National September 11 Memorial
2012 Commemoration Planning Guide
911memorial.org/commemorate
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Thank You

**Branding Policy Guidelines**
This 9/11: Honor. Remember. Reunite.

This year, as we commemorate the 11th anniversary of 9/11, the National September 11 Memorial & Museum encourages you to help us uphold the solemn obligation we made never to forget the nearly 3,000 men, women, and children who perished as a result of the September 11, 2001 attacks.

This guide provides ideas on how you can commemorate the anniversary in your community, school, online, or as an individual. Pick a suggestion from this guide that will help you plan and personalize your commemoration event or activity. Downloadable materials and resources are available at 911memorial.org/commemorate.

We hope that you will share with us your thoughts, reflections and plans, and encourage your friends, family, and community to join in commemorating the 9/11 anniversary. Whether you choose to observe a moment of silence, mark the day with a charitable activity, support a 9/11-related charity, or spread the message of remembrance through your social networks, you are playing an important part in memorializing those who were lost and the sacrifices made 11 years ago.

In the wake of the attacks, we showed the world that the best of humanity can overcome the worst hate. Thank you for joining us as we come together again as a nation to honor, remember, and reunite.

Warm regards,

Joe Daniels
President & CEO
National September 11 Memorial & Museum
9/11 Information and Resources

In preparation for the 9/11 anniversary of the attacks, these resources provide background information about the attacks and their broader context, along with suggestions for talking to children about this difficult topic.

9/11 FAQ
This reference tool provides basic information about the World Trade Center (WTC) and the Twin Towers, the 9/11 attacks and their aftermath, broader context of the attacks and perpetrators, and the rebuilding of the WTC site.

Talking to Children about 9/11
These simple and effective guidelines help adults navigate discussions about 9/11 and its aftermath with younger audiences.

9/11 FAQ for Younger Children
Designed for adults addressing younger children, this tool offers age-appropriate answers to frequently asked questions about 9/11, the WTC, and the rebuilding of the site.

Interactive Timelines
The interactive timelines are a simple and engaging way to teach and learn about the events of 9/11. Incorporating photos, audio, and video from the 9/11 Memorial Museum collection, these timelines focus on the events of September 11 and the Ground Zero recovery efforts.
Commemorate in your Community

There are many ways to commemorate the anniversary of 9/11 in your community.

Observe moments of silence
Hold a general moment of silence, or observe multiple moments of silence on September 11 at the following times marking key moments on 9/11. As in years past, these moments will be observed as part of the official 9/11 anniversary ceremony held at the World Trade Center for victims’ families.

8:46 am: American Airlines Flight 11 strikes the North Tower (1 WTC)
9:03 am: United Airlines Flight 175 strikes the South Tower (2 WTC)
9:37 am: American Airlines Flight 77 strikes the Pentagon
9:59 am: South Tower (2 WTC) collapses
10:03 am: United Airlines Flight 93 crashes in Somerset County, PA
10:28 am: North Tower (1 WTC) collapses

Toll bells
Toll bells on September 11 at 8:46 am or at each of the times listed above.

Participate in the National Day of Service and Remembrance
Since 2001, individuals and organizations have responded to 9/11 with service and volunteer efforts, many supporting the philanthropic wishes and interests of those killed on 9/11. In 2009, this work was formally acknowledged and supported with the establishment of the September 11 National Day of Service and Remembrance. Organized by the Corporation for National and Community Service (CNRS), a federal agency, the official page can be found here: serve.gov/sept11.asp.

Step 1: Find or create a service project in your area.
Visit 911day.org to get started and click “Volunteer” on the homepage. 9/11 Day is a nonprofit dedicated to promoting annually the observance of September 11 as a day of charitable service and doing good deeds. 9/11 Day was founded and is led each year by MyGoodDeed, an organization that helped found the National Day of Service and Remembrance. MyGoodDeed offers multiple tools to find and implement community-based service projects.
Step 2: Dedicate your service.
MyGoodDeed allows you to dedicate service to a victim of the attacks. Visit the 9/11 Memorial Guide to see the names of the victims and brief biographical information including hometown and last place of residence. Click “Find a Name on the Memorial,” and enter details important to you and your group to find an individual with a specific connection to your community. You can also search for victims names while on the 911day.org website and pledge your good deed or service in honor of their memory.

Step 3: Tell us about your work.
Send a write-up and images of your 9/11-related service efforts to honor911@911memorial.org and we will provide you with an official certificate of recognition.

Lead a community conversation around service and 9/11
The New York Council for the Humanities created Community Conversations to bring together members of a group, organization or neighborhood in a facilitated discussion of a short reading.

Read the names of those killed in the attacks aloud
The names of the men, women and children killed on 9/11 have been read aloud at the official 9/11 anniversary ceremony in New York City every year. Download a list of the names inscribed on the 9/11 Memorial. (Names include all those killed in the 9/11 attacks and the six individuals killed in the 1993 World Trade Center bombing).

Using the 9/11 Memorial Guide, select specific names to be read aloud. Readings may include names from a group’s hometown or state, or may focus on a specific company or first responder agency.

Thank your local first responder agencies
Plan a visit or deliver letters, artworks, or donations to the local police department, fire department, or other key agencies in your community.
Share reflections
Provide paper in your school, place of employment, house of worship, or community center for people to leave notes of remembrance recalling their memories of 9/11. After the anniversary, collect the notes and add them to the Make History section of the 9/11 Memorial website, where they will become a permanent part of the 9/11 Memorial Museum's archive.

Lower flag in remembrance
Lower flags to half-staff on the 9/11 anniversary. Flags may be lowered at 8:46 am to mark the moment when Flight 11 struck the North Tower at the WTC.
Commemorate in your School

These are specific ideas for commemorating the anniversary in your school or classroom. For more educational resources on commemorating 9/11 in your school, visit the Teach + Learn section of our website.

Observe a moment of silence
Hold a schoolwide moment of silence at 8:46 am to observe the moment when American Airlines Flight 11 struck the North Tower of the World Trade Center.

Engage in a service or volunteer project
Encourage your school to participate in the National Day of Service and Remembrance. Follow the steps in the Commemorate in your Community section and visit 911day.org to get started.

Download toolkits for the National Day of Service and Remembrance that offer everything necessary for “do-it-yourself” age-appropriate discussions around service and 9/11.

Commemorate in your classroom
These lessons examine the theme of memorialization in different ways and ask students to conceive and create their own memorials for 9/11.

Introducing the 9/11 Memorial Lesson Plan
Written for middle and high school classes, this lesson introduces students to the design and symbolism of the 9/11 Memorial, while prompting them to consider how they would memorialize the attacks.

Symbols of Remembrance and Reflection Lesson Plan
Written for elementary and middle school classes, this lesson explores the role and ubiquitous presence of symbols in our culture. Students then build on this understanding to incorporate symbols in their own 9/11 memorial.

Creating a Memorial Museum Lesson Plan
Written for middle school classes, this lesson asks students to reflect on the ability of objects to tell stories and has them create their own mini-9/11 exhibition.
Commemorate as an Individual

Individuals can observe the 9/11 anniversary in many different ways such as by volunteering, through personal reflection and prayer, or by making a donation. Your online community may be one of the best ways for you to commemorate 9/11 and help encourage others to participate.

Join the 9/11 Memorial's online community

- Like the National September 11 Memorial & Museum on Facebook.
- Follow @Sept11Memorial on Twitter.
- Add the 9/11 Memorial to your Google+ Circle.
- Follow and repin the 9/11 Memorial’s photos on Pinterest.
- Leave your comments on the MEMO blog.
- Subscribe to the 9/11 Memorial’s Sept11MM YouTube Channel.
- Join the 9/11 Memorial email list to stay informed.

Identify your online community

Are you on Facebook, Twitter, Pinterest, Google+, or Instagram? Do you have a blog or your own YouTube channel? Any social platform can be used as a means of commemorating the 9/11 anniversary in your community. Look at your online community and determine which channels you could use.

Blog

Dedicate a blog post to 9/11. Encourage readers to use this Planning Guide to plan their own commemoration. Remind readers to take a moment to reflect or pay tribute to the victims of the attacks. Share your own thoughts on the tragedy to fulfill the promise we made to never forget.
Sample blog post template:

THIS 9/11: HONOR. REMEMBER. REUNITE.

“May the lives remembered, the deeds recognized, and the spirit reawakened be eternal beacons, which reaffirm respect for life, strengthen our resolve to preserve freedom, and inspire an end to hatred, ignorance and intolerance.”

These words are part of the mission statement of the National September 11 Memorial & Museum at the World Trade Center in New York City. As the nation and world mark the 11th anniversary of the 9/11 attacks, [Blog Name] shares the sentiments of the 9/11 Memorial and calls upon readers to make Sept. 11, 2012 a day of commemoration.

Take a moment to remember and honor the thousands of innocent men, women, and children murdered by terrorists in the horrific attacks of February 26, 1993 and September 11, 2001. Thank your local first responders for their dedication to protecting your community. Remember the many Americans who have served and are currently serving in our nation’s military—many of whom enlisted as a response to the 9/11 attacks.

Let us come together this 9/11 to honor, remember and reunite. For more information from the National September 11 Memorial & Museum, visit 911memorial.org.

Serve your community
Commemorate the anniversary with an act of service, either of a personal nature or through organized volunteering. Visit 911day.org for service projects in your area.

Preserve history by sharing your 9/11 story
The 9/11 Memorial’s web initiative, “Make History,” invites the public to build a timeline of the events and their aftermath through stories, images, and videos. Content uploaded through Make History is time-stamped and layered over a photography feature of Google Maps, providing a deeper understanding of how we all experienced 9/11.
Spread the Word

Do you want people in your community to attend an event, donate to a 9/11 cause or join you in honoring victims of the attacks? Use these ideas to help spread the word about a commemoration event and share information with others on what they can do in observance of 9/11.

Take action and show others in your community how you are commemorating 9/11.

**Press Release Template**
Use this customizable press release to reach out to local media and those in your community who may be interested in attending your 9/11 commemoration event.

**Newsletter-Email Template**
Use this customizable text via email or in your organization’s newsletter or bulletin to reach out to those in your community to encourage them to commemorate 9/11 with you.

Once you decide on your call-to-action, use social media to spread the word. Share your ideas and collaborate with friends, fans, and followers. Here are some ideas and examples:

**Facebook**

- Create an event listing for your 9/11 commemoration event.

- Use the 9/11 Memorial’s app to dedicate your status to a 9/11 victim or update your profile picture with a tribute photo: [bit.ly/Honor911](http://bit.ly/Honor911).

- Download the [Facebook Cover Photo](#) in the toolkit and make it your own cover photo.

- Sample statuses:

  *In commemoration of 9/11, join me in showing support for the National September 11 Memorial & Museum at the World Trade Center [facebook.com/911memorial](http://facebook.com/911memorial)*

  *Talk to your children about 9/11. The National September 11 Memorial & Museum provides tips: [911memorial.org/talk-children-about-911](http://911memorial.org/talk-children-about-911)*
Commemorate 9/11 in your community. The National September 11 Memorial & Museum designed a toolkit to help: 911memorial.org/commemorate

Take a moment to learn more about a victim of the 9/11 attacks by exploring the 9/11 Memorial Guide: names.911memorial.org

Commemorate 9/11 by getting involved with the National September 11 Memorial: support, volunteer, spread the word: 911memorial.org/donate

Twitter

• Use hashtags to join the Twitter community in commemoration: #Honor911
  #911Memorial

• Retweet the 9/11 Memorial’s tweets found at twitter.com/Sept11Memorial.

• Sample tweets:
  Join me & @Sept11Memorial to honor, remember & reunite on 9/11: http://ow.ly/cXBa4  #Honor911

  Because the best of humanity can overcome the worst hate http://ow.ly/cXAJ4  Video via @Sept11Memorial  #Honor911

  Commemorate 9/11 in your community using the @Sept11Memorial toolkit: http://ow.ly/dbvHc  #Honor911

  This 9/11, take a moment to learn more about a victim of the attacks through the @Sept11Memorial Guide: http://ow.ly/cXANx  #Honor911

  Talk to your kids about 9/11. @Sept11Memorial offers tips: http://ow.ly/cXARo  #Honor911

  Show that you’re United by Hope this 9/11 with @Sept11Memorial: http://ow.ly/cXAU8  #Honor911

  Text HOPE to 80088 to support the @Sept11Memorial with a $10 donation http://ow.ly/cZtBs  #Honor911
Google+
- Create an event listing for your 9/11 commemoration event.
- Share content featured on +9/11 Memorial.
- Use hashtags to join the Google+ community in commemoration:
  #Honor911
  #911Memorial

Pinterest
- Create a tribute board in honor of 9/11 by repining 9/11 Memorial pins and other inspiring content.
- Use hashtags to join the Pinterest community in commemoration:
  #Honor911
  #911Memorial

Plan a visit to the 9/11 Memorial
Visit 911memorial.org/visit for more information on visiting the 9/11 Memorial
Support the 9/11 Memorial

There are many ways to show your support for the 9/11 Memorial. Below are some examples of how you can contribute and get involved. For a full list of options, visit 9/11memorial.org/donate.

Sponsor a 9/11 Memorial cobblestone or paver*. Sponsorships can be made in memory or in honor of a friend or loved one; and as an organization or individual.

Post or distribute our downloadable poster to encourage support through the 9/11 Memorial text-to-donate program.

Create a fundraising activity to support and sustain the 9/11 Memorial. For ideas go to the Donate and Get Involved page at 911memorial.org.

Distribute mail-in donation forms at an event or to your community members.

Join the 9/11 Memorial Signs of Support campaign as a business or organization.

Become a Signs of Support Ambassador. Download the Signs of Support Ambassador registration packet to learn more.

*Out of respect for the victims, cobblestones and pavers will not be inscribed. Sponsorship listings are available online, in electronic directories, and through 9/11 Memorial Guide smartphone app.
Thank You

We encourage you to share with us how you will commemorate 9/11 by visiting 911memorial.org/commemorate.

Fill out the form under Share Your Plans and register to receive an official certificate of recognition for your observance of the 9/11 anniversary. Your commemorations could even be featured on the MEMO Blog. We will also be monitoring many different social networks, so be sure to tag the 9/11 Memorial and use #Honor911 when appropriate.

Please email honor911@911memorial.org with any questions or comments.
Branding Policy Guidelines

Thank you for joining the National September 11 Memorial and Museum at the World Trade Center Foundation, Inc. (the “9/11 Memorial”) in commemorating the 11th anniversary of the 9/11 attacks in your community, school, and online. We encourage your observance of 9/11 by providing downloadable materials and online resources to help you develop your own commemoration.

Please remember a few things as you plan your observance or use our materials:

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