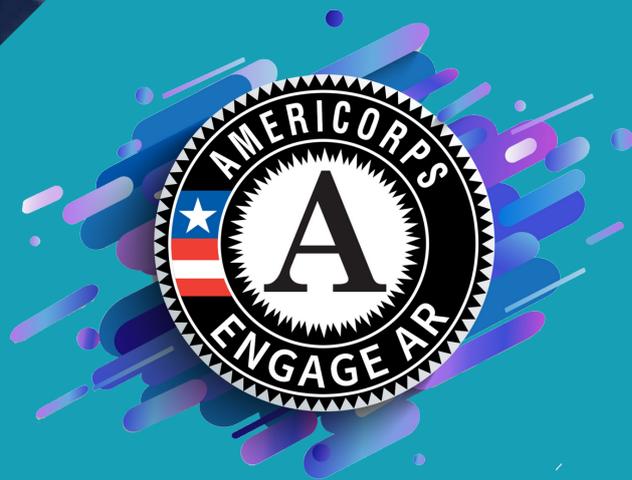




2020



**Martin Luther King Jr.  
Day of Service**

**"A Day On, Not A Day Off."**

# CONTENTS

- 01** Things To Know  
MLK Day Additional Resources
- 02** 2020 MLK Day of Service Key Message
- 03** MLK Day of Service Background
- 05** MLK Day Communications Toolkit
- 06** Sample Media Advisory Template
- 07** Sample Email or Blog Post
- 08** Sample Invite to Dignitaries

# THINGS TO KNOW

Thank you for helping to make the 2020 Martin Luther King Jr. Day of Service a success. Below are a few helpful updates, tips, and reminders.

- Please direct questions regarding media or communications to the Outreach & Communications Officer at [jamal.williams@adhe.edu](mailto:jamal.williams@adhe.edu).
- Add your project to the volunteer opportunities listed in the search engine at [www.VolunteerAR.org](http://www.VolunteerAR.org).
- We love to hear about your media successes (and challenges). Share them with us at [jamal.williams@adhe.edu](mailto:jamal.williams@adhe.edu).
- Follow @MLKDay on Twitter and MLK Day on Facebook and Instagram.
- Use the hashtag #MLKDay and #DayON25 when talking about your service activities on social media.
- Report your successes at [Engage.AR@adhe.edu](mailto:Engage.AR@adhe.edu)

# ADDITIONAL RESOURCES

EngageAR also has a number of digital and printed resources available for use by grantees and project organizers. The following resources may be helpful in your communications efforts and can be found on MLK.

- VolunteerAR Project Registration Link
- Logos - EngageAR AmeriCorps Seal, EngageAR AmeriCorps Long (Logo use is mandatory for service day promotion.)
- Share your MLK Day photos to [jamal.williams@adhe.edu](mailto:jamal.williams@adhe.edu)
- Social and Digital Graphics
- Radio and TV PSAs
- MLK Day Legacy of Service Videos



# 2020 MLK DAY OF SERVICE KEY MESSAGE

- The Martin Luther King Jr. holiday on January 20, 2020, marks the 25th anniversary of the day of service to celebrate the Civil Rights leader's life. Observed each year on the third Monday in January, the MLK Day of Service is the only federal holiday designated as a national day of service – "a day on, not a day off."
- Service is a powerful tool for strengthening our communities, but it is only a start. Americans can take up the challenge to experience the power of service Dr. King shared in his "Drum Major Instinct" sermon: "Everybody can be great because everyone can serve."
- In recognition of Dr. King's incredible legacy of service and leadership to gain equality for all Americans, Congress designated the Martin Luther King Jr. federal holiday as a national day of service in 1994 and charged the Corporation for National and Community Service with leading this effort.
- Coretta Scott King, Dr. King's widow, once said, "The greatest birthday gift my husband could receive is if people of all racial and ethnic backgrounds celebrated the day by performing individual acts of kindness through service to others."
- MLK Day of Service projects empower individuals, strengthen communities, bridge barriers, address social problems, and move us closer to Dr. King's vision of a "Beloved Community."
- During the last quarter-century, the MLK Day of Service has grown in size and impact as more Americans embraced the idea that citizenship involves taking an active role to make our communities better. Serving on MLK Day can establish a habit of volunteering and build connections that can last a lifetime.
- Dr. King once said, "Life's most persistent and urgent question is, 'What are you doing for others?'" The MLK Day of Service on Monday, January 20 is an opportunity to remember Dr. King's life and re-commit ourselves as citizens to answer that question by volunteering to serve one another and our communities.

# MLK DAY OF SERVICE BACKGROUND

## What is the MLK Day of Service?

- After a long struggle, legislation was signed in 1983 creating a federal holiday marking the birthday of Rev. Dr. Martin Luther King Jr. and the federal holiday was first observed in 1986.
- In 1994, Congress designated the Martin Luther King Jr. federal holiday as the nation's first day of service and charged the Corporation for National and Community Service, the federal agency for volunteering and service, with leading this effort.
- Taking place each year on the third Monday in January, the MLK Day of Service is the only federal holiday observed as a national day of service – a “day on, not a day off.”
- Participation in the MLK Day of Service has grown each year as more Americans are inspired by Dr. King's legacy to help their communities and the King Holiday has become synonymous with service.

## Why serve on MLK Day?

- Rev. Dr. Martin Luther King Jr. devoted his life to advancing equality, social justice, an opportunity for all. He challenged us to build a more perfect union and taught us that everyone has a role to play in making American what it ought to be. Fifty years after Dr. King's death, we still have more work to do to realize his dream.
- The MLK Day of Service is a way to transform Rev. Dr. Martin Luther King Jr.'s life and teachings into community service that helps solve social problems. That service may meet a tangible need, such as fixing up a school or senior center, or it may meet a need of the spirit, such as building a sense of community or mutual responsibility. The MLK Day of Service empowers individuals, strengthens communities, bridges barriers, creates solutions, and moves us closer to Dr. King's vision of a beloved community.
- Service is a solution – on MLK Day and throughout the year. The most-effective intervention in a troubled child's life is a mentor; tutors help children reach and graduate from high school; volunteers provide critical health and independent living services and help people find jobs, gain hope, and reach their potential.

- Service breaks down barriers by bringing people from different backgrounds together. And service benefits those who serve: youth do better in school, seniors are healthier, families are closer, and all gain fulfillment and a sense of purpose.
- Coretta Scott King said, “The greatest birthday gift my husband could receive is if people of all racial and ethnic backgrounds celebrated the holiday by performing individual acts of kindness through service to others.”

## How is the MLK Day of Service Organized?

- The Corporation for National and Community Service, the federal agency responsible for national service programs such as AmeriCorps and Senior Corps and the nation’s volunteer efforts, leads the MLK Day of Service.
- Each year, thousands of nonprofit and community groups, faith-based organizations, and schools and businesses nationwide lead or participate in the MLK Day of Service projects. For nonprofit and community groups, participating in MLK Day is an opportunity to bring in new volunteers, partners, and funders that can provide resources to support their work throughout the year.

## About Dr. King

- During his lifetime, Rev. Dr. Martin Luther King Jr. worked tirelessly toward a dream of equality and opportunity for all. He challenged all citizens to help build a more perfect union and live up to the purpose and potential of America.
- Dr. King recognized the power of service to strengthen communities and achieve common goals. Through his words and examples, Dr. King challenged individuals to take action and lift up their neighbors and communities through service.
- During his lifetime, Dr. King set big goals, focused relentlessly on results, and achieved historic change. Today, as our nation faces challenges ranging from poverty to the dropout crisis, we need a similar sustained citizen movement focused on our critical national challenges.
- “Everybody can be great, because everybody can serve,” Dr. King said. He believed each individual possessed the power to lift himself or herself up no matter what his or her circumstances – rich or poor, black or white, man or woman.

# Martin Luther King Jr. Day of Service Social Media Toolkit



The 2020 Martin Luther King, Jr. Federal Holiday marks its 25th year as a national day of service!

As you join or organize volunteer projects in your community on and around January 20, use the following resources to highlight the importance of this day.

## TAKE ACTION

Find a Volunteer Opportunity: Sign up at  
<https://www.volunteer.org/volunteer-sign-up>

Register Your Project: Visit  
<https://www.volunteer.org/organization-sign-up> to recruit volunteers for your event.

Learn More: Learn the history and significance behind this National Day of Service at  
<https://www.nationalservice.gov/serve-your-community/mlk-day-service>.

## SOCIAL MEDIA TIPS, GRAPHICS, AND SAMPLE MESSAGES

Encourage Others to Serve: Share information on your website and social media channels about your MLK Day of Service plans, and inspire others to join existing service projects or organize their own.

Include Your Project in the National Conversation: Use the **#MLKDay** and **#DayON25** hashtags.

Share Our Graphics: Show that your service project is part of a nationwide day of service.

Click the graphic below you wish to download:



@Engage\_AR  
@AmeriCorps



#911Day  
#DayOfService



@Engage Arkansas  
@AmeriCorps  
@MLKDay



@AmeriCorps

## SAMPLE SOCIAL MEDIA MESSAGES:

Service observance! Join millions of Americans to make **#MLKDay** a **#DayON**, not a Day Off! Learn more at [www.volunteer.org/MLK-Day-Of-Service](http://www.volunteer.org/MLK-Day-Of-Service). **#DayON25** **#EngageAR**

Service is a great way to create solutions to social problems. That's why I'm volunteering on **#MLKDay** of Service. To learn more on how you can give back visit [www.volunteer.org/MLK-Day-Of-Service](http://www.volunteer.org/MLK-Day-Of-Service) **#DayON25** **#DayOfService**

Dr. King said, "Life's most persistent and urgent question is, 'What are you doing for others?'" Start helping others by serving on **#MLKDay** of Service. **#DayON25**

Volunteering unites Americans of all ages and backgrounds to build stronger communities. This **#MLKDay** of Service, join others in giving back through service. Visit [www.volunteer.org/MLK-Day-Of-Service](http://www.volunteer.org/MLK-Day-Of-Service) to learn how. **#DayON25**

## SHARE VOLUNTEER PHOTOS AND UPLIFTING STORIES OF SERVICE, PATRIOTISM AND REMEMBRANCE:

Tag them with **#MLKDAY**. Post them to Twitter, Facebook, and Instagram.

E-mail: [Engage.AR@adhe.edu](mailto:Engage.AR@adhe.edu).

## QUESTIONS?

If you have questions about this toolkit, please contact [Jamal.Williams@adhe.edu](mailto:Jamal.Williams@adhe.edu).

[DATE]

**FOR IMMEDIATE RELEASE**

**Contact Information:**

[NAME]

[ADDRESS]

[EMAIL]

[PHONE]



**\*\* MEDIA ADVISORY \*\***

**[NAME OF ORGANIZATION] Mobilizes Area Residents  
to Serve on King Holiday**

*National Service Members [DESCRIBE LOCAL PROJECT] as part of  
National Day of Service*

[CITY, STATE]— [HUNDREDS, THOUSANDS] of [CITY] residents will step up to serve as volunteers on the 25<sup>th</sup> annual Martin Luther King Jr. Day of Service. Service members and community members will [INSERT SHORT DESCRIPTION OF PROJECT], joining hundreds of thousands of Americans across the country in volunteer service.

[ORGANIZATION] has planned a day of service that will leverage the strength of local citizens to help tackle local problems and advance Dr. King’s dream of opportunity for all.  
[DESCRIBE SERVICE EVENTS].

The annual event honors Dr. King’s legacy and is an opportunity for Americans to renew their own personal vows of citizenship through service to others and engage in conversations to advance community goals.

- WHO:** [LOCAL ELECTED OFFICIALS, NATIONAL SERVICE PARTICIPANTS, COMMUNITY VOLUNTEERS, etc.]
- WHAT:** [NAME OF EVENT/ACTIVITY]
- WHERE:** [ADDRESS WHERE EVENT WILL TAKE PLACE]
- WHEN:** [DATE, START & END TIME FOR EVENT]

The Corporation for National and Community Service is a federal agency that leads the annual MLK Day of Service, working with thousands of nonprofit groups, faith-based organizations, schools, and businesses nationwide. For further information about the MLK Day of Service and what’s taking place across the country, visit [MLKDay.gov](http://MLKDay.gov).

The Governor's Advisory Commission on National Service and Volunteerism is a bi-partisan commission made up of passionate commissioners who believe that volunteers are vital to creating strong, vibrant communities. Each commissioner is appointed by the Governor and together they assist EngageAR with determining community needs, setting policy and program priorities, ensuring national service funds are used effectively, supporting national days of service, and promoting national service and volunteering throughout their communities. For further information about EngageAR, please visit <https://www.volunteerar.org/about-us>.

[ORGANIZATION BOILERPLATE]



## **Headline: Serve on 25<sup>th</sup> Annual MLK Day of Service!**

The 2020 MLK Day of Service is almost here – and Americans across the country are rolling up their sleeves in service. Are you ready to get out and serve?

Making time to volunteer for the 2020 MLK Day of Service is a great way to engage with your community while honoring the legacy of Dr. King. Whether you plan on grabbing a paintbrush, mentoring a young person, or helping to clean up a public space in the next few days, know that what you do makes a world of difference.

Honor Dr. King’s legacy all year. Pledge to serve in his honor throughout the year.

Still looking for a way to participate? Sign up to volunteer with a project in your area. [DETAILS ON ORGANIZATION PROJECTS]

**Be sure to share your thoughts and photos from your service that day experience:**

- Tweet using the hashtag **#MLKDay25 #EngageAR**
- Connect with other volunteers on social media!
  - Facebook: @EngageAR
  - Instagram: @Engage\_AR
  - LinkedIn: EngageAR

[DATE]

**FOR IMMEDIATE RELEASE**

**The Honorable FIRST LAST NAME:**

[NAME]

[ADDRESS]

[EMAIL]

[PHONE]



Dear TITLE LAST NAME,

I am honored to invite you to serve at the ORGANIZATION Martin Luther King Jr. Day of Service (MLK Day) event on DATE from TIME at LOCATION.

This year's MLK Day of Service will bring together XX national service members and community members to [INSERT ACTIVITY]. As a result of this event, [END RESULT/GOAL (eg. we will prepare more than 1,000 meals for low-income seniors in our community)].

Each year, on the third Monday in January, the MLK Day of Service is observed as a "day on, not a day off." January 20, 2020, marks the 25<sup>th</sup> anniversary of the day of service. MLK Day is intended to empower individuals, strengthen communities, bridge barriers, create solutions to social problems, and move us closer to Dr. King's vision of a "Beloved Community."

If you are interested in attending, please have your staff contact NAME AND TITLE at CONTACT INFO.

Sincerely,

NAME

TITLE

ORGANIZATION