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Martin Luther King Day of Service

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MARTIN LUTHER KING
DAY OF SERVICE

PHOTOCOPY
RESERVATION



CORPORATION FOR
NATIONAL SERVICE

www.nationalservice.org

1999 Martin Luther King Day Themes

"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." —Coretta Scott King

The best way to mark the King Holiday is by serving together.

- On January 18, 1999, Americans across the country will celebrate the King holiday. Instead of a day off work, the King Holiday should be a day 'on' for service—a day of action, not of apathy, a day of responding to community needs, not of rest and recreation.
- Service was at the heart of Martin Luther King's philosophy and action. King said, "Everybody can be great because anybody can serve," and urged Americans to take action to improve our communities and the lives of our fellow citizens.
- Congress passed the King Holiday and Service Act in 1994 to make the holiday a day of service that brings people together, promotes racial cooperation, and solves problems through citizen action. The Corporation for National Service is working with the Martin Luther King Jr. Center for Nonviolent Social Change, Inc., the Points of Light Foundation, First Book, the United Way of America, and Do Something to make the King holiday a day of service.

Service solves problems and strengthens communities.

- On January 18, Americans across the nation will honor King by renovating housing and schools, cleaning up neighborhoods and parks, organizing food drives, tutoring young people, and meeting other important community needs. Through national service, more than a million Americans throughout the year do similar service as AmeriCorps members and student or senior volunteers. Through their direct service and the volunteers they organize, national service participants are making our schools better, our children healthier, our streets safer and our environment cleaner.
- In his life, King won many important battles in the struggle for civil rights, but he never rested on those victories. When he died, he was working on a bigger challenge—helping end poverty in our cities and giving a generation of young people hope and opportunity. Thirty years later those challenges are still with us, and to meet them we need a large scale campaign of citizen action. That's the idea behind the "America's Promise" campaign led by General Powell. Working together we can make a reality of King's dream, fulfill America's Promise and provide hope and opportunity for all of America's children.

Service breaks down the barriers that too often divide Americans.

- Thirty years after Martin Luther King's death, we still haven't achieved his dream of racial equality. Serving together on the King holiday—and everyday—will bring our nation closer together and help meet some of our toughest challenges.
- As our nation grows ever more diverse, we need new ways to bring Americans together. Working together towards common goals is a powerful way to do this. Whether full-time in the military, the Peace Corps or AmeriCorps, or part-time volunteering in the community, service can bridge the racial and economic lines that too often divide us. Working side-by-side helps us understand that our similarities are greater than our differences.



National Press Release

FOR IMMEDIATE RELEASE
JANUARY XX, 1999

CONTACT: Anne Bushman
(202) 606-5000, ext. 304

Sandy Scott
(202) 606-5000, ext. 255

Martin Luther King Day 1999 a Day On, Not a Day Off

Americans Nationwide Choose Service to Others to Honor Dr. King's Legacy

WASHINGTON, D.C.—For tens of thousands of Americans across the country, January 18 will be a day “on” for service—not just a day off from work—as they honor Martin Luther King by engaging in service activities for their communities and neighbors.

Harris Wofford, chief executive officer of the Corporation for National Service said, “We encourage all Americans to spend this holiday, one that celebrates both America’s history and future, by serving their fellow Americans and making this a better country.”

Four years ago, Congress passed the King Holiday and Service Act, establishing the King Holiday as a day of service reflecting his life and teachings. To celebrate the 1999 holiday, citizens in every state will join together to tutor children, build homes, clean parks, paint classrooms, deliver meals and perform countless acts of service and kindness to the great benefit of their communities. Service projects on the King Day of Service include:

- In Sacramento, Calif., community volunteers are repairing the homes of low-income senior citizens.
- As part of the World Relief Corporation, 20 volunteers from Chicago are traveling to Richland, S.C., to rebuild a burned church.
- In Zuni, N.M., an Indian Reservation, Senior Corps volunteers, and AmeriCorps members are collaborating with the local fire department to create a wood bank for low-income residents to heat their homes.
- In Madison, Wis., more than 500 middle and high school students are stocking food and clothing pantries and serving meals at designated community sites.
- In Austin, Texas, more than 1,500 people have pledged to volunteer at 40 project sites, where they are building homes through Habitat for Humanity, planting trees, tutoring children, and participating in other activities.

The Corporation for National Service provides opportunities for more than 1 million people of all ages and backgrounds to serve and strengthen communities nationwide through AmeriCorps, the National Senior Service Corps, and Learn and Serve America.



Sample Local Press Release

FOR IMMEDIATE RELEASE
JANUARY XX, 1999

CONTACT: Name
Area Code & Number

For (Insert Local Program) Martin Luther King Day 1999 a Day On, Not a Day Off

National Efforts Inspire Service to Others in Remembrance of Dr. King and His Dream for All Americans

For (AmeriCorps members/RSVP volunteers/etc...) who serve with (Name of Sponsoring Organization) in (City, Town or Area), the Martin Luther King federal holiday on January 18 will be a day on for service—not just a day off from work and school—as they join citizens and groups around the country in honoring Dr. King and helping others.

The (AmeriCorps members/Foster Grandparents, etc.) will honor Martin Luther King's legacy by (describe MLK Day activities).

"We best remember Dr. King by making his holiday a day of action, not apathy—a day of responding to community needs, not a day of rest and recreation," said (Name), director of (Name of Program/Project).

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."

Harris Wofford, chief executive officer of the Corporation for National Service, said, "We encourage all Americans to spend this holiday, one that celebrates both America's history and future, by serving their fellow Americans and making this a better country."

Congressman John Lewis and Wofford authored the King Holiday and Service Act, signed by President Clinton in 1994. The Act established the King Holiday as a day of service reflecting his life and teachings. To celebrate the 1999 holiday, Americans around the country are volunteering to help others. The day of service is a special initiative sponsored by the Corporation in partnership with the King Center for Nonviolent Social Change, the Points of Light Foundation, First Book, the United Way of America, and Do Something.

The Corporation for National Service provides opportunities to more than 1 million people of all ages and backgrounds to serve and strengthen communities nationwide through AmeriCorps, the National Senior Service Corps, and Learn and Serve America.



Sample Letter to Editorial Page Editor

Dear Editorial Page Editor,

The Martin Luther King Holiday is just around the corner. For many of your readers, January 18 will be a day off from work and school. But for tens of thousands of Americans, the King Holiday will also be a day *on*—a day of service to their community honoring Dr. King's legacy.

Four years ago President Clinton signed bipartisan legislation designating the King Holiday as a national day of service. On January 18, many communities and individuals across the country will remember Martin Luther King the way he would have liked, with service projects reflecting his belief that "everyone can be great because anybody can serve." In every state, citizens will join together to tutor children, build homes, clean parks, paint classrooms, deliver meals, and provide other service to improve their communities.

More than thirty years after Dr. King's death, our country is still finding ways to work together for common goals, to rebuild communities, and to strengthen the ties that bind us together to achieve common goals. The King Holiday is a time to help break down the barriers that divide us and to bring people together to solve problems through citizen action.

As you plan for Dr. King's birthday on Friday, January 15, or the holiday on Monday, January 18, I hope you'll consider running an editorial or feature about the day and encouraging readers to serve on the holiday and throughout the year, particularly in projects that focus on children and youth.

As 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."

Please call me at (202) 606-5000, ext. 167, if you have any questions or require additional information.

Sincerely,



CORPORATION
FOR NATIONAL
★ SERVICE

1999 MLK Day Order Form

**MISSISSIPPI INDUSTRIES
FOR THE BLIND**

**Post Office Box 4417
Jackson, MS 39216-4417**

**Phone: 601-884-3200
Fax: 601-887-6805**

**Note: All orders must
be placed no later than
January 1, 1999 to
ensure delivery by the
holiday.**

Bill To:

Phone: _____
Fax: _____

Ship To:

Phone: _____
Fax: _____

Purchase Order #: _____

Credit Card #: _____

Credit Card: Mastercard ___ VISA ___

Expiration Date: _____

Sweatshirt Sizing

Size	Small	Medium	Large	X-Large	XX-Large	XXX-Large
Item	MLKSJS	MLKSJM	MLKSJL	MLKSJXL	MLKSJ2X	MLKSJ3X
Quantity						

Item	Code	Quantity	Unit Price	Total
Sweatshirt (indicate sizes above)	N/A		\$15.00	
Base Ball Cap – Wool (A Day On, Not a Day Off Logo)	MCAP		\$6.00	
Base Ball Cap – Cotton (A Day On, Not a Day Off Logo)	MCAPC		\$6.00	
Stickers – rolls of 100 (4 Color King Logo)	MLKPSTC		\$10.00	
Stickers – rolls of 100 (A Day On, Not a Day Off Logo)	MLKSTIC		\$10.00	
Logo Slick (A Day On, Not a Day Off Logo)	MLKSLIC		No Charge	
Banner (A Day On, Not a Day Off Logo)	MLKBAN		\$30.00	
Banner (4 Color King Logo)	MLKPBAN		\$145.00	
Buttons – bags of 100 (4 Color King Logo)	MLKBUTT		\$25.00	
			Subtotal	
			3% for Credit Card use*	
			Total	

“Everybody can be great because anybody can serve.”

— Martin Luther King, Jr.

Dear Friend,

Last year, the Martin Luther King Day of Service drew more participants and more attention than ever before. Many cities held successful large-scale service events. Some organizations kicked off projects that have continued throughout the year. And news articles around the nation showed Americans honoring King's legacy, serving together, and making the King Holiday “a day on, not a day off.”

As January 18, 1999 approaches, you can help the 1999 Martin Luther King Day of Service build on the success of past years. This toolkit is intended to help you prepare an effective project, promote your project to the media and the public, and draw attention to King's legacy of service and unity. In addition to background information on the holiday, this kit contains the following information:

Planning Your Project

- ideas for service projects
- examples of last year's service projects
- tips for planning an effective service project
- contacts, resources, and potential partners
- registration form

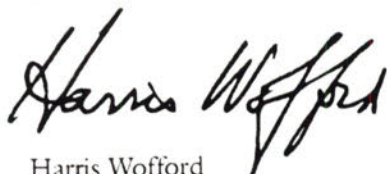
Promoting Your Project

- themes for the Martin Luther King Day of Service
- national press release
- sample local press release
- sample letter to editorial page editor
- order form

This information is also available at www.nationalservice.org. One way you can help promote the accomplishments of the day is by registering your project on the website or by returning the form at the end of this kit.

Thank you for your efforts to support the Martin Luther King Day of Service. Please contact us at (202) 606-5000, x262 or at mlk@cns.gov for more information.

Sincerely,



Harris Wofford
Chief Executive Officer

MARTIN LUTHER KING DAY OF SERVICE



CORPORATION FOR NATIONAL SERVICE

A day on, not a day off

On January 18, 1999, Americans across the country will celebrate the King Holiday, honoring the life and work of Martin Luther King, Jr. As they have for the past thirteen years, students will stay home from school and adults will stay home from work. But while we are not studying or working, what can we do to commemorate this important day? King answers that question for us with a challenge: "Life's persistent and most urgent question is 'What are you doing for others?'"

At the heart of Dr. King's philosophy was the concept of service. He believed that a person's worth should not be measured by his or her color, culture, or class but rather by his or her commitment to making a better life for all. He often stated that a definition of a successful life must include service to others.

On August 3, 1994, President Clinton signed the King Holiday and Service Act, designed to transform Martin Luther King Day into a day of service that reflects his life and teaching — bringing people together around the common focus of service to others and breaking down the barriers that divide us as a nation.

The day of service is a special initiative sponsored by the Corporation for National Service in partnership with the King Center for Nonviolent Social Change, the Points of Light Foundation, First Book, the United Way of America, and Do Something.

In the words of Coretta Scott King, "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. Remember, it's a not a day off—it's a day on!"



Ideas for Service Projects

Here are some suggestions that might spark an idea for a service project on the King Holiday or one that begins on the holiday and extends beyond:

Education

- tutor children and adults
- renovate a school and add to its resources
- restore a space to launch an afterschool program
- teach literacy to those in jail or prison
- start a mentoring program with the first activity on the holiday
- plan a read-in for children whose parents do not have a day off
- gets back into the hands of children through your local First Book chapter

Housing

- join a Habitat for Humanity build for the day and commit to serve for the next seven Saturdays
- renovate low-income and senior housing
- refurbish a homeless shelter

Neighborhood Clean-Up/Crime Prevention

- adopt a neighborhood for the day, clear debris, repair walks and fences, and begin a community garden
- restore the beauty of a public space
- remove graffiti and replace it with a community-designed mural
- build a playground or refurbish one
- participate in local neighborhood watches
- help to break the cycle of crime, fear, and violence by encouraging twenty-four hours of peace

Seniors

- celebrate history and heritage with senior citizens and veterans
- record books for the blind and engage seniors as readers
- plant trees and install window boxes for the homebound
- pair young people and senior citizens together as service partners for the day

Human Needs

- help feed the hungry by packing lunches, delivering meals, or stocking a pantry
- donate blood or help register bone marrow and organ donors
- help people through the winter by weatherizing homes, providing warm clothing, and digging them out of the snow
- arrange a health fair to provide information, screening, and inoculations



Ideas for Coordinating with Others

- Plan a day-long service activity with a youth-serving organization like a YMCA or Boys and Girls Club, such as refurbishing a public space that kicks off 100 hours of service for the year. Ask all of the participants to sign a pledge card and commit to 100 hours of service in 1999. It is especially important to ask young people to serve—and help plan the service.
- If your schools are in session, you might teach older children how to tutor younger children in reading and have the first “buddy” session that day.
- Get churches of different faiths and races to work together to plan service projects in each other’s communities. Launch the first project on the holiday and announce the other projects for the spring.
- Begin a longer term project—like making a public space accessible—that starts on the King Holiday and ends during National Volunteer Week in April.
- Get your local college and university students to plan a day of service. One idea might be to pair secondary students with at-risk high school students for a day of college—launching a longer term mentoring relationship.
- Reach out to a business partner whose employees have the day off and jointly plan a day of employee volunteering.
- Recruit your local Volunteer Center, United Way, and other national and community service programs to join you in your service project.
- Introduce young children to community service through the *Do Something* Kindness and Justice Challenge.



The 1998 Martin Luther King Day of Service—Sample Projects

Last year, many communities and programs honored Dr. King's legacy with activities that met a wide range of needs. Following are just a few examples.

In **Chicago**, as part of City Year's Young Heroes service corps, composed of diverse sixth-, seventh-, and eighth-graders, 140 students teamed up with local AmeriCorps programs for a day of intensive service. Sponsored by the Chicago Bulls, the youth volunteers participated in several projects, including serving as companions to older community members and renovating the Fairfax Museum. In other cities, Young Heroes painted murals over graffiti-covered buildings; refurbished a book bank; cleared spaces for future public parks; and renovated two abandoned lots and a house along a Martin Luther King Day parade route.

In one of the largest events in the nation, more than 7,000 community volunteers participated in 200 service projects throughout the **Philadelphia** area. The mayor, students from city and suburban public, private, and parochial schools, parents, AmeriCorps members, senior citizens, corporate teams, and others volunteered at Ben Franklin High School, repairing classrooms and bathrooms, cleaning hallways, and removing graffiti. Volunteers served at eleven other public schools, repaired and painted recreation areas, served food and read to children at homeless shelters, and renovated housing at Habitat for Humanity sites. Atlanta, Houston, Jackson, and other cities also held city-wide service events.

Twenty members of the EYE Empowerment Corps in Escondido, Calif., joined two youth groups in the East Side of **San Diego** for a day of service at a youth recreation center. In the spirit of Dr. King, the three groups represented a "rainbow coalition" of ethnic, geographic, and socioeconomic sub-groups of San Diego. AmeriCorps members assisted the youth groups throughout the day, demonstrating the power of individual involvement in community service.

In **Washington, D.C.**, joined by sixty-five AmeriCorps members, fifty participants in the Student Conservation Association, and more than 300 community volunteers, President Bill Clinton helped paint the walls of classrooms and hallways at Cardozo High School. The school, which had not been renovated in fifteen years, had been the focus of an ongoing project of AmeriCorps*NCCC (National Civilian Community Corps). Nearby, First Lady Hillary Clinton led hundreds of community volunteers in promoting reading at a literacy fair sponsored by the MCI Center, Sprint, First Book, and the Washington Wizards basketball team. A total of 250 first- to third-graders learned about Dr. King's life and teachings, built and decorated their own bookcases, signed up for library cards, and participated in reading circles that were hosted by celebrity guests. Assisting the children were AmeriCorps members, AmeriCorps alumni, returned Peace Corps volunteers, community partners, parents, and Washington residents.

In **El Paso, Texas**, in partnership with the University of Texas chapter of Habitat for Humanity, Casas por Cristo constructed two houses for low-income families near the U.S.-Mexico border. Dedicated to providing youth with opportunities to serve, Casas por Cristo invited students to team up with community volunteers for five days of sustained service. The volunteers, who included returned Peace Corps volunteers, completed the first of the two houses on the King Holiday, allowing a family to move in that night. Similar housing projects



were completed throughout the nation on the day. For example, in rural Emery, Utah, volunteers from the Retired and Senior Volunteer Program (RSVP) joined forces with Habitat for Humanity and AmeriCorps*VISTA to build the first Habitat home in the area.

In response to the Presidents' Summit for America's Future and the ongoing campaign of America's Promise, twenty-four young people in **Charlotte, N.C.**, formed a task force to help achieve the Summit's fifth goal-providing an opportunity for youth to give back to their communities. Team Five recruited other young volunteers to assist in the administration of ten "safe places." Located in low-income neighborhoods, these safe places provided a positive environment for 400 children whose parents were required to work on the King Holiday. Among the activities for the children were storytelling, exploring the Internet, arts and crafts, and reading groups.

Youth Service Charleston (YSC) and Mayor Joseph P. Riley challenged community members in **Charleston, S.C.**, to commit to ninety-eight hours of service during 1998. In addition to the kick-off of "98 in 98!," YSC also hosted a service-learning project, modeled after their peer reading program, "Reading Soul Mates," which trains fourth- and fifth-graders to read to and mentor first- and second-graders. More than 100 community volunteers, including AmeriCorps*NCCC members and the YSC Youth Council, paired up with children from the Boys and Girls Club and the Girl Scouts to promote literacy and reflect on the life and work of Dr. King.

In a continuing effort to convert an old clothing store into a community center, twenty members of the NAACP Youth Chapter in **Passaic, N.J.**, devoted six consecutive Saturdays, as well as the Martin Luther King Holiday, to complete the project. Sponsored by the Anderson Lee Vocational and Technical School, the project enabled the student volunteers to help their community while acquiring skills in air conditioning, refrigeration, and carpentry. Once opened to the public, the new community center will reflect the teachings of Dr. King by providing local inner-city youth with a positive alternative to street life.

In **Bradenton, Fla.**, Volunteer Services of Manatee County involved 100 teenagers in a service project in coordination with the ManaTEEN Club, WalMart, and Little Manatee State Park. The teenagers contributed 100 hours of service over four days, painting the exteriors of nine houses, most of them belonging to senior citizens. In addition, fifty eight- to eleven-year-olds participated in a literacy camp, and the teenagers served as mentors during the evenings. For the following three months, many of the teenagers continued to help paint the homes of elderly citizens.

In **Bridgeport, Conn.**, the Volunteer Center and the United Way recruited 200 young people to pledge ten hours of service between MLK Day and National Youth Service Day. On the federal holiday, the young people helped plan and participated in an educational production on King's teachings and their relevance to everyday challenges in their community. Then, with AmeriCorps members, ASPIRA, and other community volunteers, the young people put the teachings into action visiting senior citizens, hosting programs for pregnant teens, and supporting afterschool service projects for their peers.



Tips for Planning an Effective Service Project

In planning a service project, consider the following:

1. **Use service as a strategy to build partnerships.** You don't have to do it alone. A service project is a great way to introduce your organization, your clients, and your mission to new partners.
2. **Identify a pressing need.** If your project is important and others can see its value, so will potential partners. Make sure the project meets real needs and is a good use of people's time.
3. **Set goals, and be inclusive.** Make a concerted effort to involve your partners and the community in setting the goals for your project—don't just invite them to the project. And plan to accomplish something tangible. Volunteers feel better about giving their time if they see results—and they will want to do it again.
4. **Define clear roles for people and organizations.** If you are working in partnership with one or more organizations, make sure you clearly define responsibilities and roles. How will your organizations work together? Who will be responsible for what?
5. **Set timelines.** Make sure that you allow ample time to develop, organize, and carry out your project, and agree on timelines. Remember that there are a lot of holiday breaks leading up to the King Holiday (Thanksgiving, Christmas or winter break, New Year's), and schools often have particularly long breaks.
6. **Keep records, track accomplishments, and document the project.** Keep good records, both in planning and promoting your project and the national day of service. Keeping records will help you when you do similar projects in the future. On the day of the project, take photos and get quotes from participants in your project. After the project, file newspaper articles, photos, and other coverage.
7. **Pay attention to logistics.** You can't be too prepared!
 - **Information.** Once your project has been planned, share information with volunteers, media, and others. Give them clear directions to the event, including arrival time. Tell volunteers when and where they should check in. If you have an alternative date in case of rain or snow, publicize that in advance. Give people a phone number they can use to ask questions before the event.
 - **Volunteers.** Make a plan for getting volunteers. Don't depend on word of mouth—sign people up in advance. If you have a good idea of the number of people you're expecting, you'll be able to plan to use their time well and complete your project effectively. Have a contingency plan for a low volunteer turnout and one for excess volunteers. Think of ways to make their experience productive, enjoyable, and rewarding.



- *Supervisors or team leaders.* Consider appointing supervisors or team leaders to oversee a number of volunteers. Train these people in advance so they can train and lead the volunteers efficiently.
 - *Flexibility and problemsolving.* On the day of the event, designate at least one person to trouble-shoot on site. Be prepared to secure additional supplies or scale down projects if you have a low turnout, need to reassign unhappy volunteers, etc.
 - *Parking and transportation.* Determine if you need transportation, secure it—or make sure that it is clear what the alternatives are (public transportation, parking, etc).
 - *Signs and equipment.* Prepare and clearly display signs to help direct volunteers, the media, and others. Make sure you have at least one first aid kit and know where the nearest emergency center is. Do you need walkie-talkies or other equipment?
 - *Media.* Train someone in advance to be a media host or hostess. They should be able to speak knowledgeably about the project and the volunteers, as well as the program partners. Make sure you get your press advisories out in a timely fashion and that someone follows up. Have a media check-in point that is clearly marked and separate from the volunteer check-in.
 - *Food.* Meals and/or refreshments can help keep your volunteers happy and make the day go smoothly. If volunteers need to bring their own meals, be sure to tell them ahead of time. Volunteers frequently leave a project after they eat lunch, so plan your project accordingly.
 - *Legal and security issues.* If you need security, don't skimp. Do you have/need insurance? Do you need liability waivers? Make sure you get them signed by volunteers when they check in. Make sure that the facilities you're using are unlocked and ready for use at the appointed time and that you can accommodate persons with disabilities.
8. **Don't forget to say thanks.** Write a quick thank-you note to sponsors, partners, staff, and volunteers the day after your event. Cut out news stories and send them to sponsors and partners. Add your partners to your mailing list to keep them in touch throughout the year. If you have annual awards or other celebrations, invite them to join you as honorees.



Contacts, Resources, and Potential Partners

Corporation for National Service

As the sponsor of the Martin Luther King Day of Service, the Corporation for National Service can provide you with local contacts for national service programs and information on their King Day initiatives. Call (202) 606-5000, ext. 262, or visit www.nationalservice.org. (The King Day of Service toolkit is also available on the website.)

Created in 1993, the Corporation for National Service gives more than a million Americans opportunities to improve communities through service. The Corporation supports service at the national, state, and local levels, overseeing three main initiatives:

- AmeriCorps, whose members serve with local and national organizations to meet community needs and, after their service, receive education awards to help financial college or training;
- Learn and Serve America, which helps link service and education for students from kindergarten through college; and
- the National Senior Service Corps, through which Americans fifty-five and older contribute their skills and experience.

In 1994, Congress made the Corporation the lead agency to support service opportunities in conjunction with the federal holiday honoring King. Each year in cooperation with the King Center in Atlanta, the Corporation makes mini-grants available for planning and carrying out service projects all across the nation.

National Partners

King Center for Nonviolent Social Change, Inc.

Established in 1968 by Mrs. Coretta Scott King as a living memorial dedicated to the preservation and advancement of the work of Dr. Martin Luther King, Jr. for civil and human rights, the King Center can provide you with contacts for the King Holiday and a wide range of resources. For information, contact the King Center at (404) 524-1956 or visit www.thekingcenter.com.

The King Center is actively engaged in teaching, interpreting, advocating, and promoting the non-violent elimination of poverty, racism, violence, and war in quest of Dr. King's "Beloved Community." The King Center is dedicated to three central missions—research, education, and training in nonviolence and community service for social change. More than 3 million visitors are drawn annually to the King Center paying homage to Dr. King, to view a unique exhibit of his personal memorabilia, to visit The King Center's Library and Archives, and to attend various programs sponsored by The King Center. Visitors often include heads of state, foreign dignitaries, diplomats, and international tourists representing diverse backgrounds, cultures, races, and religions.

The King Center also holds an official "observer status" with the United Nations and continues to reach out beyond its physical boundaries in its quest to create a world of brotherhood and peace.



Points of Light Foundation

The mission of the Points of Light Foundation is to engage more people more effectively in volunteer community service to help solve serious social problems. Founded in 1990, the Foundation is a nonpartisan nonprofit organization devoted to promoting volunteering. The Foundation works in communities throughout the United States through a network of 500 Volunteer Centers. Points of Light is the founding partner of Connect America, a national initiative that brings people together through volunteer community service, bridging the differences that separate people and helping to solve community problems.

Some of the major areas of the Foundation's work are:

- assisting employers in developing workplace volunteer programs;
- participating in the development of youth service leaders and youth service programs;
- providing training and development for Volunteer Centers across the nation;
- providing products and services to volunteer management professionals;
- aiding and encouraging the growth of the family volunteering concept; and
- promoting volunteer service to the public through the media.

For information about resources that can help your community efforts, call (202) 729-8000 or visit www.pointsoflight.org.

First Book

First Book is a national nonprofit organization with a single mission—to give disadvantaged children the opportunity to read and own their first new books. First Book primarily works with existing literacy programs to distribute new books to children who have little or no access to books. Contact First Book at (202) 393-1222 or www.firstbook.org.

United Way of America

United Way of America is the national service and training center supporting member United Ways by helping them pursue dual strategies of adding value to the community and conducting cost-effective, donor-oriented fundraising to increase financial resources. In 1997, nearly 1,400 United Way organizations were members of United Way of America. United Way of America's mission is to respond to and support local United Way member organizations to help increase the capacity of people to care for one another. United Way of America is governed by a forty-five-member volunteer board.

United Way of America provides a range of assistance to United Ways that includes:

- a national advertising and promotion program.
- a partnership with the National Football League.
- training for United Way professionals and volunteers.
- support to national companies that want to cultivate a year-round relationship with United Ways among employees in corporate locations throughout the country.
- a national database for several types of information, including fund-raising and fund-distribution statistics as well as measuring and demonstrating impact in all activities undertaken.
- a national network allowing United Ways to share best practices and other information.
- a unified voice in national government relations.

For more information on United Way of America, call (703) 836-7100 or visit www.unitedway.org.



Do Something Kindness & Justice Challenge

Schools from across the country will be celebrating Martin Luther King's birthday by participating in the national Kindness & Justice Challenge, an educational and interactive introduction to character education sponsored by Do Something. In the two weeks following the federal holiday, students will perform millions of Acts of Kindness (helping others) and Acts of Justice (standing up for what is right). By posting their acts on the Kindness & Justice website (www.dosomething.org), students are able to share their acts with their peers and become eligible for a wide range of prizes. For more information, visit the website or call (212) 523-1175.

Potential Local Partners

Local and State King Holiday Commissions

King Holiday Commissions plan ceremonies, lead observances, and promote Dr. King's life and teaching in many other ways. Your local King Holiday Commission has valuable resources for your educational or historical component of the day—contact them for assistance or offer to work with them to organize a service project and to support their ceremonies. After the legislation passed in 1983 to create a federal holiday in honor of the birthday of Dr. King, Congress also created a federal commission to assist with the nationwide observance. Dozens of cities and states created King Holiday Commissions to coordinate and promote appropriate activities for the first holiday in 1986. Many of the leaders in the King Holiday Commission network served on the front lines of the civil rights movement.

Service Organizations

Plenty of organizations bring people together in service for the common good. Consider the YMCA, YWCA, Boys and Girls Clubs, Big Brothers Big Sisters, 4H Clubs, Lions Clubs, the City Cares network, VFW chapters, Habitat for Humanity, community libraries, the Scouts, and sororities and fraternities. Many of the services provided by these organizations are interrupted by a federal holiday as staff may take the day off. Offer to take on the "Meals on Wheels" distribution or to fill in at the soup kitchen or manage a hotline.

Educational Institutions

The K-12 school system can provide valuable support to your project. Those systems with service requirements for graduation will appreciate a high quality service opportunity for and with their students.

Colleges and universities and their students have a strong track record of service. You may want to contact the local service-learning center, service organizations on campus such as COOL (Campus Outreach Opportunity League), and the work-study office whose participants are often serving in the community. Don't forget teachers and teachers associations, parents, and PTAs. Together they can plan a day in which all students and teachers—with parents and school volunteers—work together on one or more service projects.



Corporations

Employers are increasingly partners in community service activities, from allowing flex time for tutoring to sponsoring programs in community-based organizations to supporting days of service which make an impact. You can ask companies in your community, especially those that have operations near a service site, to pitch in with funds and supplies, but also with employee volunteers. Companies frequently help plan and sponsor events, so involve them early. For information on the network of Corporate Volunteer Councils, contact Jill Johnson at the Points of Light Foundation at (202) 729-3229.

Professional Sports Organizations

Professional sports teams are supporters of a wide range of community initiatives. Players often participate in community service projects and lend their names and images to good causes. Owners and managers will often provide free tickets or half-time recognition ceremonies or promo's during the game on their scoreboards or in their programs. A good place to start is with an organization that is part of a strong national partnership such as the one between the United Way and the National Football League. Another place to start is with the National Basketball Association, which sponsors a program called Team Up, a youth initiative that encourages middle and high school children to volunteer in their communities. The local leadership of these teams and organizations generally decides which charities and initiatives to support so reach out to them early.

Faith-Based Organizations

Churches, synagogues, temples, and other places of worship have been partners in the King Holiday since its inception. Many hold special services or ceremonies such as bell ringing to commemorate his life and teachings. Others focus their sermons and educational programs that weekend on his philosophies. And many more offer community service opportunities throughout the year as a part of their missions. Connect with your local faith-based organizations to see if their youth groups or other service clubs would like to link their observations of the holiday with service.

Media Organizations

Television and radio stations, newspapers, and cable networks all donate services to the community, including free placement of print ads and broadcasts of public service announcements on TV and radio. Media organizations are also active partners in community events. They can help plan and support a public information campaign, produce materials for distribution, lend staff for the day, and cover the activities as news.



Registration

Please tell us what you're doing, so we can share your accomplishments with others! Here's how:

- Register on the national service website—www.nationalservice.org;
- Fax the registration form below to (202) 565-2794; or
- Mail the form to:

Rhonda Taylor
Corporation for National Service
1201 New York Avenue, N.W.
Washington, DC 20525

Please take a moment to describe your plans for the MLK Day of Service. This information will be shared with others in the community and the national service field who would like to support projects such as yours. You may register on-line at www.nationalservice.org or by filling out this form and faxing it to (202) 565-2794. Thank you for your time and assistance.

Name of project: _____

Date(s) of project: _____

Time of project (hours): _____

Project manager: _____

Contact phone: _____ Fax: _____

Website: _____

Brief description of your project: _____

Does the service opportunity continue after MLK Day (January 18, 1999)?

☐ No ☐ Yes, please describe _____

What other organizations/partners are participating? _____

Can you accommodate additional volunteers? ☐ No ☐ Yes

Are there any skills a volunteer must have? ☐ No ☐ Yes (Please be specific) _____

MARTIN LUTHER KING DAY OF SERVICE



CORPORATION FOR NATIONAL SERVICE