

#ISupportFeds

PUBLIC SERVICE RECOGNITION WEEK

May 4 - 10, 2025

JOIN US IN CELEBRATING PUBLIC SERVICE RECOGNITION WEEK

WELCOME!

Our nation's 2 million career civil servants play a vital role in our everyday lives.

Yet today, they face unprecedented threats. The current administration has arbitrarily fired scores of federal employees, shuttered entire agencies and offices, and disrupted essential public services.

To push back on these harmful efforts, the nonpartisan, nonprofit Partnership for Public Service recently launched an [#ISupportFeds campaign](#) that invites members of the public and federal employees to submit stories about civil servants who make a difference.

We invite you to join us as a supporter of Public Service Recognition Week, kicking off on May 4, by sharing a story that helps us demonstrate why public servants matter and what is at stake if their work is disrupted.

This toolkit provides resources and sample social media language you can use to amplify our #ISupportFeds work and outlines other ways you can take part in Public Service Recognition Week and show your support for federal employees.

Honoring our nation's extraordinary public servants has never been more important, and your participation will help ensure that more Americans champion those who serve our nation in vital and underappreciated ways.

WHAT IS PUBLIC SERVICE RECOGNITION WEEK?

Celebrated during the first full week of May, Public Service Recognition Week, or PSRW, honors those who serve our nation as federal, state, county and local government employees. **Throughout the nation and the world, PSRW is an opportunity to educate others about the vast and essential work public servants do, why they have chosen public service careers, and how they make our lives better every day.**

Every year, from the steps of the Capitol to the smallest towns, public servants participate in ceremonies, information fairs, parades and other events—both online and in person—to honor government employees.

WHY THIS IS IMPORTANT

There are many myths and misconceptions about the federal workforce. But the truth is, career civil servants ensure our food and water are safe, our veterans get the care they need, children get nutritious school lunches, seniors get the benefits they've earned, travelers get where they need to go safely and so much more. When their work suffers or stops, we all suffer.

Stripping career civil servants from government weakens its expertise and ability to provide vital public services. Championing civil servants' work and impact—and their role as nonpartisan employees committed to the public good—is critical to showing people what is at stake if the apolitical federal workforce is decimated.

Below are data points and additional information that may be useful to share with others.

Did you know:

- The vast majority of the roughly 2 million federal career civil servants—more than 80%—work outside the Washington, D.C., area, in every U.S. state and territory, and in countries around the world. These employees do day-to-day work to deliver on the mission of government for countless communities. [Learn more](#)
- Civil servants are viewed more favorably than the federal government as a whole. When asked whether civil servants are committed to helping people like me, 50% of Americans agree, according to our 2024 national poll. [Learn more](#)
- Nearly one-third of federal employees are veterans. [Learn more](#)
- Agencies that have a primary mission to protect U.S. national security account for more than 71% of the federal civilian workforce. [Learn more](#)

[Public Service 101: Five Things You Should Know About Civil Servants](#)

PSRW MESSAGES

- 1. Federal employees play a vital role in our daily lives.** Our nation's civil servants take a constitutional oath to serve the public good, working tirelessly to move our country forward. They ensure our food and water are safe, assist veterans and seniors with accessing their benefits, provide disaster relief, protect our borders, keep us safe while we travel, deliver weather forecasts, and much more. Share your story about a federal employee who has made an impact in your life to help demonstrate why they matter and what the public stands to lose if their work is disrupted
- 2. The federal workforce is under threat.** The current administration has arbitrarily fired federal employees, closed agencies, and disrupted essential public services. These actions seek to upend our government's professional, nonpartisan civil service, a cornerstone of our democracy. Civil servants should be celebrated for their invaluable contributions to our nation, not stripped from government, which only weakens its expertise and ability to deliver vital public services to the American people.
- 3. Now more than ever, career civil servants need your support.** Public Service Recognition Week provides a key opportunity to champion the work and impact of civil servants while highlighting their role as nonpartisan employees dedicated to the public good. It's essential to show the public what's at stake if the apolitical federal workforce is undermined. Join the #ISupportFeds campaign and use this toolkit to amplify your support.

RESOURCES TO HELP YOU

These resources provide ideas and tools to help you reach out to your community, the to media and to local educators. Many of the ideas are simple, fun and inexpensive. Others require more coordination, planning and preparation. Whatever you do, it is a step toward public servants receiving the respect and appreciation they deserve.

Impact Story

Sawyer from New York:

"I am a former Department of Agriculture employee working out of the Animal and Plant Health Inspection Service who was terminated on Feb. 18. I was a smuggling interdiction trade and compliance officer. I went to commerce markets to provide outreach on USDA import regulations to ensure imported products had proper import documentation and to look for prohibited products.

There are no words to describe the stress, fear and heartbreak from the past few weeks. In less than two hours, my career with USDA came to a stop. I had no warning I would be terminated."

[Read more #ISupportFeds stories](#)

PUBLIC SERVICE RECOGNITION WEEK

HOW YOU CAN HELP

GET EVERYONE INVOLVED

Use PSRW to reach a wide range of audiences and build new partnerships with other public employees, associations, community organizations and private corporations. **The image of public employees is strengthened when the public sees champions of good government cooperating with each other and with other communities.** Consider collaborating with any of the following groups when formulating your PSRW plans:

- Public employee unions
- College and university students
- Local chapters of public employee member associations
- Public elementary and secondary schools
- Military bases
- Local businesses that can display posters or sponsor your events
- Local affiliates of government organizations, e.g, National Association of Counties, National Governors Association, National League of Cities
- Citizen support groups like the PTA, League of Women Voters and Better Government Association
- Local Combined Federal Campaigns
- Boy Scouts, Girl Scouts, Explorers and other youth groups who care about good citizenship
- Civic groups like Kiwanis, Rotary International, Masonic lodges and others who may welcome speakers on good government during PSRW
- Faith-based organizations in your community that can host dinners and supply drives
- Local law enforcement departments and affiliates of national associations
- Local government offices such as the mayor's office, health departments, veterans affairs agencies, etc.

POST ON SOCIAL MEDIA

Agency Leaders

- Happy Public Service Recognition Week from us at [Insert Agency]. We're proud to work together to keep our nation running and moving forward. Thank a public servant for their positive impact today! #PSRW2025 psw.org
- I'm proud to be a leader at [Insert Agency] who works alongside talented colleagues dedicated to serving the American public. Join me in recognizing the hard work and commitment of my fellow public servants. #PSRW2025 psw.org
- Celebrate Public Service Recognition Week with us at [Insert Agency] I'm humbled to be a [Insert Agency] leader alongside hardworking and talented colleagues. Learn more about #PSRW2025 at psw.org.

Public Servants

- Happy Public Service Recognition Week! I'm proud to be a public servant working in my community to make a difference and serve the American people. Learn how you can celebrate public servants this week at psw.org. #PSRW2025
- As a public servant at [Insert Agency], I care deeply about my work and my constitutional oath to serve the public good. Join me in celebrating incredible public servants this Public Service Recognition Week. #PSRW2025 psw.org
- This Public Service Recognition Week, I am proud to be a public servant at [Insert Agency]. My fellow public servants and I work to make our country better, safer and stronger. Learn how you can celebrate #PSRW2025 with us at psw.org.

General

- Happy Public Service Recognition Week! Thank you to the millions of public servants who work tirelessly to keep us safe, healthy and prosperous. Your dedication and commitment to serving the public is unmatched. #PSRW2025 psw.org
- For more than 40 years, Public Service Recognition week has served as a time to honor those who serve our nation as federal, state, county and local government employees. These public servants are dedicated to improving our lives for the better. Learn how you can celebrate #PSRW25 at psw.org.
- From protecting our national parks to ensuring our food is safe, public servants play a vital role in our everyday lives. Celebrate #PSRW2025 by sharing a story about a public servant whose work has made a positive impact on you: <https://bit.ly/ISupportFeds>. #ISupportFeds

TAKE ACTION

Our nation needs a professional, merit-based civil service that is committed to serving the public and upholding the Constitution. Learn more about the ways you can help policymakers and others across the country understand the importance of the nonpartisan federal workforce to public service delivery and the continuity of government between administrations.

[10 Actions You Can Take Today](#)

PUBLIC SERVICE RECOGNITION WEEK

EMPLOYEE RECOGNITION ACTIVITIES

At the heart of Public Service Recognition Week is the opportunity to invigorate public servants by offering them the support and recognition they richly deserve but seldom receive.

EMPLOYEE RECOGNITION

PSRW is an ideal time for agency leaders to recognize outstanding employees, teams or programs. Celebrating their contributions through peer awards and other forms of recognition demonstrates why government matters and helps create a workplace culture where employees are valued, appreciated and motivated.

- You can show appreciation to government employees who:
 - » Have a distinguished career in public service
 - » Are early in their careers and demonstrate great potential
 - » Make significant contributions to their agency's mission—working by themselves, or in a team or group

HOST AN EVENT

- Organize an employee appreciation event or rally that includes remarks from agency heads, elected officials or local celebrities.
- Host an appreciation breakfast, picnic or ice cream social. Consider co-hosting with your local [Combined Federal Campaign](#), which will help boost attendance, promote CFC and honor federal employees.

PROCLAMATIONS

Proclamations are a simple way to help bring attention to PSRW and to ensure that federal officials are aware of its existence. **To help you request one from your governor, mayor, city council or other official, we put together a sample proclamation and request letter in the appendix.** Once you receive your proclamation, you can arrange for it to be presented at a public event, such as a PSRW awards ceremony or city council meeting. In addition, you may ask U.S. representatives, state senators and state assembly members to serve as honorary co-chairs of the event.

OTHER EMPLOYEE RECOGNITION IDEAS

- Organize an employee appreciation event or rally including remarks from agency heads, elected officials or local celebrities.
- Create an online “thank you” card and invite employees and the public to write what public service means to them.
- Have your agency leaders blog or tweet about PSRW and the importance of public service.
- Include the PSRW logo on your agency's website and use it in agency newsletters and communications throughout the week.
- Send each employee a certificate of gratitude.

PUBLIC SERVICE RECOGNITION WEEK

EDUCATION OUTREACH

Public Service Recognition Week offers a valuable opportunity to increase awareness of public service among young people. During this week-long celebration, there are various ways to engage this key audience. Below are some ideas:

HOMETOWN HEROES

PSRW is a great opportunity to send public employees to schools, colleges and civic groups to educate others about the federal workforce and inspire the next generation to public service. We encourage agencies to leverage any existing relationships that they may have with local schools, after school programs, places of worship, volunteer sites and civic groups. Agencies could also offer volunteer matching hours or make this program a part of their week-long celebration.

ENGAGE TEACHERS

People tend to forget that teachers are public servants and should be recognized as such during PSRW. Teachers also need to be incorporated into the educational segment of the celebration. Exhibit events, open houses and pep rallies are great interactive learning experiences, and you should make sure to contact teachers, principals and guidance counselors at local schools in your area to promote your event.

ENGAGE STUDENTS

- Plan a PSRW students' day. Make sure to include kid-friendly and interactive materials and websites. If you are expecting college students, include information on internship, co-op, scholarship and fellowship opportunities.
- Sponsor a poster coloring or photography contest for pictures of public employees. Display the drawings at City Hall, the library or in another visible community place and send the winning results out in a community email.
- Partner with your local newspaper to sponsor an essay contest about a "Favorite Public Servant." The winner could receive a savings bond or college scholarship.
- Sponsor a virtual job shadowing day to provide hands-on experience to students interested in public service.

PUBLIC SERVICE RECOGNITION WEEK

MEDIA OUTREACH

PSRW is a great opportunity to garner positive media coverage for public servants. **Civil servants design and deliver essential government services and programs that help support our daily lives.** Share stories of government employees with the news media in your hometown, including newspapers, magazines, and TV and radio stations.

There are many ways to get your PSRW story out to the media. Here is a list of 10 ideas to help get you started:

- Send a radio Public Service Advertisement (PSA) to your local radio stations about a month prior to PSRW. PSAs are short, informational items that usually announce events or provide educational information of interest to the public. If a station agrees to use a PSA, it is at no cost to you! A sample PSA can be found in our appendix.
- Call up your local TV station and ask if they will share information about your PSRW activities during their community news segment. They may also be interested in interviewing you or someone from your agency in charge of local PSRW activities, your award winners or finding out what job opportunities your agency has available.
- Reach out to the community calendars in your area and ask them to list your PSRW events that are open to the public. Ask when the deadlines are and if you can submit photos with your listing. Be sure the date, time and location, if applicable, are clearly listed, along with contact information.
- Contact your local cable TV company about having it spotlight a public employee each day during PSRW. Most cable TV companies must offer a public access station and are very interested in promoting community activities.
- Call your favorite radio station, whether it's Top 40 or news talk, and ask them if you can set up an interview to let their audience know about the PSRW activities. You can also invite them to do a live broadcast from your event.
- Write an article for a community newsletter or magazine that emphasizes the important contributions of public employees. Be sure to include photos. Before submitting the article, take time to contact the editor about deadlines and potential story ideas.
- Prepare short stories or vignettes about outstanding public servants you know and ask your local newspaper to consider running one each day during PSRW. These profiles are a great way to highlight the work of government employees.
- Develop a list of "Facts and Figures" on the surprising and unique contributions of your agency. You can use these as talking points in media interviews, in news articles and agency newsletters
- Invite local press to your PSRW awards ceremony. We have included a sample news release in our appendix that will help provide reporters with background information on the event and on the public employees who are being honored. Here's another tip: Ask one of your local TV personalities to serve as the host and/or emcee of the event.
- Submit an op-ed to your newspaper with a local angle about PSRW. We have included some op-ed writing tips in our appendix.

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APPENDIX - SAMPLES AND TEMPLATES

SAMPLE PROCLAMATION REQUEST LETTER

Dear «Title» «Last_Name»:

We hope that you will join your fellow [mayors or governors] in recognizing public servants across the country by issuing a proclamation designating [insert week] as PUBLIC SERVICE RECOGNITION WEEK in [city or state].

Each year the president and Congress designate the first full week of May as Public Service Recognition Week in honor of the men and women who serve America as federal, state, county and local government employees. We hope you will join [insert name of your organization] in celebrating our civilian and military public servants this year. Public Service Recognition Week highlights the accomplishments of the dedicated public servants who work on behalf of us all and who rarely get the credit they deserve.

[Insert language about your planned PSRW activities].

If your office has any questions regarding this request, please contact [insert name and details]. We have enclosed sample proclamation language for your convenience. For more information on Public Service Recognition Week, please visit psrw.org.

Thank you in advance for supporting this effort and public servants everywhere.

Respectfully, [Name]

SAMPLE PROCLAMATION LANGUAGE FOR MAYORS/GOVERNORS

PUBLIC SERVICE RECOGNITION WEEK

In honor of the millions of public employees at the federal, state, county and city levels:

Whereas:

Public servants serve the American people every day at the federal, state, county and city levels. They do the work that keeps our nation moving forward.

Whereas:

Public employees take not only jobs, but oaths.

Whereas:

Many public servants, including military personnel, police officers, firefighters, border patrol officers, embassy employees, health care professionals and others, risk their lives each day in service to the people of the United States and around the world.

Whereas:

Career civil servants carry out the most fundamental purpose of government—to ensure public safety and represent the public interest in addressing social, economic and political challenges.

Whereas:

Without these public servants at every level, continuity would be impossible in a democracy that regularly changes its leaders and elected officials.

Therefore:

I, the [Mayor or Governor] of [CITY or STATE] do hereby announce and proclaim to all citizens and set seal hereto, that May 4-10, 2025, is Public Service Recognition Week. All citizens are encouraged to recognize the accomplishments and contributions of government employees at all levels — federal, state, county and city.

HELPFUL HINTS FOR LETTERS TO THE EDITOR AND OP-EDS

Letters to the editor are a quick, simple and timely way to share your opinion and story. Here are some tips to help you get started:

- Be timely. Reference the article that you are responding to in your opening sentence. Most newspapers will only publish letters that refer to a specific article.
- Write concisely. Keep the letter to no more than three paragraphs, with short one to two sentence paragraphs.
- Be brief. The letter should be no longer than 250 words. Check your local newspaper for exact limits on the length of letters. If you need more space, consider writing an op-ed.
- Include your contact information. Most publications will want to verify the letter's authenticity by phone or e-mail.
- Make it local. Editors will be more interested in letters that have a local angle.
- Follow up. Once you submit the letter, don't be afraid to call the editor and ask if they received it and are planning to run the letter.
- Use facts or figures to help support your position.

One of the best ways to gain visibility about an issue is through an op-ed.

- Limit the length of your op-ed to between 600 and 750 words.
- Follow up. Once you submit the op-ed, don't be afraid to call the editor and ask if they received it and are planning to run the op-ed.
- Make a single point clearly and persuasively. Have a clear editorial viewpoint.
- Lead with your main point. Clearly state the problem.
- Tell readers why they should care. Provide insight and educate readers about your position.
- Don't be afraid to personalize the op-ed with an anecdote.
- Make recommendations.
- Use concise, direct sentences and short paragraphs.
- Avoid jargon and clichés.
- Write in active voice.
- Acknowledge the other side.
- Be timely.

SAMPLE 30 SECOND RADIO PSA

Please air continuously until May 10, 2025. If you have any questions, please contact XXX.

2025 Public Service Recognition Week - RADIO PSA

[30 seconds]

Civil servants are on the front lines protecting our national security, curing diseases, caring for veterans and providing important services to the American public.

Since the founding of our country, public employees have worked to ensure that our government is the best in the world.

Take time during Public Service Recognition Week, May 4 -10, to honor public servants for their dedication.

Visit P-S-R-W-dot-org to learn how you can join in this year's celebration.

The Partnership for Public Service is a nonprofit, nonpartisan organization that believes good government starts with good people. We help government serve the needs of all Americans by strengthening the civil service and the systems that support it. With our focus on innovation in public service, our leadership trainings and seminars are uniquely designed for federal employees.



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