



A SERVICE YEAR

**A CULTURAL EXPECTATION, A COMMON OPPORTUNITY, AND
A CIVIC RITE OF PASSAGE FOR EVERY YOUNG AMERICAN**

THE VISION

The Franklin Project envisions a future in which a year of full-time national service — a service year — is a cultural expectation, a common opportunity, and a civic rite of passage for every young American. Each person can fulfill his or her national service obligation by joining the military or by completing a full-time civilian service year through programs such as Teach for America, AmeriCorps, and the Peace Corps, or any eligible nonprofit. A modest living allowance would be provided for the service year, which would be completed at some point between the ages of 18-28.

THEORY OF THE FRANKLIN PROJECT

We believe that spending a year in full-time service is a transformative experience for young citizens and future leaders. We're focused on promoting a service year as a civic rite of passage because it will connect individuals to something bigger than themselves and to the idea that citizenship requires more from each of us than is currently expected. A generation of Americans spending a year in full-time service will unleash a reservoir of human capital to tackle pressing social challenges, unite diverse Americans in common purpose, and cultivate the next generation of leaders.

HOW IT WILL WORK: A NEW RITE OF PASSAGE INTO ADULTHOOD

RECRUIT

ATTRACT YOUNG PEOPLE TO THE SERVICE YEAR EXPERIENCE

CONTEXT In 2011, AmeriCorps had 580,000 applications for 80,000 positions, and studies show that millennials are increasingly inclined to serve, volunteering at rates of over 50%.

OUR ROLE The Franklin Project will develop deliberate recruiting pathways from youth volunteerism into full-time service, and persuade young people to serve through marketing efforts and a system of incentives.

SERVE

PLACE 18- TO 28- YEAR-OLDS INTO SERVICE YEAR POSITIONS

CONTEXT Nonprofits and federal, state, and local governments recognize national service as a cost-effective solution to meet their missions, and colleges have already begun to integrate full-time service year experiences into their curricula.

OUR ROLE Create the Service Year exchange, a dynamic online marketplace to bring all service year stakeholders together: young people seeking service positions, organizations seeking service members, and funders looking to support these efforts.

CONNECT

ATTACH FULL-TIME SERVICE TO EMPLOYMENT AND EDUCATION

CONTEXT Service years are an asset to career and adult development, rather than an interruption — and service year alumni make better employees and more mature students.

OUR ROLE Create the "Service Year Transcript" — a deliberate mechanism that upon completion of service ensures a young person's service year is part of the commonly-understood pathway to employment and school.

THE BIG IDEA

UNIVERSAL NATIONAL SERVICE HAS THE POWER TO:



Address national challenges like education, housing, poverty & employment



Give young people who want to serve an opportunity to engage



Build bridges across socio-economic, political & ethnic dividing lines



A more engaged citizenry with the responsibility to act & the experience to get big things done.

ORGANIZED TO SUCCEED

THE NATIONAL SERVICE ALLIANCE is a partnership between four organizations: the Franklin Project, the National Conference on Citizenship, ServiceNation, and Voices for National Service. The idea of national service has been around for a long time, but the Alliance represents the first time that the infrastructure and the capacity have been in place to build a cultural movement. The Alliance has unified around three goals:

GOAL 1

CREATE a measurable pathway to one million service year positions by 2023 by working with all sectors of society to increase the supply of service year positions.

GOAL 2

BUILD an ecosystem for national service in the 21st century, in which our schools, workplaces, nonprofits, and other institutions incentivize young people to serve and reward people who have.

GOAL 3

INSPIRE Americans to understand and embrace national service and a service year as a rite of passage.

HOW YOU FIT IN

Changing a cultural norm requires buy-in from every sector of society, and is dependent on the bold action of individuals. Below are just a few of the ways that you can specifically help to achieve the vision of universal national service.

CITIES & COMMUNITIES

Create place-based, cross-sector models that support the scaling of service years to address local issues.

FEDERAL GOVERNMENT

Fulfill the promise of the Serve America Act and fund expanded national service and innovative corps models.

HIGHER EDUCATION

Create innovative service year programs and incentivize service in admissions.

NONPROFITS

Certify your organization to host service year participants through the Service Year Platform.

MILITARY & VETERANS

Sign on to the Franklin Project's Military and Veterans Pledge for national service.

MEDIA & INDIVIDUALS

Tell your story of service or write about the importance of universal national service.

PRIVATE SECTOR

Incentivize service year alumni in hiring and promotion at your company.

FAITH GROUPS

Strengthen the ethic of service and the new rite of passage in your communities.

YOUNG PEOPLE

Commit to do your service year.