



SAMUEL J. HEYMAN SERVICE TO AMERICA MEDALS

2021 VIRTUAL WATCH PARTY TOOLKIT

Thank you for your interest in hosting a watch party with the Partnership for Public Service. These events are designed to bring us together to honor and highlight federal workers who have made a tremendous impact in the community. Connect with your colleagues and learn about the accomplishments our honorees have achieved through public service. Be ready to have some fun!

Here's everything you need to know leading up to the event from the time to what questions to ask your audience and honorees. If you have any questions, feel free to contact Maggie Moore at sammies@ourpublicservice.org.

This toolkit includes:

- [What are the Sammies?](#)
- [When to Hold a 2021 Sammies Watch Party](#)
- [Suggested Timeline](#)
- [Suggested Run-of-Show](#)
- [Conversation Guide](#)
- [Email Templates](#)
- [Host Checklist](#)
- [Resources](#)

Thank you for making our pre-show conversations and watch parties possible! If you have any questions, or need clarity or assistance, please contact Maggie Moore at sammies@ourpublicservice.org.

Enjoy the show!

The Partnership for Public Service

What are the Sammies?

The Samuel J. Heyman Service to America Medals, also known as the “Oscars of government service,” are the premier awards dedicated to honoring America’s best in government. The awards share stories of exceptional civil servants who are making a difference, find opportunities to replicate success across agencies and remind the public how our federal workforce serves them. The program has honored more than 600 outstanding federal employees since its inception in 2002.

[This year’s winners](#)—the most diverse group of honorees ever—will be recognized in seven categories: Emerging Leaders; Paul A. Volcker Career Achievement; Management Excellence; Safety, Security and International Affairs; Science and Environment; COVID-19 Response—a new award this year—and the Federal Employee of the Year.

A star-studded cast will narrate the virtual event, including emcee Aparna Nancherla, presenters Rose Byrne, Melissa Fumero, Oscar Nuñez, Reggie Watts, Jana Schmieding, Sierra Teller Ornelas, Adam Conover and many more.

The premier and national sponsors for the 2021 Sammies include Mrs. Ronnie F. Heyman and family, Bloomberg Philanthropies, Microsoft Federal, Indra and Raj Nooyi, and Patricia A. and George W. Wellde Jr. A full list of program supporters can be found on our website [here](#).

When to Hold a 2021 Sammies Watch Party

We ask that you host a virtual watch party for the 2021 Sammies during the week of November 1, 2021. You can host a watch party three different times that week:

- Host a virtual watch party to begin before the program airs on Bloomberg TV on November 1 at 8 pm EST,
- Host a virtual watch party to begin before the program airs on PBS World on November 2 at 9 pm EST, or
- Host a virtual watch party at a time convenient for you then stream the program on our YouTube channel.

Suggested Timeline

- **Two to four weeks before the event** – Invite people to attend the watch party. This could be as simple as posting a flyer, sharing an event notice in an email or a newsletter, sending out a calendar invitation. Whatever platform makes the most sense for your group – you know them best! (See template [Invitation Email](#) (This could also be used for calendar invitations).).
 - If your event is public, don't forget to post on your social media platforms using the hashtag #Sammies2021 and use our 2021 Digital Toolkit – communications materials including downloadable social media graphics
- **One week before** – Send a reminder to register for the event. (See template [Reminder Email](#) (Week of)).
- **Day of** – Send reminder email and include details on how to participate including the meeting link, password and phone line information, as needed. (See template [Reminder Email](#) (Day of)).
 - If your event is public, don't forget to post on your social media platforms using the hashtag #Sammies2021 and use our 2021 Digital Toolkit – communications materials including downloadable social media graphics
- **One to three days after** – thank your attendees for joining the event and remind them to nominate someone for the 2022 Sammies. Please cc Sammies@ourpublicservice.org. (See template [Follow Up Email](#) (1-3 days after the event)).

Suggested Run-of-Show

Adjust the times as needed, this run-of-show matches the airing of the program on Bloomberg TV on November 1 at 8 pm.

- **7 p.m. EDT** – Log on and set-up your video conference
 - Consider a prompting question or poll as guests log in
 - We also have a [Spotify playlist](#) if you want to play music while people come in!
- **7:30 p.m. EDT** – Pre-show conversations begin (See Conversation Guide)
 - Introduction – welcome your guests, introduce yourself and your affiliation to the Partnership or the Sammies honoree
 - Overview of the Service to America Medals (see What are the Sammies?)
 - Discussion
 - Introduce a speaker or panel OR
 - Engage attendees with a guided conversation
- **7:55 p.m. EDT** – Conclude the pre-show conversation.
 - Thank everyone for coming
 - Tell them that the nominations are open for the 2022 Sammies
 - Share the information on how guests can now watch the program on their own.

Conversation Guide

Questions for Sammies Honorees

If your organization has a 2021 Sammies honoree, consider inviting them to a conversation (or panel if it's a team). If your organization is home to some of the 650+ Sammies alumni, consider inviting them to a panel to talk about their experiences too.

- There are so many paths to public service. How did you begin your career?
- Tell us why you're being honored as a Sammies finalist.
- What were some challenges that you faced over the course of doing this work?
- What are you most proud of, professionally?
- What was your reaction when you found out you won "the Oscars of Public Service?"
- Is there anyone specific that you'd like to thank?
- If you weren't working in public service, what would you be doing?
- What advice would you give to young people who are interested in pursuing a career in public service?

General Questions

If your organization is not a federal agency or does not have a 2021 Sammies finalist, hold a guided conversation with your attendees. These questions should guide your conversation. Use your best judgment about pacing, participation and how many questions you can ask in the time frame. Depending on the size of your group, feel free to ask all attendees to participate or preselect a small panel for discussion purposes, depending on the group size.

- What was your first experience of public service?
- The Partnership's Public Service Leadership Model identifies two core values in strong government employees: a commitment to the public good and a desire to serve as stewards of the public trust. What skills do you think a good public servant must possess to act on these values? How have everyday citizens been pushed to get involved with public service due to the pandemic?
- Who is one public servant (past, present or fictional) who has inspired you or continues to inspire you?
- Was there work you learned about from the Sammies stories that you didn't know was happening in government? Like what? • How do you think the country can inspire more young people to serve in government?
- What advice would you offer a young person considering a career in government today?
- What do you see as the greatest challenges facing the federal workforce today?
- What skills do effective government leaders share with those working outside the public sector? Where do they differ?

Email Templates

We suggest collecting RSVPs for the preshow conversation via your direct email, but also requesting that all guests register for the Sammies program using the online form. This will sign them up to receive important streaming information and reminders.

Invitation Email (This could also be used for calendar invitations).

Subject Line: You're Invited to a Watch Party for the 2021 Sammies!

Dear [XX]:

Each year, the [Partnership for Public Service](#) recognizes the work and accomplishments of our nation's exceptional public servants through the [Samuel J. Heyman Service to America Medals](#), or the Sammies. Known as the "Oscars of the federal government," the Sammies honor federal employees for their outstanding contributions to the health, safety and security of our nation.

#Sammies2021 will air on Bloomberg TV from 8:00 to 9:00 p.m. EDT, and will feature a variety of special guests, including Aparna Nancherla, presenters Rose Byrne, Melissa Fumero, Oscar Nuñez, Reggie Watts, Jana Schmieding, Sierra Teller Ornelas, Adam Conover and many more.

I'm writing to invite you to a special pre-show conversation I am hosting at 7:30 p.m. EDT with [XX group]. We'll be discussing the Sammies winners and the value of public service before tuning in to the Sammies program at 8 p.m. I hope you'll be able to join us.

Please reply to this email to confirm your interest in joining a pre-show Sammies party. I will send you a Zoom or Teams link so that you can join the conversation. Also, please [REGISTER HERE](#) to receive program updates and info about watching the Sammies program.

Insert signature

Reminder Email (Week of)

Subject Line: Reminder: the 2021 Sammies Virtual Watch Party is on [date]!

Dear [XX]:

Thank you for your interest in joining a pre-show Sammies party. Our watch party will start promptly at 7:30 p.m. EDT, 30 minutes before the program. Information about how to join the conversation is below and you can join by video or phone.

[Insert the link to join the watch party].

If you haven't already, please [REGISTER HERE](#) to receive information on how to watch the Sammies. The program will commence immediately following our conversation. You can also promote Sammies on social media the hashtag #Sammies2021 and using items in our [digital toolkit](#).

See you soon, *Insert signature*

Reminder Email (Day of)

Subject Line: Reminder: the 2021 Sammies Virtual Watch Party is Today!

Dear [XX]:

This is a reminder to please join me at 7:30 p.m. EDT for a conversation about the 2021 Samuel J. Heyman Service to America Medals. Come ready to listen to special guest and Sammies honoree [XX] share about what being a finalist means to them and to talk about what public service means to you. Information about how to join the conversation is below and you can join by video or phone.

[Insert the link to join the watch party].

If you haven't already, please [REGISTER HERE](#) to receive information on how to watch the Sammies. The program will commence immediately following our conversation. You can also promote Sammies on social media the hashtag #Sammies2021 and using items in our [digital toolkit](#).

See you soon!

Insert signature

Follow Up Email (1-3 days after the event)

Subject Line: Thank you for joining the 2021 Sammies Virtual Watch Party!

Dear [XX]:

Thank you for attending my 2021 Sammies watch party! It was such a great evening, and it was great to see you.

I also wanted to let you know that the Partnership for Public Service is already accepting nominations for the 2022 Sammies. You can find the nomination page [here](#).

If you have any questions about the 2022 nomination process, feel free to reach out to me or Maggie Moore at Sammies@ourpublicservice.org.

Thank you so much again and I hope to see you soon.

Insert signature

Host Checklist

Before the Watch Party

- Determine the time, date and platform of your watch party.
- Confirm your Sammies honoree's availability, if applicable.
- Make a guest list
- Send out an invitation (See template [Invitation Email](#) (This could also be used for calendar invitations).).
- Share on social media that you're hosting a Sammies watch party. Use our [digital toolkit](#) and the hashtag #Sammies2021
- Remind your RSVPed guests (See template [Reminder Email](#) (Week of)).

During the Watch Party

- Test your video and microphone, and your speakers if applicable
- Share the link/ details on where to watch the program
- Remind people to nominate federal employees for the 2022 Sammies at ServiceToAmericaMedals.org

After the Watch Party

- Thank your guests for participating in the watch party. (See template [Follow Up Email](#) (1-3 days after the event)).
- Remind people to nominate federal employees for the 2022 Sammies at ServiceToAmericaMedals.org.
- Share the guest list/ feedback on how the event went with the Partnership for Public Service at Sammies@ourpublicservice.org

Resources

[2021 Virtual Watch Party Registration Page](#)

[2021 Sammies Honoree Profiles](#)

[2021 Digital Toolkit](#) – communications materials including downloadable social media graphics

[2021 Spotify Playlist](#)

[2022 Sammies Nomination Form](#)