



The inaugural *Civic Season*, Juneteenth - July 4th 2021

Meeting a Moment

The 4th of July commemorates the moment when a new generation boldly articulated the values of a new nation: freedom, equality, justice, rights and opportunity. Juneteenth, celebrated just a few weeks earlier, highlights how these values have been fought for and unevenly shared over nearly 250 years of history, and even before the United States was formed. This fundamental tension calls us all to play a part in forming “a more perfect union.”

Our story is complex and evolving. But history shows it's up to us to strengthen and sustain democracy, not only during elections, but through year-round rituals of engaged citizenship.

Today, amid a groundswell of interest about America's future, how might we imagine a new kind of tradition that goes beyond hot dogs and fireworks, to more deeply connect with our communities, our nation, and with the meaning and spirit of our founding values today?

An annual Civic Season, held between Juneteenth and the Fourth of July, mobilizes us all to connect with our past, take action in the present, and shape the future, through activations in our neighborhoods, cities, towns and social spaces.

A joint effort from leading history institutions and the next generation, the inaugural Civic Season invites everyone to join in creating this tradition. As we build towards the nation's 250th anniversary, just 5 years away, the Civic Season reaches beyond civic responsibility, cultivating civic *opportunity*: chances to pitch in, take part, help write the next chapter of our history.

Where

National, Local and Digital

When

- June 14, 2021 - July 4, 2021
- Anchor Moments: Flag Day, Juneteenth, 26th Amendment, Civil Rights Act, Independence Day and more to come

What to Expect

Between the kickoff on Juneteenth and the culmination on the Fourth of July, the Civic Season will be driven forward by our organizations and energized by a social media campaign so

individuals nationwide can find ways to join in civic engagement activities tied to their interests and communities, such as local history programs, crowdsourced media projects, and service. Some ways you can expect to participate include:

- A dynamic website to navigate a multitude of relevant activities
- A social media campaign with a promotional toolkit and materials
- Kickoff and culmination activities

Why Us and Why Now

Over the decades, the American story has been shaped by many hands and many moments, and those ideals unevenly shared. Drawing from a who's who of history organizations from around the country, in co-creation with high school and college students, the Civic Season is anchored by those who preserve America's stories and those who are writing it today. To start, we're holding a series of conversations with young adults, historians and civic practitioners to surface themes, questions and concerns about democracy, independence and community. These themes will drive the offerings of the inaugural Civic Season.

How to Get Involved

To make the Civic Season as inclusive and engaging as possible, we want to involve many hands in the programming and roll-out. Opportunities to participate include:

- **Content partners:** [Submit programs and resources to be included](#)
- **Participating partners:** [Sign up to receive the promotional toolkit](#); join in tentpole events for the kickoff and closing; encourage your networks to participate
- **Media and Tech partners:** Increase our reach and impact with your skills and resources
- **Leaders and influencers:** Amplify the Civic Season through your participation
- **Funding partners:** Serve as an exclusive sponsor or provide in-kind support

If you would like to be further involved, please reach out to Caroline Klibanoff at Klibanoff@si.edu.

About Made By Us

Made By Us brings together over 100 of the nation's history museums and sites in an unparalleled collaboration to better engage Millennials and Gen-Z with American history to inspire, inform and empower civic participation. Led collectively by the Smithsonian's National Museum of American History, Monticello, the National Archives Foundation, the First Americans Museum, Atlanta History Center, HistoryMiami Museum, Heinz History Center, New-York Historical Society, the Charles H. Wright Museum of African-American History, and Missouri Historical Society, Made By Us creates programs and digital platforms to connect young people in every corner of the nation with our shared past, present and future.

About Civics Unplugged

Civics Unplugged is a nonpartisan, nonprofit social enterprise whose mission is to empower the leaders of Generation Z to build the future of democracy. Civics Unplugged exists to cultivate and grow a digital-first community of young leaders empowered to build the future of American democracy. CU is powered by a community of thousands of Gen Z leaders committed to strengthening democracy through civic entrepreneurship across the U.S. and around the world.