



Martin Luther King, Jr. Day of Service

JANUARY 19, 2009

Cooperation for
NATIONAL &
COMMUNITY
SERVICE

USA
Freedom Corps
Make a Difference. Volunteer.

"Everybody can be great because everybody can serve."

Dr. Martin Luther King, Jr.



WHAT IS KING DAY OF SERVICE?

Initiated by Congress in 1994, King Day of Service is a nationwide effort to transform the federal holiday honoring Dr. Martin Luther King, Jr. into a day of community service that helps solve social problems.

WHY SERVE ON KING DAY?

Dr. King recognized the power of service to strengthen communities and achieve common goals. As he once said, "Everybody can be great because everybody can serve." King Day of Service honors that legacy by seeking to transform the holiday from simply a day off from school or work for millions of Americans to a day ON—that is, a day of community service that strengthens communities, empowers individuals, and bridges social barriers.

WHEN IS THE NEXT KING DAY OF SERVICE?

King Day of Service takes place each year on the third Monday in January. In 2009, it will occur on January 19. Other NAFJ opportunities to serve will include **but is not exclusive** to the PEN OR PENCIL B.U.S. Boycott Service Learning Initiative (multiple 40-day cycles) and the Justice Sunday National Mentor Recruitment Initiative, January 15 (Dr. King would have been 80 years old) thru January 19 (the MLK Day of Service).

WHAT TYPES OF SERVICE ARE ENCOURAGED?

All types of service are encouraged, with the goal that participants begin on or near the MLK Day of Service and continue to serve throughout the entire year. NAFJ strongly encourages service which reflect the principles of Dr. King and acts which will meet or reflect tangible needs where performed. Examples may include fixing up a school or senior center. NAFJ is particularly interested in volunteerism which, in the spirit of Dr. King, continues to promote social and equitable justice and acts which inspire community and mutual responsibility. Engaging youth most at risk, volunteers of faith, and institution volunteers are just a few of the many who might mobilize for this important purpose.

WHO CAN PARTICIPATE IN THE KING DAY OF SERVICE?

People of all ages, backgrounds, and abilities are encouraged to get involved in some way in their communities on King Day.

2008 HIGHLIGHTS

King Day of Service has grown steadily since its inception in 1995 as hundreds of thousands of volunteers across the nation participated in thousands of King Day service projects in all 50 states, the District of Columbia, Guam, and Puerto Rico. NAFJ Highlights included the registration of 119 projects on the MLK Day of Service Techsite.

www.nafj.org www.penorpencilmovement.org

1201 New York Ave., NW Washington, DC 20525 202-606-5000

www.MLKDay.gov

With assistance from subgrants provided by NAFJ, throughout Greater Los Angeles as well as at sites like the Virginia Tech University, in High Point, North Carolina, Oklahoma City, Bridgeport, Connecticut, and throughout the Washington Metro area and other cities too numerous to name, in areas such as Pine Bluff, Arkansas, volunteers of faith, justice, and a variety of organizations and institutions worked in a variety of projects.

ANNUAL GRANT COMPETITION

Each year the Corporation, through a small number of intermediary organizations, awards more than \$500,000 in grants to organizations across the country planning to stage service projects related to King Day of Service. For 2009, NAFJ will serve as an intermediary and will offer a Request for Proposals (RFP) effective September 1, 2008 for potential applicants \$1000 mini-grants or higher. For information on grant fund availability, go to **MLKDay.gov** to learn about all intermediary RFPs or for specific opportunities, go to **www.nafj.org**.

LEAD SPONSORS

The King Center and Corporation for National and Community Service collaborate in promoting the King Day of Service. The Corporation, as the lead government agency, offers toolkits, a variety of other resources, and subgrants through intermediaries like the National Alliance of Faith and Justice, to organizations that want to organize King Day Projects. King Day of Service also is supported by numerous national organizations, a partial list of whom are the American Association of State Colleges and Universities, America's Promise, Big Brothers Big Sisters, The King Memorial Foundation, City Year, The Corps Network, North Carolina Campus Compact, First Book, Habitat for Humanity International, Hands On Network, HOPE Worldwide, Points of Light and Hands On Network, Service for Peace, Student Conservation Association, United Way of America, MENTOR™/National Mentoring Partnership, Volunteer Match, and Youth Service America. In 2008, national corporate sponsors have included Bank of America, Best Buy, Cargill, Clear Channel Communications, Comcast, Kaiser Permanente, Shell, and the UPS Foundation.

OTHER RESOURCES

A wide variety of free King Day resources for individuals, organizations, and King Day projects is available at **www.MLKDay.gov**. These include:

- Complete MLK Day Toolkit, including background on the holiday, project development tips, sample projects and schedules, and examples
- Media outreach tips and materials, including sample editorials and letters to the editor
- Partnership outreach materials, including "Now Is the Time," a six-minute video promoting King Day of Service to potential partners
- Marketing materials, including logos, posters, flyers, T-shirts, event ads, web banners, and photo library
- Latest news and updates
- My MLK Day, a web portal for organizations to register and promote their King Day projects, sign up and manage community volunteers, and report results
- Project search for individuals to find and sign up for a project near them

PROJECT REGISTRY

To register your project, or to find a list of projects taking place around the country, go to **www.MLKDay.gov**.

MORE INFORMATION

For more information or answers to questions about materials posted at **www.MLKDay.gov**, e-mail **MLKDay@cns.gov**.