

“iParticipate”

It is a call to action. It allows Americans to define how they participate. Our goal is to inspire people to want to participate, to connect emotionally with family, friends and neighbors in a way that motivates positive change in our culture in everyday life. We want our campaign to make volunteerism a source of pride as well as purpose. Its power stems from a single, simple statement at the heart of volunteerism: “iParticipate”.

www.iparticipate.org