



HOW TO REQUEST A MAYORAL PROCLAMATION FOR SISTER CITIES INTERNATIONAL DAY, JULY 15, 2016

Thanks for being a part of Sister Cities International!

Sister Cities International serves as a hub for institutional knowledge and best practices in the field of citizen diplomacy. The mission of Sister Cities International is just as important today as it was when it was founded. With the advent of the internet and new technologies, the world is becoming smaller, and the relationships and interactions between the U.S. and its international counterparts are more complex than ever. The partnerships built through 60 years of Sister Cities International are just as important today as they were 60 years ago when the organization was launched by President Eisenhower.

In 2016 Sister Cities International is celebrating 60 years of global citizen and civic diplomatic action, and helping support a future where the world's cities, communities and its citizens can come together in common ground. In order to capitalize on the moment, **we are encouraging everyone in our network to be part of this global celebration by reaching out to your Mayor's office in order to help create a Sister Cities International day for July 15, 2016.** Sister Cities International Day is a fitting occasion to commemorate the significant impact that YOU and the organization has made in building bridges across nations, cities and communities around the globe in order to create and sustain world peace, we want your city to be a part of it!

This toolkit will provide you with all the resources you may need to have your Mayor proclaim Sister Cities International.

What is a Mayoral Proclamation?

Proclamations are typically issued by a Mayor to recognize the importance of a community event, significant achievements by community members, or to signal a City's role in significant national events.

Proclamations may be read at a City Council meeting, or at a community event being recognized, depending entirely on the schedule of the Mayor. Proclamations are often posted on the City's website. Original signed proclamations will be provided to the requesting party (sometimes must be received in person at City offices).

Why request a Mayoral Proclamation in your City?

- Opportunity to meet/greet/photo with your Mayor and/or other city representation
- Become a Sister Cities International Ambassador for your city and help establish international partnerships
- Help your city celebrate philanthropy, volunteerism and community service



- Get your city government more involved in local causes

In this toolkit, you will find:

- Steps to request a Mayoral Proclamation
- Sample outreach email/letter
- Sample Mayoral Proclamation for Sister Cities International
- Sample Press Release

STEPS TO REQUEST A PROCLAMATION

Visit your local government’s website.

Some City and State websites will have a section on “How to request a Mayoral Proclamation.” Some will even have an online Mayoral Proclamation Request section on their website. If they do not have an online request section, send an email request to your Mayor; most Mayors will have their contact information, including their email address on the City’s official web page.

You can use the sample outreach email in this toolkit.

Plan ahead.

Proclamations requested at least **two months in advance** have the best chance of being completed and provided to the requestor by a specific date. Make sure to reach out well in advance.

Provide a draft.

If the response is positive from your Mayor’s office, they may request you to send a draft of a sample proclamation.

We’ve included a sample draft proclamation in this email for you to edit and send.

Celebrate your city.

Your local government office may invite you to attend a meeting to accept the proclamation on behalf of Sister Cities International. This is a great press opportunity and way to bring your community together to celebrate generosity. Plan a community event and invite other Sister City partners and local members of the press to take part as well.

Share your proclamation.

Share your press release, photos, videos, and other moments from receiving your proclamation with the Sister Cities International community by tweeting @SisterCitiesInt, using the #SisterCities hashtag, tagging @SisterCitiesInt in an Instagram picture or posting to our Facebook Sister Cities International page. Check out our website at www.sistercities.org.



The Sister Cities Team can also promote your civic leadership on our social media if you email us your photos, announcements, and copy of your proclamation at communications@sistercities.org.

SAMPLE OUTREACH EMAIL

The following email offers ideas and language you can use as part of your outreach to your Mayor and local officials for Sister Cities. Feel free to copy, paste or adjust as you see fit for your organization as you communicate about your involvement with Sister Cities International.

Subject: Sister Cities International: (INSERT NAME OF CITY)

Dear _____,

This year, on July 15, 2016, we are part of a global call to action that will change the calendar and help make history. We are celebrating a day dedicated to “Peace through People” – when citizens, families, businesses, community centers, students, politicians and more will all come together to celebrate the 60th anniversary of Sister Cities International. Sister Cities International was founded as a Presidential initiative by President Dwight D. Eisenhower on September 11, 1956 at the White House Conference on citizen diplomacy to create more community-led global relationships so that people of different cultures could appreciate their differences and build partnerships that would lessen the chance of new national conflicts.

Local mayors and cities around the country, including ours, have been part of the sister city fabric for decades. In this time we have been instrumental in helping to build bridges between global communities we have helped create of thousands of educational, economic, cultural, municipal and humanitarian assistance exchange programs.

Sister Cities International currently has over 570 member cities, counties and states with relationships with over 2,300 communities in 150 countries, spanning 6 continents. Our city of (INSERT NAME OF CITY) has sister cities in the following cities and communities across the globe. (INSERT NAME OF CITIES – link to all cities can be found [here](#))

As a Sister City partner from the City of (INSERT NAME OF CITY) we would like to respectfully request that the City of (INSERT NAME OF CITY) officially proclaim July 15, 2016 Sister Cities International Day. The City of (INSERT NAME OF CITY) can really help to take our international relationships from something that was big to something that will really change the way we think about diplomacy, education and volunteerism for generations to come.

For additional information, please visit the website at www.sistercities.org.



It would be truly be an honor to have the City of (INSERT NAME OF CITY) formally proclaim Sister Cities International Day. Thank you for considering our request.

[Your Name]

[Organization Name]

SAMPLE SISTER CITIES PROCLAMATION

WHEREAS, To facilitate and maintain world peace, cities, their elected officials, and their citizens need to collaborate internationally, through international organizations such as Sister Cities International.

WHEREAS, In 2016 Sister Cities International is celebrating 60 years of global citizen and civic diplomatic action, and helping support a future where the world’s cities, communities and its citizens can come together in common ground.

WHEREAS, Sister Cities International Day is a fitting occasion to commemorate the significant impact that the organization has made in building bridges across nations, cities and communities around the globe in order to create and sustain world peace,

WHEREAS, Sister Cities International was founded as a Presidential initiative by President Dwight D. Eisenhower on September 11, 1956 at the White House Conference on citizen diplomacy to create more community-led global relationships so that people of different cultures could appreciate their differences and build partnerships that would lessen the chance of new national conflicts,

WHEREAS, Sister Cities International as described by President Eisenhower promotes that fact “that all people want peace. If we are to take advantage of this assumption that all people want peace, then the problem is for people to get together and to leap governments – if necessary to evade governments – to work out not one method but thousands of methods by which people can gradually learn a little bit more of each other.”

WHEREAS, Since President Eisenhower, every sitting president has been the Honorary Chairman of Sister Cities International,

WHEREAS, Sister Cities International currently has 550 U.S. member cities, counties and states with relationships with over 2100 communities in 145 countries, spanning 6 continents having representation in nearly every district represented in the House of Representatives.

WHEREAS, (INSERT NAME OF CITY) is proud to be a driving part of this global network with sister city partnerships spanning the globe in the following cities and countries (INSERT NAME OF CITIES – link to all cities can be found [here](#))



WHEREAS, The impact of Sister Cities International’s programs in 2014 has included participation of 1.13 Million. Collectively, in 2014 the SCI network hosted 2316 events and engaged 32,876 volunteers throughout the U.S.

WHEREAS, countless city, county, and state governments and their leaders have been involved in global relationships due to Sister Cities International and,

WHEREAS, these relationships include educational, economic, cultural, municipal and humanitarian assistance exchange programs that are mutually beneficial to each community,

WHEREAS, Sister Cities International Day is a call to action for Americans and citizens of the world to come together to celebrate the importance of communities’ continued commitment to supporting to a more peaceful and prosperous future through continued people to people exchanges

WHEREAS Sister Cities International Day is an opportune time for Americans and the world to come together and show how powerful humanity can be when we unite to promote peace, progress and prosperity for a better world: Now therefore, be it

NOW, THEREFORE, I, **MAYOR'S NAME**, Mayor of the City of **CITY NAME**, do hereby proclaim July 15, 2016 as

Sister Cities International

in the City of **CITY NAME**, and encourage all citizens to **{INSERT HERE}**.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of **CITY NAME**, **STATE**, to be affixed this {DATE}.

NAME

MAYOR

SAMPLE PRESS RELEASE

Contact:
[CONTACT NAME]



[CONTACT ORGANIZATION]

[PHONE]

[EMAIL]

[INSERT CITY'S NAME] Proclaims July 15, 2016 Sister Cities International Day

[INSERT LOCATION] [INSERT DATELINE] – [INSERT CITY'S NAME] has proclaimed **Sister Cities International Day**. Sister Cities International day will commemorate 60 years since the organization was founded as a Presidential initiative by President Dwight D. Eisenhower in 1956 at the White House Conference on citizen diplomacy. The organization now spans over 550 U.S. member cities, counties and states with relationships with over 2100 communities in 145 countries, spanning 6 continents. The organization began with a mission to create more community-led global relationships so that people of different cultures could appreciate their differences and build partnerships that would lessen the chance of new national conflicts.

It is our goal to celebrate sister cities and the impact they make on the world on this day.

The city of ([INSERT NAME OF CITY]) is proud to be a driving part of this global network with sister city partnerships spanning the globe in the following cities and countries ([INSERT NAME OF CITIES] – link to all cities can be found [here](#))

[INSERT QUOTE FROM CITY SPOKESPERSON]

The city of ([INSERT NAME OF CITY]) is joining hundreds of cities around the globe and thousands of people around the world in celebrating this day to mark this major milestone for world peace.

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About [INSERT ORGANIZATION NAME/SISTER CITY PARTNERSHIP BOILER PLATE]

About Sister Cities International

Sister Cities International was founded as a Presidential initiative by Dwight D. Eisenhower in 1956, Sister Cities International serves as the national membership organization for over 545 U.S. cities with relationships in over 2,100 communities in 145 countries on six continents. This sister city network unites tens of thousands of citizen diplomats and volunteers who work tirelessly to advance the organizations' mission of promoting peace and mutual understanding through economic and sustainable development, youth and education, arts and culture, and humanitarian assistance.

To learn more about Sister City partnerships and activities, or to join the organization as a member, please visit:



Website: www.sistercities.org

Facebook: www.facebook.com/SisterCitiesInternational

Twitter: twitter.com/SisterCitiesInt