



# NATIONAL USA WEEK

National Unmarried and Single Americans Week

September 21 - 27, 2003  
www.nationalUSAweek.org  
sponsored by AASP

**CELEBRATING THE LIVES AND CONTRIBUTIONS OF 86 MILLION UNMARRIED AND SINGLE AMERICANS**

## You are invited to participate in activities for Unmarried and Single Americans Week.

The staff at AASP is now gearing up for our major promotional campaign in the fall. Unmarried and Single Americans Week, also known as National USA Week, occurs this year during Sept. 21 - 27.

### Public Awareness Campaign

National USA Week is primarily a public awareness campaign. We work with print and broadcast media to educate the public that unmarried people head up about half of the households in the nation. Unmarried Americans make significant contributions to society as taxpayers, employees, volunteers, neighbors, and family members.

This public awareness campaign is also an opportunity to highlight areas in which unmarried and single Americans experience unfairness – such as taxes, employee benefits, insurance rates, housing bias, and in various other governmental and business practices.

### Outreach to Elected Officials

During National USA Week each year, we reach out to elected officials at the federal, state, and local levels of government. We invite mayors, city councils, and governors to issue proclamations acknowledging Unmarried and Single Americans Week as a commemorative occasion and encourage them to express their appreciation for our many contributions to society.

### The Value of Proclamations

Last year, through the efforts of our staff and a few AASP members, we succeeded in obtaining 60 proclamations, greetings and citations from Governors, Mayors and City Councils in 33 states.

This year, due to budget constraints, we are unable to devote as much staff time to obtaining proclamations. Staff resources are being focused

on other aspects of National USA Week activities. So we really need the help of AASP members to obtain proclamations this year.

We have prepared sample letters to governors and mayors and sample proclamation language. We have included contact information for all governors and many mayors.

Please take the time to write a letter to your governor and your mayor requesting a proclamation. For those who can access our website, you can copy, paste, and print your letter from [www.unmarriedamerica.org/sample-letter](http://www.unmarriedamerica.org/sample-letter). **Your letters should go out before the end of July.**

Proclamations are not just a mere formality. They are used to stimulate media coverage. The official issuing the proclamation also becomes aware of AASP and our programs in the process. We begin to develop a relationship with these officials as we approach them year after year during National USA Week, and they are familiar with AASP if we contact them on a substantive issue on other occasions. So please help us obtain a proclamation from the governor of your state and the mayor of your city. And don't forget to mail or fax your letter to us so we know which officials have been contacted by AASP members.

### Annual Visit to Congress

This year, as we have done in prior years, AASP staff will be in Washington D.C. during National USA Week. We will be joined by local AASP members as we visit the offices of all 535 members of Congress. Every Senator and every Representative will receive written materials documenting the emergence of a "new unmarried majority" in the United States. We will urge them to create legal, political, and economic reforms to provide more fairness to unmarried taxpayers, consumers, and employees.

AASP is the only organization representing the interests of unmarried Americans which regularly communicates with all members of Congress – by mail, by fax, and most importantly, in person.

**Join the Walkathon-Talkathon in D.C.** Perhaps you live within driving distance of Washington, D.C. Or maybe you plan to be there on vacation or on business during Sept. 21-24. In any event, we can use help walking the halls of Congress to greet the Congressional staffers who are single and to deliver materials to members of Congress. Call us at (800) 993-2277 to let us know if you would like to participate in this “walkathon-talkathon” for Unmarried America.

**Reception for Members.** We are planning to have a reception for members in Washington D.C. to initiate National USA Week. The reception will occur during mid-afternoon on Sunday, September 21 (location to be announced). Refreshments will be provided. A modest donation at the door will help defray costs. Come and meet Dr. Nora Baladerian (President) and Thomas F. Coleman (Executive Director) and other members of AASP. Joan Allen, author of “Celebrating Single” will be there with autographed copies of her book. We hope that other book author members of AASP will also join us for this reception.

## Membership Campaign

Our effectiveness as an educational and advocacy organization would be greatly enhanced if our membership base were larger. So please help us gain more members for AASP.

**Spread the word.** Tell all of your friends about AASP and ask them to join before September. Send us their names and addresses and we will mail them a brochure indicating your name on the return address so they know the brochure comes at your request. Or you can send out brochures yourself (saving us the staff time and costs) by printing one from our website ([www.unmarriedamerica.org/brochure](http://www.unmarriedamerica.org/brochure)) or by making photocopies from the brochure we have included with this mailing to you.

**Gift memberships.** You could also surprise some family members or friends by giving them a gift membership in AASP for National USA Week. Fax or mail us the enclosed gift membership form and we will mail them a greeting card and welcoming packet just in time for them to receive it by Monday, September 22.

## USA Week Awards

A special issue of *Unmarried America* will be mailed to AASP members in September. In it we will announce the recipients of National USA Week Awards for 2003. Recipients have been selected by the Board of Directors of AASP.

Awards will be presented in several categories: Workplace Awards (one public and one private employer), Leadership Awards (two members of Congress, one governor, and three local government officials), Research Awards (two scholars), and Volunteer Awards (two AASP volunteers).

## Advertising Campaign

A foundation grant has enabled AASP to place half-page ads in major newspapers throughout the nation during the month of September. We are planning to run ads in newspapers located in 26 different states and in the District of Columbia. The ads will reach some 7 million households.

The primary purpose of these ads is to stimulate unmarried readers to join AASP. Some ads will also congratulate a local recipient of a USA Week Award. Others will include a favorable quote about AASP from the mayor or governor of the area covered by the newspaper.

But all of the ads will highlight our trip to Washington D.C. and will underscore that unmarried taxpayers got the short end of the stick on tax relief and continue to be shortchanged when it comes to employment benefits. If we want more fairness from elected officials and corporate executives, then we must “pump up the volume” and that can only be done by creating a collective voice demanding reform. If enough people join AASP, our voices will be heard by those in positions of power who can create political and economic change.

## Editorial Media Outreach

We will also be reaching out to political and feature editors at newspapers, as well as radio talk show hosts. We will encourage them to write stories or devote air time during National USA Week focusing on the issues and concerns of unmarried and single Americans.

You can help. **Let us know if you would be willing to be interviewed by a reporter.** Stories are more likely to be written if reporters have AASP members to interview. Just be yourself. Share your opinions and experiences. Remember, they will interview experts on special issues.