9/11 Day of Service & Remembrance Communications Toolkit

Goal

This communications toolkit provides **Alliance for Campus Community Engagement** **("The Alliance")** member organizations with customizable resources to promote and highlight 9/11 Day of Service and Remembrance projects taking place on member campuses across the country in September.

Through grant funding led by **Community Engaged Alliance (CEA)**, in partnership with 9/11 Day and AmeriCorps, The Alliance helped connect this opportunity across its network of state and regional member organizations and participating campuses.

By sharing a consistent message, this toolkit will raise awareness of The Alliance's network, highlight the value of membership, and showcase the community impact made possible through campus-led service.

About the The Alliance & Partnership

The Alliance for Campus Community Engagement ("The Alliance") is the largest network of state and regional coalitions dedicated to supporting the public purposes of higher education. Representing more than 400 member institutions, The Alliance advances public service, civic engagement, campus-community partnerships, and other locally driven initiatives across the country.

Through this national initiative, The Alliance works with its 10 state and regional member organizations to support participating campuses in implementing 9/11 Day of Service and Remembrance projects. These campus-led projects engage students and community partners in meaningful service activities that honor the legacy of 9/11, address local needs, and create lasting community impact.

Audience

This toolkit is designed for The Alliance's 10 state and regional member organizations and may be customized for use by their member campuses. The resources are intended to support

communications with campus communities, students, community partners, local media, and broader regional and national audiences.

Timeline

- **Early August 2026:** Communications toolkit released to The Alliance's member organizations.
- **Pre-9/11 Day:** Grant awareness and promotion of upcoming campus service projects.
- **Post-9/11 Day:** Project recaps, impact reporting, and community storytelling that highlights campus and community outcomes.

Deliverables

1. Communications Strategy & Plan

This document outlines the toolkit's purpose, key audiences, core messaging, and recommended use of each resource.

> **How to Use This Toolkit**
> These resources are designed to be customized based on your organization's role and audience. Member organizations may use the materials as provided or adapt messaging and graphics for their campus partners and local audiences.

2. Customizable Canva Graphics (Page 5)

Editable Canva graphics will include designated space for each The Alliance member organization to add its logo alongside The Alliance logo. Member organizations may share these templates with participating campuses to add their own campus logo and project-specific information.

Graphics will be available in formats appropriate for social media, like LinkedIn, Facebook and Instagram, and website or newsletter promotion.

Pre-9/11 Day: Grant Awareness & Project Promotion

- Horizontal social media graphics (Facebook / Social Media)
- Square social media graphics (Instagram / LinkedIn)
- Website/newsletter graphic
- 4/8 foot banner

Post-9/11 Day: Project Recaps & Community Impact

- Horizontal social media graphics (Facebook / Social Media)
- Square social media graphics (Instagram / LinkedIn)
- Website/newsletter impact graphic

3. Messaging & Copy (Page 6)

Customizable language will help The Alliance member organizations promote the grant opportunity, highlight participating campuses, and communicate the local impact of campus-led service projects.

Pre-9/11 Day: Grant Awareness & Upcoming Projects

- General promotional language for websites and newsletters
- Short promotional teaser
- Social media post suggestion #1: Grant awareness and The Alliance network
- Social media post suggestion #2: Upcoming campus projects
- Social media post suggestion #3: Grant awareness & Campus participation

Post-9/11 Day: Project Recaps & Impact

- General recap and impact language for websites and newsletters
- Short impact teaser
- Social media post suggestion #1: Project recap and participation
- Social media post suggestion #2: Community impact and collective results
- Social media post suggestion #3: Campus Story Spotlight

4. Press & Media Resources (Page 9)

Customizable media resources will help The Alliance member organizations share both the broader national partnership and the local impact of funded campus projects.

Post-9/11 Day: Project Results & Community Impact

- Customizable press release template recapping completed projects and highlighting local impact
- Suggested media outreach and pitching language for sharing project results with local news outlets

---

About the 9/11 Day of Service & Remembrance Grant: Why the 25th Anniversary Matters

September 11, 2026, marks the 25th anniversary of the 9/11 attacks—a historic opportunity to honor those who were lost, recognize those who rose in service, and renew the unity and compassion that brought communities together in the days that followed.

Through the Unite for Good campaign, 9/11 Day invites people across the country to transform remembrance into meaningful action and make September 11 a national day of service and doing good.

The 25th anniversary provides an opportunity to:

- Remember: Honor those who were killed, injured, or sickened on September 11, 2001, and recognize the first responders and everyday citizens who served.
- Unite: Rekindle the spirit of unity, shared purpose, and compassion that emerged in response to the tragedy.
- Do Good: Inspire individuals and communities to participate in service, volunteerism, giving, and everyday acts of kindness.
- Engage the next generation: Connect students with the history and legacy of 9/11 while empowering them to carry its spirit of service forward.
- Create lasting impact: Use service projects to address local needs and strengthen connections between campuses and their communities.

Find the full 9/11 Day of Service and Remembrance guide here.

Additional Resources

- The Alliance website: **The Alliance – Service, Engagement, Partnerships**
- 9/11 Day of Service and Remembrance by 9/11 Day toolkit: Resources · 9/11 Day
- 25th Anniversary - incorporate in messaging
- The Alliance logo

Customizable Canva Graphics

How to Add Your Logo to a Canva Document and Download It

Click the Canva template link to open your own editable copy of the graphic. Add your campus or organization logo in the designated space, then download the completed graphic for use on your social media channels. The original template will remain unchanged.

1. **Open the Canva document**
    - Click the Canva link to open the public template/document.
    - Click “Use template” (if prompted) to create your own editable copy.
2. **Upload your logo**
    - On the left side menu, click Uploads.
    - Click Upload files.
    - Select your logo file from your computer.
    - Wait for the logo to upload.
3. **Add your logo to the design**
    - Click your uploaded logo to add it to the page.
    - Drag the logo to the desired location. (Delete the placeholder “logo”)
    - Use the corner handles to resize it (hold Shift while resizing to keep proportions).
4. **Download your finished document**
    - Click Share in the top-right corner.
    - Click Download.
    - Choose your file type:
        - PNG – best for images/social media
    - Click Download again.
    - The file will save to your computer.

(Click on links below to access Canva file. (If you do not have a Canva account, reach out to communications@communitycampuscoalition.org for links)

Pre-9/11 Day: Grant Awareness & Project Promotion

- Square social media graphics (Instagram / LinkedIn)
- Horizontal social media graphics (Facebook / Social Media)
- Website/newsletter graphic
- 4x8 foot banner

Post-9/11 Day: Project Recaps & Community Impact

- Square social media graphics (Instagram / LinkedIn)
- Horizontal social media graphics (Facebook / Social Media)
    - Drag and drop your uploaded photo into the blank photo frame on the graphic. Canva will automatically place the image into the frame.
    - Double-click the photo to adjust the positioning or crop as needed.
- Website/newsletter impact graphic

Messaging & Copy

Pre-9/11 Day: Grant Awareness & Upcoming Projects

- **General promotional language for websites and newsletters**

  In honor of the 25th anniversary of 9/11, [Organization or Campus Name] is participating in 9/11 Day of Service and Remembrance through projects that bring students, campus communities, and local partners together in service.

  Through The Alliance for Campus Community Engagement's ("The Alliance") national partnership with 9/11 Day and AmeriCorps, participating campuses received grant funding to support meaningful service projects that honor the legacy of 9/11 and strengthen campus-community connections.

  [Add information about participating campus projects, volunteer opportunities, or ways to get involved.]

- **Short promotional teaser**

  This September, [Organization or Campus Name] is honoring the 25th anniversary of 9/11 through service, remembrance, and community action.

- **Social media post suggestion #1**

  🤝 [Organization or Campus Name] is joining campuses across the country to honor the 25th anniversary of 9/11 through service, remembrance, and community impact.

  Through The Alliance's partnership with @911day and @AmeriCorps, participating campuses received grant funding to support local service projects.

  This September, [Campus Name] will [briefly describe the project] to support [community partner or local need].

- **Social media post suggestion #2**

  Through the power of partnership, [Organization or Campus Name] is joining campuses nationwide in honoring the 25th anniversary of 9/11 through service and community impact. 🫶

  As part of The Alliance's partnership with @911day and @AmeriCorps, [Campus Name] received grant funding to create opportunities for students to serve, connect, and strengthen their community.

  This September, [Campus Name] will [briefly describe the project].

- **Social media post suggestion #3**

🌱 [Organization or Campus Name] is joining a nationwide effort to honor 9/11 through service that strengthens our communities.

Through The Alliance's partnership with @911day and @AmeriCorps, [Campus Name] received grant funding to support a project focused on addressing local needs and creating meaningful community impact.

This September, [Campus Name] will [briefly describe the project].

Suggested Hashtags & Tags

- #911Day, #DayOfService, #ServiceAndRemembrance
- @911day, @AmeriCorps

Post-9/11 Day: Project Recaps & Impact

- **General recap and impact language for websites and newsletters**

  This September, [Organization or Campus Name] joined campuses nationwide in honoring the 25th anniversary of 9/11 through service, remembrance, and community impact.

  Through The Alliance for Campus Community Engagement's partnership with 9/11 Day and AmeriCorps, member campuses received funding to support local service projects that engaged students and community partners in addressing local needs.

  [Campus Name]'s project [brief project description], engaging [#] volunteers and making an impact through [result/outcome].

  Together, these projects demonstrate how national partnerships and The Alliance network help campuses turn opportunities into meaningful community action.

- **Short impact teaser**

  [Organization or Campus Name] honored the 25th anniversary of 9/11 through service, partnership, and community impact. Together, we turned remembrance into action.

- **Social media post suggestion #1**

  🤝 [Organization or Campus Name] joined campuses across the country in honoring the 25th anniversary of 9/11 through service, remembrance, and community impact.

  Through funding provided by The Alliance for Campus Community Engagement, [Campus Name] brought students and community partners together for a @911day of Service and Remembrance project focused on [brief project description].

Thank you to the students and community partners who helped turn remembrance into action. 🕊️ @AmeriCorps

- **Social media post suggestion #2**

  Through The Alliance's partnership with 9/11 Day and AmeriCorps, [Organization or Campus Name] helped support a local service project that brought our campus and community together in honor of the 25th anniversary of 9/11.

  Because of this funding opportunity, [Campus Name]:
  ✅ Engaged [#] volunteers
  ✅ Contributed [#] hours of service
  ✅ Supported [community partner/community need]

  Service creates impact! 🌟 @911day @AmeriCorps

- **Social media post suggestion #3**

  🌟 From national partnership to local impact: [Campus Name] honored the 25th anniversary of @911day by [briefly describe service project].

  Through grant funding provided by The Alliance for Campus Community Engagement, [Campus Name] partnered with [community partner] to [describe impact/outcome].

  From [#] volunteers to [specific result], this project demonstrates the power of campus-community partnerships and the impact that comes from turning remembrance into action. @AmeriCorps

Suggested Hashtags & Tags

- #911Day, #DayOfService, #ServiceAndRemembrance
- @911day, @AmeriCorps

Social Media Requirement Reminder

Participating campuses must publish at least one pre-event promotional post on participating campus social media accounts and at least one pre-event promotional post on participating campus club, program, or other participating group social media accounts.

Each post must tag and recognize **@911day** and **@AmeriCorps**.

For the final report due October 1, 2026, campuses must include links to all required social media posts.

Press & Media Resources: Post-9/11 Day: Project Results & Community Impact

- Customizable press release template recapping completed projects and highlighting local impact

  Customization Tips

  - Place the completed press release on your organization's or campus's branded letterhead
  - Replace bracketed text with local project details.
  - Include specific impact metrics whenever possible (volunteers, service hours, donations, community members served, partnerships created).
  - Prioritize a quote from:
    - a campus leader, student participant, community partner, or member organization representative.
  - Add photos of students and community partners if distributing to media.

FOR IMMEDIATE RELEASE

[Campus Name] Students Honor 25th Anniversary of 9/11 Through Day of Service Project

[City, State] — [Date] — [Organization or Campus Name] joined campuses across the country in honoring the 25th anniversary of 9/11 through a 9/11 Day of Service and Remembrance project that brought students, campus partners, and community members together in service.

Through funding provided by The Alliance for Campus Community Engagement ("The Alliance"), [Campus Name] implemented a service project focused on [brief project description]. The project engaged [number of volunteers] students, faculty, staff, and community members to support [community partner/community need] and create meaningful local impact.

The funding was made possible through The Alliance's national partnership with 9/11 Day and AmeriCorps. Through this partnership, The Alliance received funding to support service projects led by member campuses across its network of 10 state and regional member organizations. These grants provided campuses with resources to develop service opportunities that honor the spirit of unity, remembrance, and community action inspired by 9/11 Day.

"[Insert quote from campus leader, member organization leader, student participant, or community partner highlighting the importance of the project and partnership]," said [Name, Title, Organization].

As part of the project, [Campus Name] [describe key activities — examples: assembled care kits, supported a food drive, completed a community cleanup, partnered with a local nonprofit,

supported youth programming]. The effort resulted in [insert impact metrics: number of volunteers engaged, hours served, items donated, community members supported, or other outcomes].

“[Insert quote from community partner or participant describing the impact of the service project],” said [Name, Title, Organization].

The project reflects the power of campus-community partnerships and the role of The Alliance network in connecting national resources with locally driven solutions. Through these partnerships, colleges and universities are able to create meaningful opportunities for students to serve, engage with their communities, and address local needs.

To learn more about [Organization or Campus Name]’s service initiatives, visit [website/link].

About [Organization or Campus Name]

[Insert organization/campus boilerplate.]

About The Alliance for Campus Community Engagement

The Alliance for Campus Community Engagement (“The Alliance”) is the largest network of state and regional coalitions dedicated to supporting the public purposes of higher education. Representing more than 400 member institutions, The Alliance advances public service, civic engagement, campus-community partnerships, and locally driven initiatives that strengthen communities nationwide.

###

- Suggested media outreach and pitching language for sharing project results with local news outlets

Tips for Sharing Project Results with Local Media

Following your 9/11 Day of Service and Remembrance project, consider sharing your results with local news outlets, campus media, and community partners. Focus on the local story: students and community members coming together, the impact created, and the partnerships that made the project possible.

Email Pitch Template

Email subject: Local Students Honor 25th Anniversary of 9/11 Through Service

Hello [Reporter Name],

On September 11 (or exact date), [Organization or Campus Name] joined communities across the country in honoring the 25th anniversary of 9/11 through a local Day of Service and Remembrance project.

Through funding provided by The Alliance for Campus Community Engagement, [Campus Name] brought students and community partners together to [brief project description], creating impact through [insert outcome or community need].

I've attached a press release with additional details about the project, including [impact highlights, volunteer numbers, and community partnerships]. We would be happy to provide photos, interviews, or additional information if you are interested in sharing this story.

Thank you for considering this local story of service and community impact.

[Name]
[Organization/Campus Name]
[Contact Information]

Media Sharing Tips

- Attach your completed press release as a PDF when reaching out to local media contacts.
- Include high-quality photos from the service project whenever possible (students volunteering, community partners, and project activities).
- Consider sharing the story through your own communication channels:
    - Publish the press release on your website or newsroom page.
    - Turn the story into a blog post or campus/community spotlight featuring photos and participant quotes.
    - Share the impact recap through newsletters and social media channels.

Project Reporting Reminder

As part of the project reporting requirements, participating campuses are required to share a long-form program wrap-up highlighting their 9/11 Day of Service and Remembrance project, community impact, and outcomes with constituents through a newsletter, website post, or email blast.