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 Q&A to ask your questions.

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

MLK Day of Service in the time of COVID-19

December 3, 2020
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!

<table>
<thead>
<tr>
<th>Cold Weather Effects on Health</th>
<th>Who Needs Warm Coats?*</th>
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<tbody>
<tr>
<td><strong>31%</strong> Increase in heart attacks during coldest months vs. warmest</td>
<td>Nearly 1 in 5 Children in America live in poverty</td>
</tr>
<tr>
<td><strong>50°</strong> Temperature that children can develop hypothermia without protection of a coat</td>
<td><strong>1.5 Million</strong> U.S. Veterans live in poverty</td>
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<tr>
<td><strong>200K</strong> People die each year from exposure to cold weather</td>
<td><strong>1 in 3</strong> Seniors have no money left over after paying monthly bills</td>
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*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.
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?
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
<table>
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<tr>
<th>HOW YOUTH CAN HELP</th>
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<tbody>
<tr>
<td>STOP HUNGER</td>
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<tr>
<td>SUPPORT ESSENTIAL WORKERS</td>
</tr>
<tr>
<td>PROTECT MENTAL HEALTH</td>
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<tr>
<td>HELP ISOLATED SENIORS</td>
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<td>PROVIDE CHILDCARE</td>
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<tr>
<td>PREPARE FOR THE ELECTION</td>
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<th>PROMOTE HEALTHY BEHAVIORS</th>
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<tr>
<td>MAKE &amp; DONATE FACE MASKS</td>
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<tr>
<td>SUPPORT PEOPLE OUT OF WORK</td>
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<tr>
<td>CELEBRATE SPECIAL EVENTS</td>
</tr>
<tr>
<td>KEEP PEOPLE SAFE ONLINE</td>
</tr>
<tr>
<td>ADDRESS EDUCATIONAL INEQUITIES</td>
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<tr>
<td>ADVOCATE FOR POLICY CHANGE</td>
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<th>FIGHT RACISM</th>
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<tr>
<td>DONATE BLOOD</td>
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<tr>
<td>SUPPORT NONPROFITS</td>
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<tr>
<td>SPREAD CHEER</td>
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<tr>
<td>PREVENT GUN VIOLENCE</td>
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<tr>
<td>FOSTER SHELTER ANIMALS</td>
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<tr>
<td>PREPARE FOR DISASTERS</td>
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YSA.org/Covid
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

leadasap.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)
- Music & Art
- Sports
- 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

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.
leadasap.ysa.org/resources
CREATE-YOUR-OWN TRAINING

leadasap.ysa.org/institute
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
$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
MLKDay.gov

Find our resources

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.
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
Rhonda Taylor
Director, Partnerships & Program Engagement
AmeriCorps