

AmeriCorps Day of Service

MLK Day of Service in the time of COVID-19

December 3, 2020

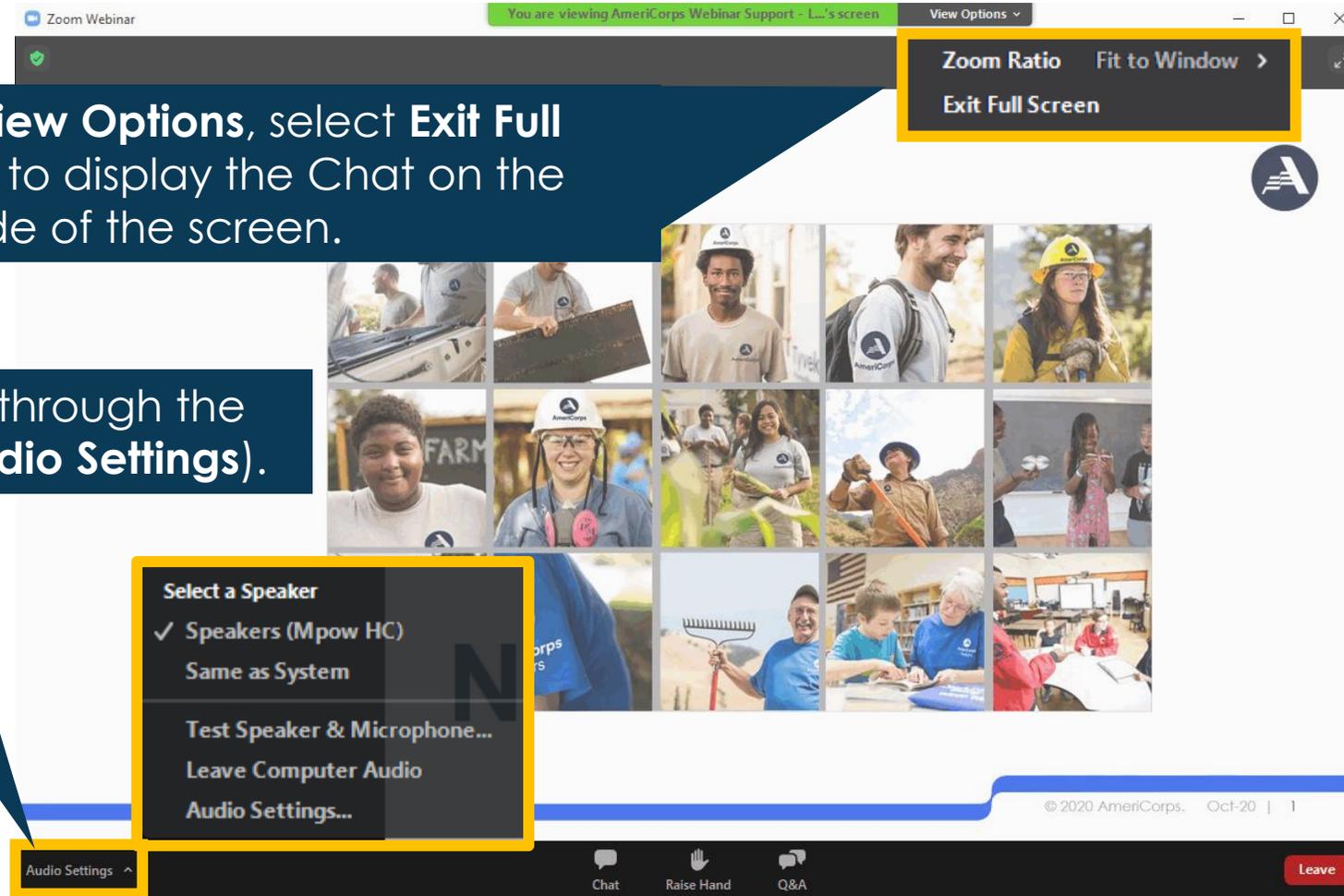


Tips for Audio and Viewing

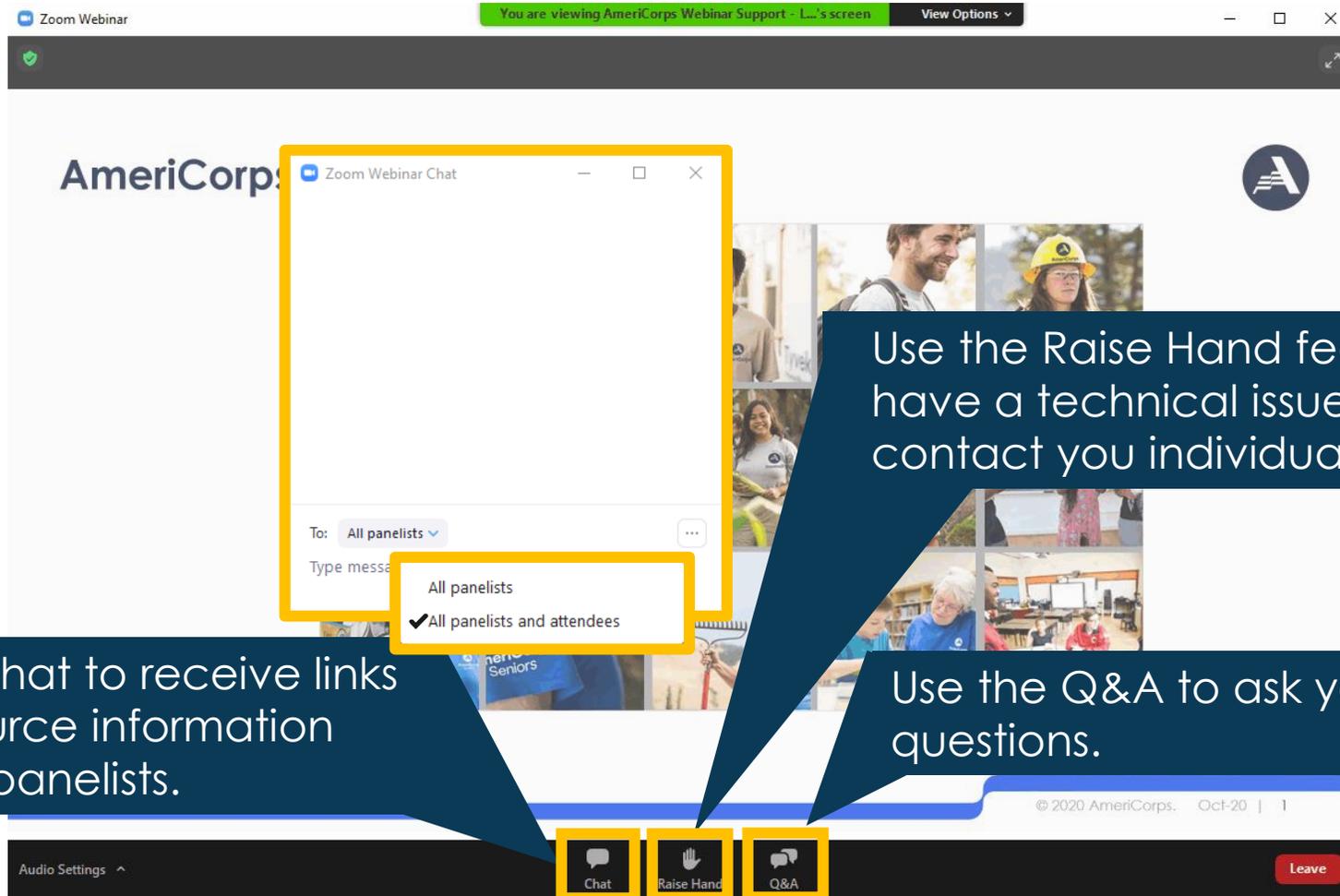


Click **View Options**, select **Exit Full Screen** to display the Chat on the right side of the screen.

Stream audio through the computer (**Audio Settings**).



Tips for Participation



Use the Chat to receive links and resource information from the panelists.

Use the Raise Hand feature if you have a technical issue. We will contact you individually via Chat.

Use the Q&A to ask your questions.

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Barbara Stewart

CEO

AmeriCorps





MLK Day of Service

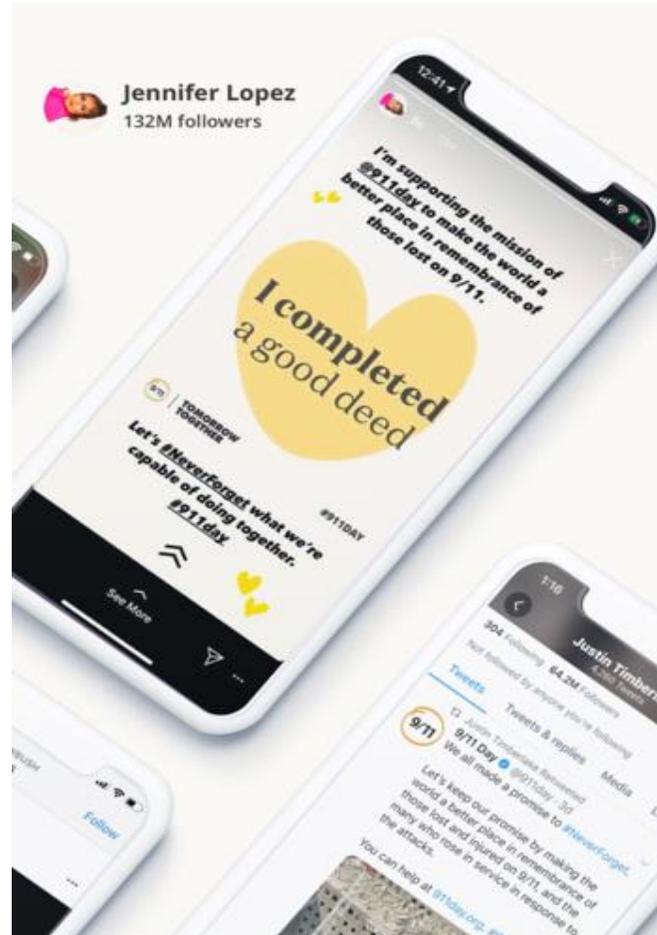
Resources and Ideas



David Paine
President and Co-Founder, 9/11Day.org

9/11 Day at Home

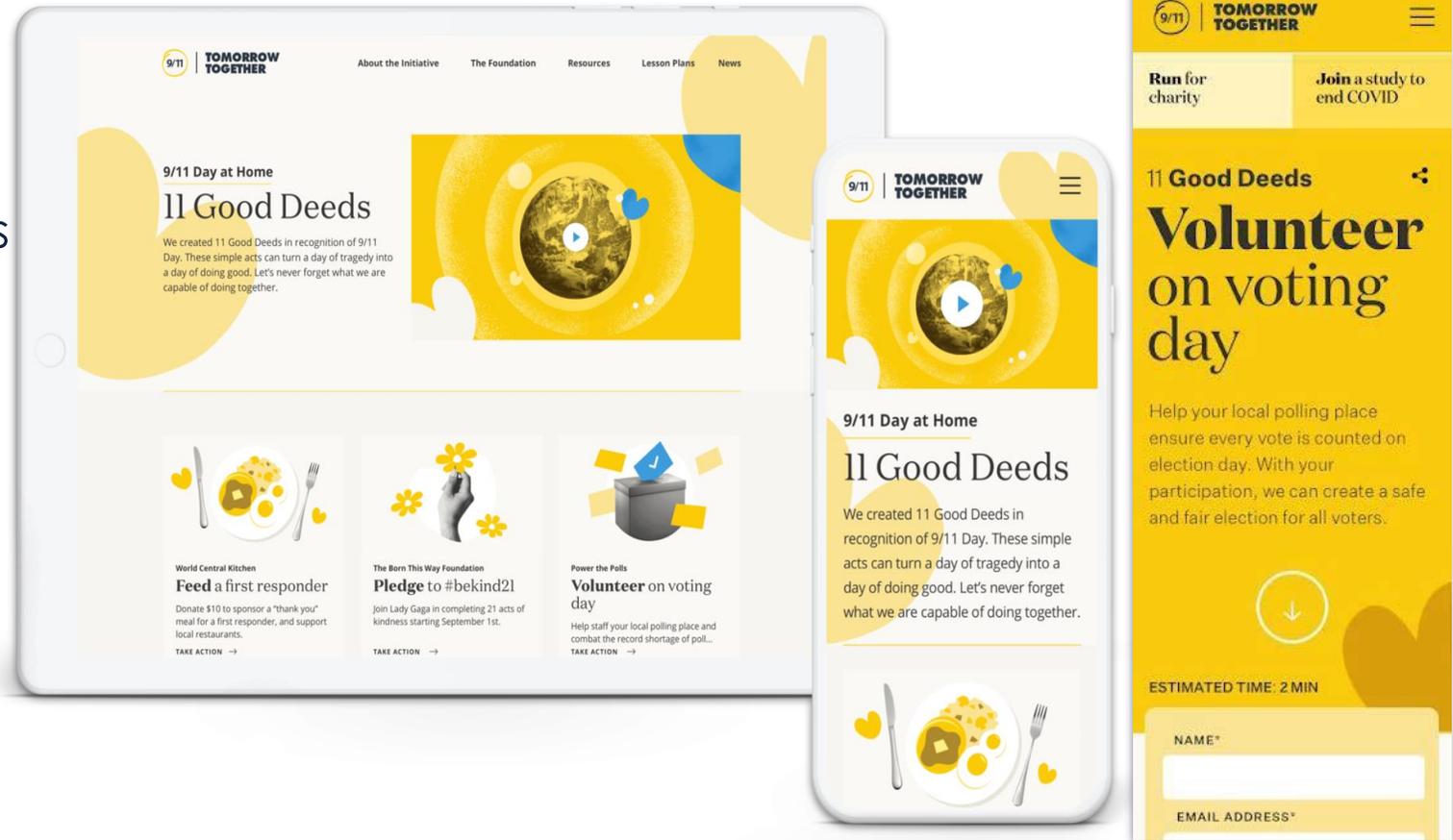
We pivoted to “virtual volunteer” model for 2020 9/11 Day of Service



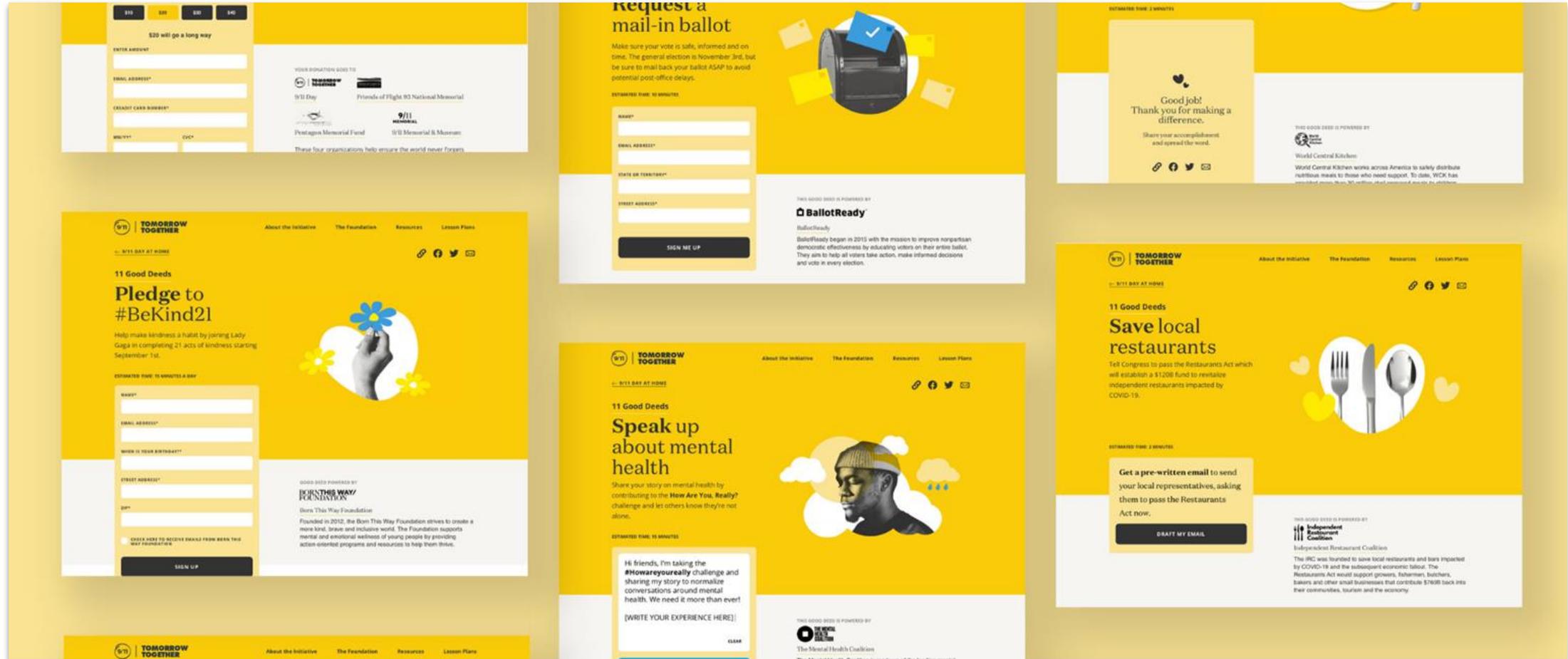


50 good deeds that can be done at home

- Hunger relief
- Mental health
- Supporting first responders
- Suicide prevention
- Diversity
- Climate change
- Domestic violence
- Virtual tutoring
- Many more



Partnered With Over 50 NPOs



29 Million People Participated in 2020





Beth Amodio
President and CEO, One Warm Coat



ONE WARM COAT

One Warm Coat's mission is to provide **free coats** to people in need.



No One Should Go Cold This Winter!



Cold Weather Effects on Health

31% Increase in heart attacks during coldest months vs. warmest

50° Temperature that children can develop hypothermia without protection of a coat

200K People die each year from exposure to cold weather

Who Needs Warm Coats?*

Nearly **1 in 5** Children in America live in poverty

1.5 Million U.S. Veterans live in poverty

1 in 3 Seniors have no money left over after paying monthly bills

* Statistics are pre COVID-19 – will update as more info is available

Program Impact: Every \$1 Donated Warms 1 Person



Over **6.6 Million** People Warmed!

2019-20 Coat Drive Season Results



4,000+
coat drives held in all
50 states



500,000+
people
warmed



1,000+
nonprofit agency
partners

Program Impact: Leveraging Each Dollar



\$1 Donation = 1 Warm Person



97% of every dollar donated supports programs

It's fun and easy to hold a coat drive!



Visit onewarmcoat.org

Register to hold a coat drive and receive:

- **A personal coat drive page which can be used to promote a physical or virtual drive**
- **Free tools and resources for success**
- **COVID-19 social distancing and safety tips**



Amy Cohen
Director, GW University Honey Nashman
Center for Civic Engagement and Public Service

Honey W Nashman Center for Civic Engagement and Public Service

The Honey W. Nashman Center for Civic Engagement and Public Service integrates civic engagement into George Washington University's educational work.



Honey W. Nashman Center
for Civic Engagement
and Public Service

Nashman Center



Amy Cohen

Executive Director
Nashman Center for Civic
Engagement and Public Service
George Washington University

The Nashman Center:

- Promotes equity and active citizenship in a diverse democracy,
- Meets community needs through reciprocal partnerships beyond the campus, and
- Enhances teaching, learning, and scholarship at GW



Program Strategies

Long-term co-curricular
community service

Social Innovation

Community Engaged Scholarship

Community Programs

Educational Programs, Reflection,
Professional Dev., Funding

Immersion Service/Service Events



Engaging K12 & Higher Ed in MLK, Jr Day



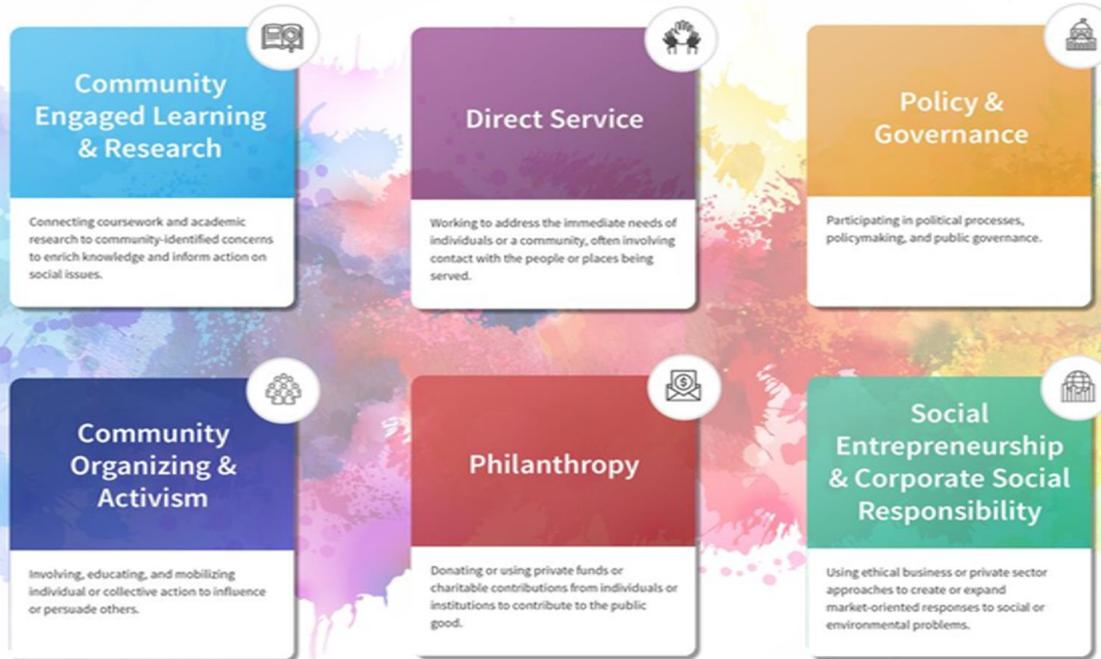
Reinventing Service During the Pandemic

- How can we rethink the MLK Day of Service and engage students in individual and/or virtual service?
- How do we make this type of service significant and meaningful?
- How can we organize and facilitate reflection?





PATHWAYS of Public Service & Civic Engagement

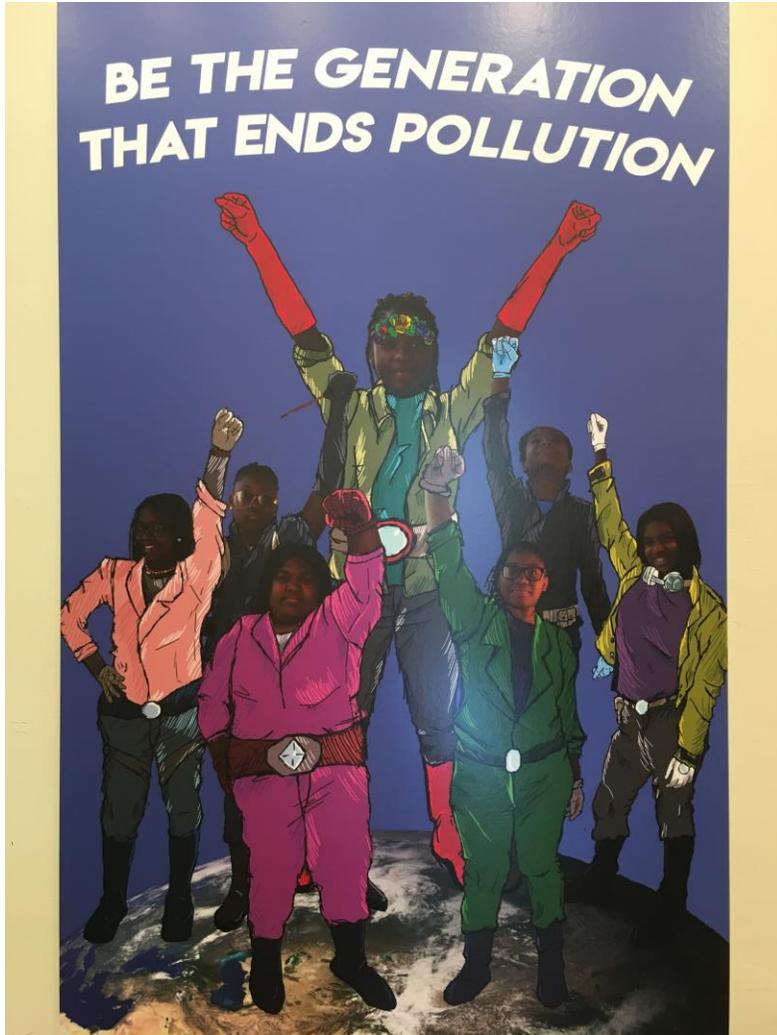




Ideas for service

- Letters – Operation Gratitude
- Phone-banking – collecting stories of participants and volunteers
- Jumpstart - Making materials
- Schools – collect and distribute essential clothing and supplies

Ideas for Service



- Use social media to prompt art projects in a theme
- Support youth-serving orgs that have already transitioned to virtual mentoring, tutoring, training for young people
- Smithsonian and National Archives Transcription
- Long-term care facilities: letter-writing, virtual coffee meetings, lawn signs

Ideas for building community and skills intentionally through service



- Use King Day to launch a new year of service
- Focus on mental health
 - Create opportunities for connection and reflection
- Connect students on social media by sharing service/learning activities
- Promote virtual volunteer fairs; connect students with local community partners

Workshops



- On direct service
- Sustained Dialogue
- Art Therapy building the Beloved Community
- Policy Advocacy as a Pathway to Change





David Parker
VP of Research and Development
Serve Minnesota representing
Minnesota Reading and Math Corps



Story of Success: Youth Service During COVID-19



Karen Daniel
Vice President of
Programs
Youth Service America



Michael Minks
Vice President of Operations
Youth Service America



HOW YOUTH CAN HELP	 STOP HUNGER	 SUPPORT ESSENTIAL WORKERS	 PROTECT MENTAL HEALTH	 HELP ISOLATED SENIORS	 PROVIDE CHILDCARE	 PREPARE FOR THE ELECTION
 PROMOTE HEALTHY BEHAVIORS	 MAKE & DONATE FACE MASKS	 SUPPORT PEOPLE OUT OF WORK	 CELEBRATE SPECIAL EVENTS	 KEEP PEOPLE SAFE ONLINE	 ADDRESS EDUCATIONAL INEQUITIES	 ADVOCATE FOR POLICY CHANGE
 FIGHT RACISM	 DONATE BLOOD	 SUPPORT NONPROFITS	 SPREAD CHEER	 PREVENT GUN VIOLENCE	 FOSTER SHELTER ANIMALS	 PREPARE FOR DISASTERS

YSA.org/Covid



SERVE & CELEBRATE

The MLK Day of Service is observed as a "day on, not a day off." MLK Day of Service 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."



VOLUNTEER

- + ORGANIZE A SERVICE PROJECT
- + PLEDGE TO GET INVOLVED
- + RECOGNIZE AND CELEBRATE YOUTH



BUILD CAPACITY

- + TRAIN YOUTH LEADERS AND ADULT CHAMPIONS
- + BUILD COMMUNITY COLLABORATIONS

lead asap.ysa.org/MLKDay



Watch this short video and download the Pick Your Project Tipsheet to choose a project that will be both fun and meaningful for you.

Use the projects below as inspiration to create your own project, or pick one to bring to your community!

Ready to share your project plans? Register your Summer of Service project here.

Click on a Spark or Cause below to get started!

Click here to view projects that can be done at home.

(Keep scrolling down to load more ideas.)

WHAT DO YOU LOVE? (SPARK)

Sports ? | Music & Art ? | Reading & Learning ? | Animals & Nature ? | Technology & Science ? | Holidays | Partner Days of Service

WHAT DO YOU CARE ABOUT?

Health & Wellbeing ? | Environment ? | Poverty & Hunger ? | Education & Equality ? | Democracy & Elections | Kindness

PROJECT INTENSITY
★ EASY ★★ MEDIUM ★★★ HARD

A S I A P STRATEGY - AWARENESS

GRATITUDE FOR ESSENTIAL WORKERS

A S I A P STRATEGY - AWARENESS

BOOST HAPPINESS WITH NEIGHBORHOOD ART

A S I A P STRATEGY - SERVICE

CONVERSATIONS WITH GRANDPARENTS



YSA.org/Ideas#rating=4



Tips: Individual/Family At-Home Activities

- Create project kits with instructions and supplies to drop-off, have be picked up, or mailed (similar to printed packets many schools distributed) – a “project-in-a-box”.
- Focus on outreach to and providing guides for parents. (If they’re acting as adult facilitators, they need the “teacher’s edition” of the project plan.)
- Distributed projects – instead of a single large event, have smaller versions of the same event in each neighborhood (eg, Love Your Block).
- Organize competitions between neighborhoods or groups of families.



Tips: Virtual Group Activities

- Use tech people are familiar with from distance learning – Zoom, Google Classrooms, Facebook, Instagram, Slack, TikTok, etc.
- Have virtual activities be youth planned and facilitated; they'll come up with more creative ways to organize virtual events than adults will.
- Conduct individual check-ins if possible; tie to reflection – can be as simple as text messages.
- Remember access to technology may be an issue – work with schools, libraries, etc. to help students.
- Awareness, advocacy, and philanthropy projects more easily done virtually than direct service.



Tips: Safe In-Person Activities

- Outdoor Projects (gardening, clean-ups, etc.)
- Indoor Projects in large spaces (gymnasiums, etc.)
- Multiple shifts of smaller groups
- Sequential tasks done by different groups
- Maintain physical distancing, mask-wearing, hand washing/sanitizing, no sharing of tools, etc.
- Temperature checks & screening questions

Tips: Safe In-Person Activities



- Purchase PPE (masks, gloves), cleaning supplies, distancing markers, no sharing of tools/supplies – include in budget and planning timeline.
- Ensure sign-ins and collect contact information so that participant list is available for contact tracing, if necessary.
- Have volunteers take a safety pledge as part of orientation to remind all volunteers of expected safe behaviors.
- Stick to outdoor projects only, if possible.
- Require pre-registration and enforce strict caps in shifts, etc.; encourage families to volunteer together to increase number of slots available.



STEP 1: START PLANNING

While projects look different, the planning process is the same: Investigation, Preparation, Action, Reflection, Demonstration & Celebration.

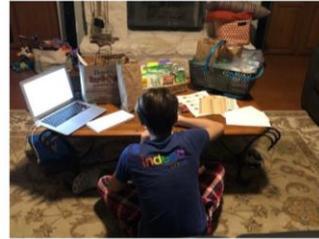
YSA Resources & Trainings Investigation Planning & Preparation
These free downloadable resources and video trainings will guide you as you take your project from idea to action.
[Youth Changing the World Toolkit \(for ages 13-20\)](#) | [Youth Changing the World Trainings](#)
[Kids in Action Guide \(for ages 5-12\)](#) | [Kids in Action Training](#)
[Semester of Service Toolkit \(for educators\)](#) | [Semester of Service Training](#)
Find even more free resources in the [YSA Knowledge Center](#).

- Recent webinar trainings include:
- [Youth Power in 2020 Elections: How to Make Your Voice Heard](#) - presented at the National Service-Learning Conference (1 hour)
 - [How Youth Can Respond to the Coronavirus Crisis](#) - presented for the International Association of Volunteer Effort (1 hour)
 - [Virtual Service Activities and Projects for Students](#) - presented for the National Association of Secondary School Principals, NHS, NJHS, NEHS, and National Student Council Programs (1 hour)
 - [Virtual 9/11 Day of Service: K-12 and Higher Education Working Group Session](#) - co-hosted by Youth Service America, My Good Deed, and the Hashman Center for Civic Engagement and Public Service at George Washington University (52 minutes)

STEP 2: GET PROJECT IDEAS

If you don't already have a project idea, here are some ideas to get you started.

- All-Home Project Ideas K-12 Prompts Higher Ed Prompts
- [70 Ways Youth Can Help Communities Respond To & Recover From the Coronavirus Pandemic](#)
 - [Lead ASAP Idea Center At-Home Projects](#)
 - [100+ Virtual Service Ideas from Design for Change USA](#)
 - [Learning to Give: Generosity and Service While Practicing Social Distancing](#)
 - [Learning to Give: Simple Safe Service Projects](#)
 - [Generation On: Volunteer At Home Projects](#)
 - [Generation Citizen: Democracy, Green 1 Pause](#)
 - [Civic Action Projects for Your 100% Online \(COVID-19 ADAPTED\) Courses](#)



STEP 3: TAKE ACTION

Once you have your plan ready, it's time to complete your project. Here's how.

Action Tips for Organizing Projects During Pandemic
Reflection, Demonstration & Celebration

YSA's Lead Agencies are an amazing group of organizations around the country leading national days of service. Here are some tips of how they're adapting.

- Virtual Group Activities
- Use tech people are familiar with from distance learning this spring - Zoom, Google Classrooms, Facebook, Instagram, Slack, TikTok, etc.
 - Have virtual activities be youth planned and facilitated; they'll

leadasap.ysa.org/resources



CREATE-YOUR-OWN TRAINING



**YOUTH
SERVICE
INSTITUTE**

leadasap.ysa.org/institute

**BLACK
LIVES
MATTER**

What if 2020 isn't cancelled?

What if 2020 is the year we've been waiting for?

A year so uncomfortable, so painful, so scary, so raw — that it finally *forces* us to grow.

A year that screams so loud, finally awakening us from our ignorant slumber.

A year we finally accept the need for change.

Declare change. Work for change. Become the change.

A year we finally band together, instead of pushing each other further apart.

2020 isn't cancelled, but rather the most important year of them all.

— *leslie dwight*



How to Plan and Implement an Anti-Racist Service Project

[YSA.org/antiracist](https://www.aysa.org/antiracist)



SODEXO
 **stop
hunger**
FOUNDATION
YOUTH GRANTS

**\$500 Grants for Youth-
Led Activities to Help
End Childhood Hunger**

Apply by January 22

YSA.org/SodexoYouth





YSA Afterschool Grants



\$500 Grants

for afterschool programs
to engage 50+ youth
in leading service or
service-learning activities

Apply by December 4, 2020

*supported by the
Charles Stewart Mott Foundation*



YSA.org/grant/afterschool



Rhonda Taylor
Director of Partnerships and Program Engagement
AmeriCorps

MLK Day Resources

Brand with us



MLKDay.gov

Find our resources



[MLKDay.gov](https://www.mlkday.gov)

About the MLK Day of Service –our Fact Sheet on how and why, a list of grantees, our press release for grant announcement, and a link to the King Philosophy.

Find an opportunity to volunteer and **register** your projects....make sure to put MLK Day in your project title and/or description.

You can sign up to stay connected (please do so if you have not already)...especially if you are interested in funding opportunities.



[MLKDay.gov](https://www.mlkday.gov)

MLK Project Resources – Recruit and Train Volunteers, Host a discussion about..., Assist with job readiness, Provide Food Assistance, Promote Healthy Futures, Beautify the Community, Prepare the Community for emergencies, Provide other Community Service (tax prep, outdoor maintenance for seniors, weatherize and other tips for COVID safe volunteering

Guide to a successful project....newsworthy, service learning, involving kids, and resources from AARP, YSA, and NPS and links to other information coming soon from NEXT Door, One Warm Coat, the King Center, Stop the Bleeding, and the Commission on 400 Years of African American History.

Communications Resources



- Comms Toolkit (coming by mid-December)
- Radio and TV PSAs
- Videos
- Social Media Graphics
- Social Media Toolkit (coming mid-December)
- Promotional materials (logos)
- Media resources (most of the items listed above plus B-roll, photo gallery, volunteering data)
- Proclamation template (available next week)
- Elected Official invitation template (available next week)

MLK Day 2021



- January count down (about a week or 10 days out)
- Register your projects so that others can find you and be inspired
- Stay in touch! MLKDay@cns.gov or rtaylor@cns.gov or 202-606-6721
- Now for Q&A (LSI Webinar Facilitator)

Q&A



- you can **raise your hand** to ask a question
or
- ask your question in the **Q&A box**

Closing



Rhonda Taylor

Director, Partnerships & Program Engagement

AmeriCorps