day. Not too long ago, when a group of school children was asked what Memorial Day means, they replied, “That’s the day the pools open!”

We need to put “memorial” back in Memorial Day. As this special day approaches, let us reflect on the freedoms we all enjoy for which many have died. To any families in the audience of our fallen heroes who gave their hearts to this country, I say thank you. We owe you and your loved ones our heartfelt gratitude and more.

Unite with fellow Americans and pause at 3 p.m., wherever you are, on Monday, May 26th. It is a moment of reflection and rededication to give back to America in memory of our fallen.

For more information, visit: www.remember.gov

Suggested remarks for speeches given before the “*Moment*” on Memorial Day at traditional ceremonies or events

Today at 3 p.m. wherever you are, please pause for the Memorial Day *National Moment of Remembrance* established by Congress. This is a “*Moment*” of reflection and rededication to give back to our country in memory of America’s fallen. You will be demonstrating your gratitude for those who died for us. One Nation, One Moment—let us never forget.

Suggested Announcement for the “*Moment*” at 3 p.m. on Memorial Day

On this Memorial Day, please pause now and join fellow Americans in the National Moment of Remembrance in honor of America’s fallen. One Nation, One Moment—let us never forget.

After-Action Report for the *National Moment of Remembrance*

Please complete and return this Report **NO LATER THAN JUNE 30, 2008.**

Your response will help us improve next year's program. Thank you!

Name: _____ Email: _____

Agency/Department: _____

1. Estimate of total number of employees who were notified of the *Moment*: _____

2. Was the *Moment* promoted within your Department/Agency before Memorial Day? YES NO

If no, please state reason(s): _____

3. Prior to Memorial Day, did head of Department/Agency include a mention of the *Moment* in:
public speeches YES NO

If yes, provide number of speeches: _____

If no, please state reason(s): _____

Annual Memorial Day Message YES NO

If yes, please e-mail copy to Commission

If no, please state reason(s): _____

4. On Memorial Day, did head of Department/Agency observe the *Moment* at a public event?
 YES NO

If yes, where was it observed: _____

5. Did your Department/Agency:
Mention the *Moment* on its website? YES NO

If no, please state reason(s): _____

Include a link to the Commission's website? YES NO

If no, please state reason(s): _____

6. Did you visit the Commission's website? YES NO

If yes, what were you looking for and did you find it? _____

7. Did your Department/Agency reach out to Private Sector organizations to promote the *Moment*?
 YES NO

If yes, how: _____

If no, please state reason(s): _____

8. Please provide suggestions on how we can improve planning and outreach regarding the *National Moment of Remembrance*:

(Use additional sheets as necessary)

Return this document by e-mail or fax to:

Fax: (202) 783-1168

commission@remember.gov