

Congress of the United States
Washington, DC 20515

March 15, 2018

Dear Colleague:

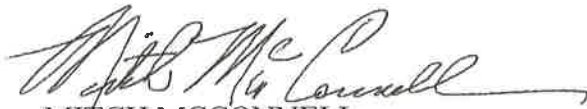
As we mark the beginning of a new year, we urge you to join us in reaffirming our commitment to a program that makes a real difference in the lives of America's youth – the Congressional Award. Designed to recognize and promote service, initiative and achievement in young people between the ages of 14 and 23, the Congressional Award has served as Congress' award for America's youth for more than thirty-five years. The Award is non-competitive and open to all young Americans regardless of mental or physical challenges, or socioeconomic status. The program, which was established in 1979 by Public Law 96-114 as a private-public partnership, is reauthorized by both houses of Congress every five years.

This year the Congressional Award National Office is undertaking an initiative to dramatically increase the number of young people who take advantage of the opportunities this program has to offer. We encourage all of our colleagues on both sides of the aisle to show their support by making a commitment to implement this worthwhile program in their home districts. By participating in the Congressional Award program, Congress demonstrates its support of the nation's next generation of leaders.

Attached you will find ideas and suggestions on promoting the Congressional Award program within your home district as well as contact information for the National Office, which is located in the Ford House Office Building.

Upon request, the Congressional Award staff can provide additional materials in order to make it easier for you to become involved. If you have questions about the program, please feel free to contact the National Director, Erica Heyse at 6-0130 or heyse@congressionalaward.org.

Sincerely,



MITCH MCCONNELL
Majority Leader



CHARLES E. SCHUMER
Democratic Leader



JOHNNY ISAKSON
Board Member



JOE MANCHIN
Board Member



U.S. SENATE PROMOTIONAL TOOLKIT

The Congressional Award is promoted throughout the country by Members of Congress who share with their constituents a unique opportunity to provide today's youth with the tools they need to thrive as adults. The program is a great opportunity to recognize your constituents and promote the good works that they have contributed within your community.

DESIGNATE A STAFF LIASION

Encourage a legislative/educational assistant or appropriate staff member in D.C. and a state director or field representative locally to serve as the point of contact for our National Office. [Contact us](#) to set up an informational meeting, request promotional materials, or to receive an update on the program in your state.

ADD US TO YOUR WEBSITE

The Congressional Award fits nicely under your [youth/student opportunities](#) or [constituent services](#) pages. Be sure to link to www.congressionalaward.org.

GET SOCIAL

Connect your constituents with the opportunity through social media by creating [Facebook](#), [Instagram](#), [Twitter](#), and other [social media posts](#). Join the conversation with us using [#EarnedIt](#).

[Facebook.com/thecongressionalaward](https://www.facebook.com/thecongressionalaward)
[Instagram.com/thecongressionalaward](https://www.instagram.com/thecongressionalaward)

[Twitter.com/theaward](https://twitter.com/theaward)
[LinkedIn.com/company/the-congressional-award](https://www.linkedin.com/company/the-congressional-award)

NEWSLETTER FEATURE

Showcase Congress' award for youth to your readership / viewership in your weekly or monthly newsletter or other membership communications.

[Download our congressional newsletter /website language.](#)

PRESS RELEASE

[Write a press release](#) to promote the program or [recognize recent awardees](#). Honor Congressional Award Medalists by adding them to the [Congressional Record](#) or speaking on the Senate floor.

SEND A LETTER

[Congratulatory letters](#) and [letters of encouragement](#) to Congressional Award Medalists in your state reinforce your support of youth participants and offer a lasting memento of their achievement.

PRESENT THE AWARD

[Host a Medalist at your state or D.C. office](#), visit a school, present the award at a local event, or participate in a [state/regional ceremony](#).

PROMOTE LOCALLY

Leverage the schools, non-profits, youth and service groups, and community leaders with a footprint in your state to stimulate enrollment growth. [Incorporate The Congressional Award into your talking points at local forums](#), town hall meetings, banquets, site visits, etc.

ATTEND OUR EVENTS

We offer many events throughout the year in DC, Maryland, and Virginia, and across the country. These events raise valuable awareness and funds for the Foundation, welcoming corporate and community leaders.

The three marquee events each year are the Gold Medal Ceremony, Chiefs of Staff Poker Tournament, and Golf Classic. [View our event schedule](#).

KICK-OFF EVENT

Hold a [launch event](#) or press conference to create awareness of the program.

GENERAL RESOURCES

[2017 IMPACT REPORT](#) – Explore the program’s reach through infographics.

[ANNUAL REPORT TO CONGRESS](#) - Learn more about program participation throughout the nation, highlights from the previous year, as well as information about events in Washington, D.C.

[REGISTRATION](#) - Participants must register online or by mail before starting the program.

[PROGRAM BOOK](#) – Gain an overview of the program including sample activities, program requirements, and frequently asked questions.

[RECORD BOOK](#) - The document used by all participants to record activities and track hours.

[SPANISH LANGUAGE RESOURCES](#) – Informational resources and program guidelines.