

Corporation for National and Community Service

2015 MLK Day of Service

Communications Toolkit

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Things to Know

Thank you for helping to make the 2015 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 CNCS press office at pressoffice@cns.gov.
- Add your project to the volunteer opportunities listed in the search engine at mlkday.gov.
- Help others find a place to volunteer on MLK Day by using a search widget on your website.
- We love to hear about your media successes (and challenges). Share them with us at pressoffice@cns.gov.
- Follow [@MLKDay](https://twitter.com/MLKDay) on Twitter and [MLK Day](https://www.facebook.com/MLKDay) on Facebook.
- Report your successes at MLKday@cns.gov.

2015 MLK Day of Service Key Messages and Talking Points

OVERALL THEME

“Engaging Americans in Creating Economic Opportunity”

KEY MESSAGES

1. **Dr. Martin Luther King Jr. once said, “Life’s most persistent and urgent question is, ‘What are you doing for others?’” Against what seemed like impossible odds, Dr. King and scores of his fellow citizens of all races came together and, ultimately, helped bend the moral arc of the universe toward justice.**
2. In recognition of Dr. King’s incredible legacy of service to all, 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.
3. 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.”
4. The upcoming commemoration of the MLK Day of Service on Monday, January 19 is an opportunity to remember that history and re-commit ourselves as citizens by volunteering in service to one another. **It is also a time to consider how much work still remains to fulfill Dr. King’s dream. Service is a powerful tool for strengthening our communities, but it is only a start.**
5. **As we work together, we will create economic opportunities by improving education, strengthening health care services, and improving financial literacy.** These are central to making our economy work for every American.
6. **An appropriate way to honor Dr. King is through service and volunteering in our communities.** Dr. King devoted his life to advancing equality, social justice, and economic opportunity for all. He challenged us to build a more perfect

union and taught us that everyone has a role to play. Five decades later, we still have work to do to realize Dr. King's dream.

MLK DAY 2015: THE TASK FORCE ON EXPANDING NATIONAL SERVICE

- **As we mark the MLK Day of Service, we also recognize the President’s Task Force on Expanding National Service.** Launched in July 2013, the Task Force was an effort to engage citizens in the work of moving our nation forward. Specifically, the Task Force brought together cabinet agencies to identify additional ways that the public and private sectors can partner together to support volunteering and service as a strategy for tackling our nation’s biggest challenges.
- **As part of the President’s Task Force and to honor Dr. King,** senior Administration officials, cabinet secretaries, and members of Congress will participate in a number of service projects across Washington, DC, and the nation.

KEY FACTS ON MLK DAY AND THE BENEFITS OF SERVING IN YOUR COMMUNITY

- **Dr. Martin Luther King Jr. once said, “Life’s most persistent and urgent question is: What are you doing for others?”**
 - In recognition of Dr. King’s incredible legacy of service to all, 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.
 - 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.”
- **One way to honor Dr. King is through service and volunteering in our communities.** Dr. King devoted his life to advancing equality, social justice, and economic opportunity for all. He challenged us to build a more perfect

union and taught us that everyone has a role to play. Five decades later, we still have work to do to realize Dr. King's dream.

- **Service is also a powerful way for citizens to empower themselves.** Our annual report on volunteering shows that more than 1-in-4 Americans volunteered last year. Altogether, 62.6 million Americans volunteered nearly 7.7 billion hours, representing an estimated economic value of \$173 billion.
- In addition, our research shows that volunteering could also be a pathway to employment:
 - Volunteers have, on average, **27% higher** odds of securing a job than non-volunteers.
 - Among volunteers in rural communities, that number is even higher: **55%**.
 - And among volunteers without a high school diploma, the likelihood of finding a job increases by **51%**.
- **Our agency, CNCS, provides grants to three national organizations that play a leadership role in the MLK Day of Service.** Those organizations are Points of Light, HOPE worldwide, and Service for Peace. In addition to these grantees, more than 30 other organizations, including AARP, American Red Cross, America's Promise, Big Brothers Big Sisters, Boys & Girls Clubs of America, Habitat for Humanity, and United Way of America are strategic partners.

Template Media Advisory



[ORGANIZATION LOGO]

FOR IMMEDIATE RELEASE

January XX, 2015

CONTACT: [YOUR NAME]

[PHONE, EMAIL]

MEDIA ADVISORY: [NAME OF ORGANIZATION]

Mobilizes Area Residents to Serve on King Holiday

Volunteers [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 annual Martin Luther King Jr. Holiday. Volunteers 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 the King Center in Atlanta and 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.

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[ORGANIZATION BOILERPLATE]

The MLK Day of Service is led by the Corporation for National and Community Service, a federal agency that engages more than five million Americans in service through its AmeriCorps, Senior Corps, Social Innovation Fund, and Volunteer Generation Fund programs, and leads the President's national call to service initiative, United We Serve. For more information, visit NationalService.gov.

Template Press Release



[ORGANIZATION LOGO]

FOR IMMEDIATE RELEASE

January XX, 2015

CONTACT: [YOUR NAME]

[PHONE, EMAIL]

[CITY/COMMUNITY] Puts Citizenship and Service in Action

Volunteers [DESCRIBE LOCAL PROJECT (for example: paint/muck/plant trees)] as part of MLK Day

[CITY, STATE] – [NAME OF ORGANIZATION] today led [NUMBER] [CITY] residents in [BRIEF DESCRIPTION OF THE PROJECT] in volunteer service to honor Dr. Martin Luther King’s legacy. [CITY NAME] residents were joined by hundreds of thousands of volunteers across the country on this national day of service.

“Today we answer Dr. King’s call to serve and are making a difference in the lives of [COMMUNITY] residents,” said [ORGANIZER NAME], the [TITLE] of [ORGANIZATION.] “A resourceful way to meet local needs, volunteer service is a powerful tool that builds strong communities. We are putting the core American principles of citizenship and service into action.”

[PROJECT-SPECIFIC INFORMATION].

The Corporation for National and Community Service (CNCS) is a federal agency that leads the annual MLK Day of Service, working with the King Center in Atlanta and thousands of nonprofit groups, faith-based organizations, schools, and businesses nationwide.

These projects include delivering meals, refurbishing schools and community centers, collecting food and clothing, signing up mentors, reading to children, promoting nonviolence, and more. The MLK Day of Service shines a spotlight on service as a powerful force to bridge economic

and social divides – today and throughout the year. Many communities will also engage in dialogue to explore ways they can address important issues. National Days of Service provide each of us with an opportunity to join neighbors and local leaders to tackle community challenges and strengthen the nation.

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[ORGANIZATION BOILERPLATE]

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Sample Social Media Messages

Twitter

- Check out these interviews about MLK Day & the civil rights movement. #MLKDay luminaries. <http://go.usa.gov/zCYB>
- A few great #MLKDay resources for teachers. scholastic.com/mlkday. Materials are evergreen, but please note that there is no poster contest in 2015.
- To volunteer more is a noble and easily fulfilled resolution. Start by committing to serve on mlkday.gov. #MLKDay
- #MLK said: "Everyone can be great because everyone can serve." Where will you serve this #MLKDay?
- Did you know #MLKDay is a day of service? Learn more about how to volunteer at mlkday.gov.

Watch the @MLKDay Twitter feed for more tweets to share about the MLK Day Holiday.

Facebook

- Dr. King once said, "Everyone can be great because everyone can serve." Where will you serve on #MLKDay?
- How has Martin Luther King Jr. inspired you to serve on [TAG: MLKDAY] and beyond? Share your story!
 - Need a place to #volunteer this #MLKDay? Find a project in your area: <http://mlkday.gov/serve/find.php>
 - ___ days until #MLKDay! Make it a day on... not a day off. Find a place to #volunteer near you. <http://mlkday.gov/serve/find.php>
 - I serve on [TAG: MLKDAY] because _____.

Visit the MLK Day Facebook page for more messages to share with your friends and followers.

Meetup

On Thursday, January 15 we are launching another exciting way to get involved with MLK Day this year. [Meetup](#) and a coalition of partners are pairing the 2015 MLK Day of Service with time for reflection. The initiative, called #MeetupMonday, will launch on the 15th, and will enable community members to meetup in person to talk about uniting our country and our dreams for the future. Check MLKDay.gov for more details after January 15.

Template Email Message or Blog Post

Headline: Serve on MLK Day 2015

The 2015 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 2015 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.

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 volunteer service that day:

- Tweet using the hashtag #MLKDay
- Connect with other volunteers on [\[FACEBOOK PAGE\]](#)
- [\[OTHER SOCIAL MEDIA NETWORKS\]](#)

Additional Resources

CNCS also has a number of digital and printed resources available for use by grantees and project organizers. Below are just a few that may be helpful in your communications efforts.

- [Project Toolkits](#)
- [Logos](#)
- [Web Banners](#)
- [Radio and TV PSAs](#)
- [MLK Day Legacy of Service Videos](#)
- [Promotional Materials](#)