

# The Army Call to Duty Speaking Campaign

## Information Paper

*“The Nation and free peoples around the world sleep better tonight because the willingness of our Soldiers to sacrifice everything so that others might live in peace and freedom.”*

*Dr. Francis J. Harvey  
Secretary of the Army*

### **WHAT IS THE CALL TO DUTY SPEAKING CAMPAIGN?**

The Call to Duty Speaking Campaign is a grass roots program with the purpose of informing the influencers of young men and women – parents, teachers, coaches, counselors and community leaders – as well as the general public that serving the Nation is the greatest work in life – the noble calling to serve. By joining the Army, America’s young men and women are answering the Call to Duty. Speakers include senior DOD and Army leaders, Civilian Aides to the Secretary of the Army, members of the Association of the United States Army and Veterans Organizations. Speaking forums include the full range of events, such as local speaker’s series; high school, junior college and college graduations; service club meetings; and regional, state and national association meetings and conferences.

Call to Duty stems from a noble calling to service which is embodied in the Warrior Ethos and the Army Values. These tenants have been demonstrated and handed down to us throughout the history of the United States Army. It is the legacy of those who have gone before the Soldiers of today – those who have answered their Nation’s call to duty from the earliest days of our fledgling Nation during our own Revolution. During our history, the American people have answered the Call to Duty when freedom has been lost to oppression, when people have cried out for rescue from tyranny. This tradition of answering the Nation’s Call to Duty binds Soldiers of yesterday, today and tomorrow.

### **WHY AND HOW DO AMERICANS ANSWER THE CALL TO DUTY?**

Soldiers answer their Nation’s Call to Duty for a variety of reasons. There is a common thread, however, that runs through their motivation to serve. Young Americans answer the Call to Duty to be part of something larger than themselves. They answer the call because they believe in the adage “freedom isn’t free” and that the freedoms that we so often take for granted are worth fighting for. Soldiers put themselves in harms way not only to preserve our own freedoms, but to help those oppressed to have the opportunity for freedom.

Our forefathers, those first brave American Soldiers, answered the call to fight the most powerful Army on earth to be free of tyranny.

Thomas Paine wrote a moving Call to Duty in the winter of 1776 when initial enlistments were ending and the fate of our fledgling Nation seemed uncertain:

*“These are the times that try men’s souls. The summer soldier and the sunshine patriot will, in this crisis, shrink from the service of their country; but he that stands by it now, deserves the love and thanks of man and woman.”*

The generation that fought WWII has been called “the Greatest Generation.” That generation, who had been born during or after WWI, who had survived the Great Depression, who inherited a severely downsized military during the inter-war years, banded together to defend what they cherished most...their families and their way of life. After the war, they continued answering the Call to Duty by coming home and, rather than reveling in victory, went to work and built the most powerful Nation on earth – militarily, economically and socially.

Our Soldiers today answer the Call to Duty through the character of their service and sacrifice. Soldiers believe that what they are doing, wherever they are in the world, makes a difference and is important. They, many times, are the face of the America that the world sees. Soldiers do their mission unselfishly and are unwavering in their commitment.

Our families answer the Call to Duty through their support of their loved ones. Spouses run family support groups that support the families of deployed Soldiers. They honor the service of their loved one in a variety of ways. A group of spouses trained for marathon for months to honor their spouses by “walking to Baghdad and back.”

Army civilians and other Americans answer the Call to Duty as well by honoring returning Soldiers for their service or volunteering to help spread freedom and democracy. For example, an Army public affairs civilian is going to Afghanistan for a year to support the engineers there in helping to rebuild that war ravaged country. She believes she can make a difference. Another is a retiring teacher from the DOD school system who is also going to Afghanistan to teach and contribute by helping to enhance the image of Americans in Afghani children’s eyes.

## **WHAT ARE THE KEY MESSAGES?**

- More than 230 years ago, the Army was established to defend our Nation. Today, the Army’s mission is still the same.
- Throughout history, Soldiers have answered the call to end tyranny, free the oppressed and light the path to democracy.
- The Warrior Ethos and our Army Values are central to all that we do and all that we are. They symbolize the noble calling of selfless service and sacrifice by those who answer the call to duty.
- Our Soldiers have answered the noble calling of service and they embody the Warrior Ethos: I will always place the mission first. I will never accept defeat. I will never quit. I will never leave a fallen comrade.

- Our Soldiers live the Army Values: Loyalty, duty, respect, selfless service, honor, integrity and personal courage (LDRSHIP)
- Our most potent weapon in this war, without a doubt, is the brave men and women in uniform. They come from all across America, from small towns and cities, and from various backgrounds. They volunteered and answered their Nation's call to duty. When history books are written, this will truly be the new "Greatest Generation."
- For the Nation to be successful, the Nation must be willing to serve.
- Soldiers are the Army and will remain the centerpiece of all we do.
- Personal experiences resonate with virtually every audience. Each speaker should consider the following thoughts when putting a personal touch on their engagement with the public and how they apply to their own life experiences. These are questions that our Soldiers ask themselves:
  - Why do I serve? *Each Soldier has a reason that he or she does what they do.*
  - What impact and value does my service have for my fellow Soldiers and to the Nation? *It is important to touch on the value of each Soldier on what he or she does. Other people depend upon that Soldier doing his or her job.*
  - How do my values and commitment affect my actions everyday? *Incorporate what the Army Values mean to you and how you incorporate them into your own life.*
- We can all answer the Call to Duty.

**Our Soldiers** through their service and sacrifice:

*"These men and women are willing to give more than they take, to be part of something that is bigger than they are, and to be able to stand shoulder to shoulder with people they can trust, who have the same values, whose integrity they can trust, and understand that they too are giving more than they are getting. We call it service for a reason."*

*General Peter J. Schoomaker  
Army Chief of Staff*

**Our families** through their unwavering support of their loved ones who are in harm's way.

**The American people** who support our Soldiers by honoring their service and welcoming them home:

*"Battles are won by the infantry, the armor, the artillery, and air teams, by Soldiers living in the rains and huddling in the snow. But wars are won by the great strength of a Nation – the Soldier and the civilian working together."*

*General of the Army Omar N. Bradley*

## RELATED PROGRAMS AND ORGANIZATIONS

By leveraging such programs as America Supports You, Operation Tribute to Freedom and Freedom Team Salute, the personal stories of Soldiers get out into our communities. They provide credibility to what the Army is doing by putting a face on Call to Duty and the Warrior Ethos. Other programs such as Disabled Soldier Support System (DS3) reflect the commitment the Army and the Nation puts on the sacrifices our severely wounded Soldiers and that the Army takes care of its own. There are many programs and organizations that honor our Soldiers' service and provide support to them and their families. Here are few that might be highlighted:

- AMERICA SUPPORTS YOU  
<http://www.americasupportsyou.mil>
- OPERATION TRIBUTE TO FREEDOM  
<http://www4.army.mil/otf/indexflash.php>
- FREEDOM TEAM SALUTE  
<https://secureweb.hqda.pentagon.mil/ftspublic>
- OPERATION GRATITUDE  
<http://www.opgratitude.com/website2>
- DISABLED SOLDIER SUPPORT SYSTEM  
<http://www.armyds3.org>
- NATIONAL GUARD BUREAU FAMILY PROGRAM  
<http://www.guardfamily.org/index.htm>
- THE MILITARY FAMILY NETWORK  
<http://www.emilitary.org>
- MY SOLDIER  
<http://www.mville.edu/mysoldiers/index.html>
- LETTERS FROM HOME  
<http://www.lettersfromhomeprogram.org>
- TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS (TAPS)  
<http://www.taps.org>

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USAWOA Online 2/21/2006

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