

In Service to America's Front Yard: Expanding Volunteerism on the National Mall

OUR
Monumental
MOMENT

THE CAMPAIGN FOR THE NATIONAL MALL

Award-Winning Volunteers-In-Parks Program

THE FRONT LINE OF ENGAGEMENT FOR VISITORS TO THE NATIONAL MALL

In partnership with the National Park Service, the Trust for the National Mall recruits, trains and deploys a diverse group of volunteers for the Volunteers-in-Parks (VIP) program. Visitor education services are critical and especially meaningful on the National Mall. The most visited U.S. National Park, the National Mall is a symbol of our nation's democracy, home to significant monuments and memorials, and America's greatest living open-air history classroom.

VIP Volunteers play a critical role in enhancing the visitor experience on the National Mall. They augment the service of full-time National Park Service rangers to welcome, guide, educate and connect with more visitors and, importantly, to help keep more sites open. They also support special events, festivals, and community gatherings that bring large audiences to the National Mall.

CURRENT PROGRAM HIGHLIGHTS

- 250 VIP Volunteers serve at 10 important sites across the National Mall
- 18,000 total volunteer hours in 2023
- The Trust professionally trains this diverse, knowledgeable and friendly corps
- Multi-generational team ranging in age from 16 to 93 years old
- Includes our popular Youth Ambassador Program, attracting local high school students who provide community service and an energetic presence on the Mall
- Awarded the NPS National Capital Area Award for Outstanding Volunteer Program
- 50% of our volunteers are veterans or family of veterans
- A model for parks across the country
- Led by the Trust and NPS since 2021, the Trust helps recruit and deploy volunteers and runs the online volunteer portal which provides ongoing expert trainings system, onboarding software, volunteer awards and recognition events



A VIP Volunteer helps guide visitors to the Dwight D. Eisenhower Memorial, maintained by the Trust for the National Mall

OUR VISION: DOUBLE THE PROGRAM TO EXPONENTIALLY INCREASE THE IMPACT

THE PROGRAM IS NOT ONLY ESSENTIAL, BUT IT MUST GROW TO MEET THE EVER INCREASING NUMBER OF VISITORS.

Over the past 25 years, the National Park Service ranger team devoted to the National Mall has been reduced by 63%, from over 150 rangers in 1998 to just 55 today. Currently at 36 million annual visits, the National Mall is expected to draw over 50 million visitors during America's 250th birthday in 2026.

Our goal is to double our volunteers from 250 to 500 by 2027. This increase will also coincide with and help support the launch of The Trust's National Mall Gateway, our first-of-its-kind civic learning program developed in partnership with the National Park Service.



Young and old join us to help care for America's Front Yard

JOIN US IN MAKING A LASTING IMPACT PHILANTHROPIC PARTNERS MAKE ALL THE DIFFERENCE

Private philanthropy made the volunteer program possible, and private philanthropy is needed to help expand this popular program. As part of the *Our Monumental Moment Campaign*, the Trust is seeking generous philanthropic partners to significantly expand the reach of this high-impact program. Your support will help us:

- Double the number of volunteers from 250 to 500 volunteers by 2027
- Open more National Mall sites to benefit from trained volunteers — including the Lincoln Memorial and the Jefferson Memorial
- Support the new National Mall Gateway Civic Learning Experience
- Ensure the volunteer experience and the volunteer service to visitors remain at the highest caliber
- Enhance volunteer training to ensure they have the tools and knowledge to engage with the public



VIP Volunteers help greet visitors and veterans at sites like the Vietnam Veterans Memorial

2X THE VOLUNTEERS

Through the end of 2027, we aspire to:

- Grow from 250 to Total 550+ volunteers
- Grow from 16,000 to Total 44,000+ annual hours (19 FTE)
- Gain an average of 80 new volunteers per year through recruitment and retention efforts

4X THE IMPACT

- The volunteer program will have 1 million visitor engagements by the end of 2023
- Through the expansion of the program with added volunteers, news sites and expanded hours, the program is expected to engage with 4 million total visitors by 2027



Volunteers engage in truly meaningful work such as washing the Wall of Names at the Vietnam Veterans Memorial



Corporate Days of Service help teams learn to work better together and unite around moving and meaningful work on the National Mall

Mall Hands on Deck

JOIN US FOR A DAY OF SERVICE ON THE NATIONAL MALL

Roll up your sleeves for history and take part in hands-on service on the National Mall. Whether painting benches, laying mulch, planting bulbs, and or washing the sacred wall of names at the Vietnam Veterans Memorial, this meaningful work unites and engages teams from corporations and organizations and helps the National Park Service care for the National Mall. “Mall Hands on Deck!”

Days of Service on the National Mall are a unique opportunity to spend a half day working behind the scenes to help improve the “curb appeal” of America’s Front Yard. Projects are led by a skilled and dedicated Park Service Ranger and all materials are provided. We welcome teams of any size to learn and work together in new ways while supporting our nation’s civic stage. Limited spots are available, especially for larger teams.

Contact us to plan a Day of Service on the National Mall or to help sponsor this program.

TRUST FOR THE
NATIONAL MALL
CELEBRATING 250

