

MARTIN LUTHER KING, JR. DAY OF SERVICE **JANUARY 20, 2014**



Communications and Branding Your MLK Day of Service Project

Corporation for
**NATIONAL &
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Housekeeping

- When you have a question, please press * on your telephone keypad; you will be placed in the Q/A queue.
- If you are using your computer audio, please use the “raise hand” feature and we will open your microphone.
- To test your microphone please click the green mic at the top of your screen.
- At any point, include comments in the Chat Feature to your right or questions in the Q&A feature.
- The PowerPoint will be emailed to all participants tomorrow.
- If you have any questions after the webinar, please contact MLKDay@cns.gov.

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Today's Speakers



Rhonda Taylor
Corporation for National
and Community Service



Jackie Aker
Corporation for National
and Community Service



MLK Day of Service

- Come together through service to honor Dr. King and get people excited and engaged in long-term service...bring more people into your service network
- Engage in projects that are sustainable and that create long-term change on issues and on people; particularly those that advance economic opportunity
- Engage in dialogue that raises awareness about local issues and projects that meet critical community needs



Key Messages

- Economic Opportunity is the organizing focus for the 2014 MLK Day of Service
- Economic justice was a strong theme in Dr. King's work on poverty
- Economic opportunity continues to be an important issue for individuals, communities and our nation
- Families, students, congregations, employees, and individuals of all ages and backgrounds will come together to celebrate MLK Day by making a difference in their communities.



Co-Branding

Allows you to...

- Expand your reach and attach to the national initiative
- Grow volunteers
- Raise the profile of service
- Access free outreach and marketing resources

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Co-Branding (continued)

- Access MLK Day logos at MLKDay.gov
- Available formats:

- JPG
- PNG
- EPS
- PSD
- TIFF



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Register Your Project

Register a Project

MLKDay.gov uses All for Good to help people find volunteer opportunities. If you or your organization has a volunteer project that you would like to make available through MLKDay.gov, here are a few tips to help get you started.

Don't forget to include one of the following in your project title or description:

- MLK
- MLK Day
- MLK 2014
- King Day
- King Day 2014
- MLK Day of Service
- 2014 MLK

<http://mlkday.gov/serve/register.php>

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All for Good (AFG)

allfor good .org
a service of POINTS OF LIGHT

Search & Signup for Volunteer Opportunities

Post Your Volunteer Opportunities

Disaster Recovery Efforts

Looking to volunteer?

Area of interest:

Keywords:

City, State or Zip:

Distance:

go

www.allforgood.org

- AFG is partnering with CNCS to register MLK Day Projects
- AFG is the largest volunteer opportunity search engine in the world and through its vast network of distribution partners has generated over 48M project searches in the last 12 months
- Brand new user-friendly tools to help non-profits post their projects and recruit volunteers to their causes



Comprehensive Communications Strategy

Connect all communications tools to create a comprehensive strategy

- Traditional Media
 - TV
 - RADIO
 - Newspapers
- Digital Media
 - Websites
 - Social Media
- Other
 - Newsletters
 - Flyers
 - Posters

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Traditional Media

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Media Tools

- Talking Points and Key Messages
- Sample Press Release (Word Template)
- Sample Media Advisory (Word Template)
- Photo Release

Access the tools at

<http://mlkday.gov/promote/index.php>



Creating a Newsworthy Pitch

Formula for a successful pitch:

- Local angle
- Timely edge
- Unique or extraordinary qualities
- Human interest
- Prominence of participants



November and December

- Finalize details of your projects and Communications Plan – and share with CNCS
- Send project details to community calendars at local newspapers and websites
- Determine spokespeople and finalize key messages
- Send pitches to public affairs shows
- Draft op-eds or letters to the editor



Early January

- Write press releases and advisories about your upcoming MLK Day projects and events
- Distribute Media Advisories
- Make phone calls to follow-up on media advisories
- Consider holding media events on January 15th, Dr. King's actual birthday
- Pitch local bloggers



Just before MLK Day

- Brief on-site media contacts
- Prepare press kits
 - Press release
 - Fact sheet (yours and national MLK Day)
 - Project description
 - Contact information



On MLK Day

- Send out *Day of* Press Release
- Make Final Round of Follow Up Media Calls
- Have a separate Media Sign-In at project sites
- Designate a Media Point Person with no other duties
- Distribute Press Kits at media sign in
- Document Your Event with Photos and Video (a photo release is provided at <http://mlkday.gov/promote/index.php>)



Leveraging MLK Day PSAs

TV and Radio PSAs are available in :30 and :60 lengths, they feature Congressman John Lewis, former Senator Harris Wofford and Civil Rights leaders Ruby Bridges and Joseph Lowery discussing Dr. King's legacy and reminding us why it is important to serve on King Day and throughout the year.

- **Available in music and non-music formats**
- **Visit to www.tvaccessreports.com/MLK Day to download the PSAs**



MLK Day PSA Outreach

- Materials available at www.tvaccessreports.com/MLK Day
- Support materials to help provide outreach to local TV and radio stations including:
 - Tips on how to over objections and persuade stations to air the PSAs
 - Tips on how to get the PSAs used in your community
 - PSA scripts
 - Sample thank you letter

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Digital Media



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Digital Media

- Integrate with your communications, project implementation, and volunteer recruitment strategy
- Tell a cohesive story
- Link to official MLK Day accounts and sites

 Corporation for National and Community Service shared a link.
7 November near Washington, DC

Vietnam Veteran Randy is still serving his country ... as an AmeriCorps member! Read about his work with Big Brothers Big Sisters of St. Lucie, Indian River and Okeechobee Counties



Florida Veteran Takes on Challenge at Big Brothers/Big Sisters | Corporation for National and...
go.usa.gov

James Randall "Randy" Hindert served in the U.S. Army in Vietnam as a Sergeant from 1967-1970. Recently, he began serving our nation again, this time in the local community as a tutor for AmeriCorps at Big



Website

- Place MLK Day logos prominently
- Keep key information – who, what, where, when – available on home page
- Keep current with the most up-to-date information
- Link to official MLKDay.gov and consider using a web banner or widget
- Link to social media sites (national and yours)
- Post materials such as flyers with project information that website visitors can print and share



Social Media

- Reach out to influential and active community members and volunteers to post information about your project on their social media pages
- Incorporate official MLK Day messaging
- Use social media to promote projects, engage with fan base, recruit volunteers, and provide customer service

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Tag your Posts

As you post and tweet, be sure to include three important Corporation for National and Community Service Accounts in your messaging:

- <https://twitter.com/nationalservice>
- <http://www.facebook.com/nationalservice>
- <http://www.facebook.com/mlkday>
- Hashtags: #MLKDay #NationalService
- Tag: @WendyCNCS, @nationalservice, @servedotgov

Be sure to like and follow these accounts.

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Types of Posts

- Project Planning Kick-Off
- Raise Resources & In-Kind Donations
- Sharing your Resources
- Recruit Volunteers
- Promoting your Project and your Cause
- Engagement Strategies
- Day Of Post(s)
- Follow-Up Post (s)



Project Planning Kick-Off

- Tell followers who you are and why you are participating in MLK Day 2014.
- If you already know your project name and goals, promote it to followers.
- List any partners (including the Corporation for National and Community Service) that are working with you on planning or implementing your events/activities.
- Begin following MLK Day grantees, partners, and enthusiasts from around the nation (search for #MLKDay).

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Grantee	Facebook	Twitter
Campus Compact	facebook.com/CampusCompact	@Campus_Compact
Cesar Chavez Foundation	facebook.com/ChavezFoundation	@Chavez_Fndn
HOPE worldwide	facebook.com/hopeworldwide	@HOPEworldwide
Points of Light	facebook.com/beapointoflight	@PointsofLight
Service for Peace	facebook.com/ServiceForPeace	@service4peaceUS
Youth Service America	facebook.com/youthserviceamerica	@youthservice



Sample Tweets

- [Insert Organization] will serve on MLK Day 2014 to inspire a new gen. of service leaders. Goal: 5 houses for 5 fams in 8 hrs #MLKDay
- Kicking off MLK Day 2014 with @nationalservice. Stay tuned for updates about [Insert Project]. #MLKDay



Sample Facebook Posts

- MLK Day is two months away, but we're working with [@Partner] to start planning now. Do you want to get involved in this year's planning team? Email [Insert Contact Email or Tag Point Person] to find out more about how you can get involved.
- Our Plan for MLK Day by the Numbers:
300 volunteers, 5 cities, 1500 volunteer hours, 7 new community gardens, 4 garden lessons with low-income families. Will you help add to those numbers? Contact [Insert Contact Email or Tag Point Person] today.



Raising Resources & In-Kind Donations

- Begin by telling your followers about the in-kind goods and services you need to secure for your project (be specific).
- Beyond telling followers what you need, tell them directly what their donation can do for you (i.e. a donation of 5 packets of seeds will help sow 10 beds in the community).
- Point potential donors directly to an easy-to-use fundraising site. Ask for small donation amounts at the beginning.
- Target your posts: ask an organization that you'd like to partner with or one that could help directly with a donation by tagging that organization's social media accounts.



Sample Tweets

- We have 5 playgrounds to build & need \$400 more to make it happen on #MLKDay 2014. Will you help? Donate \$5: <http://www.YourWebsite.org/>
- **@nationalaprons:** Help us feed 300 community members on #MLKDay. We need cooks' aprons. Know anyone who can donate?



Sample Facebook Posts

- Your morning latte costs upwards of \$4. Skip it for one day and donate to [Insert Organization]’s MLK Day 2014 project. Help us reach our goal of [Insert \$\$ Goal] to buy kindergarten students 5 books each and mentor each child for one year.
- Are you unable to volunteer for MLK Day 2014? You can still make it a day *on* (not a day off) by helping [Insert Organization] complete its project. All donations will go directly to supplies needed for the park cleanup. Can’t donate? Re-post this message and help spread the word among your friends.



Sharing Resources

- Start by asking your followers to share what they are planning to do for MLK Day 2014.
- Tell your followers what you are planning for MLK Day 2014 and ask if anyone would like to partner.
- Share any documents or guides that you may have for volunteer recruitment, raising resources, or project planning. Direct people to the toolkits and resources on MLKDay.gov.
- Share stories of success about past MLK Day projects or other service events.



Sample Tweets

- What are you planning for #MLKDay 2014? [Insert Organization] will be completing [Insert Project] and we're looking to partner with you!
- Want to see our plans for #MLKDay 2014? Take a look at our project plan. Use it to plan your own local event: [Insert Link]



Sample Facebook Post

- Last year, 25 volunteers distributed more than 500 resource sheets about FASFA. This year, we are looking to double our numbers and help local students learn about various types of financial aid available. Join us for MLK Day 2014, plan your own FASFA distribution campaign, or use [Insert Resource] to help student's complete their FASFA form.



Recruit Volunteers

- Tell your networks how many volunteers you are looking for (provide a range).
- Provide the exact dates and times volunteers will be needed
- Tell your followers what skills (if any) are required and any age limitations associated with the volunteer activities.
- If possible, provide a direct link to an online volunteer sign up form in your posts.
- Designate a volunteer coordinator and point your followers to their email or another method of contact, if volunteers have questions.



Sample Tweets

- Make #MLKDay *a day on, not a day off*. Help [Insert Organization] distribute smoke detectors. Sign-up here: <http://ow.ly/dMetete>
- Spots are filling up fast for the #MLK Day 2014 mentoring day at the Boys & Girls Club. Sign-up and get our annual t-shirt! <http://ow.ly/dMetete>



Sample Facebook Posts

- No work or school on MLK Day? Join us at the Health Foods Fair and volunteer at a local organization's booth! We are looking specifically for volunteers that are trained in CPR. Contact [Insert Volunteer Contact Information] for more information about how to volunteer or sign up today.
- Are you at least 16 years old and looking for a continuing volunteer opportunity? MLK Day is the perfect time to start serving with [Insert Organization]'s literacy project. New volunteers will receive training and meet the students they will tutor every Monday from 4 – 6 p.m. Can you join?



Promoting Your Project and Cause

- What is unique about your MLK Day 2014 project? Let your audiences know.
- Tie your projects to timely events. If your focus area is the environment, draw on articles from environmental reporters and highlight how your work on MLK Day will help improve the environment for decades to come.
- The national organizing theme for MLK Day 2014 is economic opportunity. Describe your projects with this in mind.
- Let your followers know about the MLK Day 2014 Drum Majors for Service award opportunities.



Sample Tweets

- Are you participating in #MLKDay 2014? Give awards to outstanding volunteers. Learn more about Drum Majors for Service: <http://ow.ly/dMnov>
- #MLKDay 2014: [Insert Organization] will collect gift certificates for haircuts and stores with business clothing to help job seekers find employment



Sample Facebook Posts

- Dr. Martin Luther King Jr. once said, "Life's most persistent and urgent question is: 'What are you doing for others?'" On January 20, 2014 [Insert Organization] volunteers will come together to provide a resume-building workshop and interview practice to the [Insert community]. Join us in answering Dr. King's question on MLK Day 2014.
- @AmeriCorps VISTA in [Insert Community] are working with [Insert Organization] to hold a Point in Time Count for People Experiencing Homelessness. This will help [Insert Community] understand the scope and breadth of homelessness in our community.



Engagement Strategies

- Share famous MLK Day quotes to inspire your followers, like:
 - *“An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity.”*
 - *“Injustice anywhere is a threat to justice everywhere.”*
 - *“Life's most persistent and urgent question is: 'What are you doing for others?'”*



Engagement Strategies

- Share an MLK Day promotional video created by the Corporation for National and Community Service (<http://youtu.be/FLOfOfgUxjk>)
- Promote the Scholastic Poster Contest to your network.
- Conduct a contest through social media. This could include the best MLK Day tweets; the best Dr. King quotes; your MLK Day t-shirt design; or raising the most money for your MLK Day project.
- Ask your followers to share why they choose to serve on MLK Day.



Sample Tweets

- This video reminds us: keep Dr. King's legacy alive. Join in our MLK Day 2014 project & be the legacy : <http://youtu.be/FLOfOfgUxjk>
- "Life's most persistent and urgent question is: 'What are you doing for others?'" - Martin Luther King, Jr. What are you doing on Jan. 20?

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Sample Facebook Post

- Martin Luther King, Jr. once said, "*Injustice anywhere is a threat to justice everywhere.*" Help alleviate injustice by serving with us on the Martin Luther King, Jr. Day of Service as we provide dinner and social service information to the community. Email [Insert contact information] to join us.



On MLK Day (project day)

- Share the numbers again: how many volunteers showed up? What do you plan to or were you able to accomplish on the day? How many hours did volunteers log?
- This is the best time to share pictures so make sure you have a mobile device that will allow you to take pictures and tweet or post them via an application.
- Interview a volunteer and ask them what it means to them to serve. Then report the shortened quote in a tweet or Facebook post.
- Thank sponsors and donors



Sample Tweets

- It's 8 AM @ the YMCA and we have 20 volunteers ready to serve the community by providing a 4-hour fire safety prevention course for #MLKDay
- #MLKDay Volunteers are smiling as they fuel up for a long day of neighborhood clean-up with coffee provided by Higher Grounds: [Insert Link]



Sample Facebook Posts

- It's 2 p.m. on MLK Day and our 30 volunteers have already filled 800 trail mix bags and packed 200 arts and crafts kits. Will they fill 1000 trail mix bags and make 500 arts and crafts kits by 5 p.m.? Stay-tuned to find out about our progress.
- The picture below is a middle school student teaching computer skills to a senior volunteer who serves at a center for young mothers with children. This is inter-generational service at its finest. MLK Day truly benefits people of all ages from all backgrounds: [share picture]



The Days after MLK Day

- Report out any confirmed numbers that you captured during the day including outputs and outcomes
- Show pictures and videos of volunteers having a good time while serving
- Tell your followers what was successful about the day
- Share that you plan to participate next year, and what you plan to accomplish (how you will expand on what was accomplished this year)
- Thank volunteers and others who supported the project (don't forget this part!)



Sample Tweets

- #MLKDay 2014: we helped 50 people in the community prepare income taxes through VITA (Volunteer Income Tax Assistance). Great job!
- Thank you to the 25 volunteers who came out to provide the literacy and math skills workshop: [Insert link to picture]



Sample Facebook Posts

- Over 20 adults and 30 children participated in the obesity awareness community run/walk this MLK Day. 100 walked away with health pamphlets. 25 Measured their BMI. All got free fruit smoothies via Juice Blenders. Success!
- We are amazed at the support. Several community members and 12 community organizations met with us this January 20th (MLK Day) to form a comprehensive disaster response team and put together a mini-disaster response plan. Each member of the meeting came away with a role to play the next time a natural disaster affects a neighboring community.

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YouTube

- Opening/Closing Ceremonies
- VIP speeches
- Service in action (time-lapsed projects)
- Interview volunteers

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Photos

- Create a slideshow for your closing reflection
- Create an online album and email it to all volunteers
- Use photos in your other social media avenues



MLK Poster Contest

- In partnership with Scholastic, there will be an MLK Day poster contest for youth K-12
- There will be three winners per grade
- The national park service will be displaying the posters of contest winners
- Prizes will be available
- Stay tuned for more information

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Q & A

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Sign Up for Future Webinars

Phone Clinic

December 4th, 3:00 – 4:00 p.m. ET

Volunteer Recruitment and Retention

December 11th, 3:00 – 4:00 p.m. ET

Phone Clinic

January 8th, 3:00 – 4:00 p.m. ET

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“Life’s most persistent and urgent question is ‘What are we doing for others?’” – Dr. King

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Feedback

- Please complete the short poll that will appear momentarily; we appreciate an feedback yo share!
- Share i the chat feature any other resources or information that w can provide to you to assist with your MLK Da planning.
- Everyone registered for the webinar wil receive copy o the PowerPoint by email. I will also be posted to MLKDay.gov next week.
- Please contact MLKDay@cns.gov wit an questions.

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Thank you.

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