



Martin Luther King, Jr. Day of Service

JANUARY 19, 2009

"Everybody can be great because everybody can serve."

Dr. Martin Luther King, Jr.

WHAT IS KING DAY OF SERVICE?

Initiated by Congress in 1994, King Day of Service is a nationwide effort to transform the federal holiday honoring Dr. Martin Luther King, Jr. into a day of community service, grounded in Dr. King's teachings, that helps solve social problems.



WHY SERVE ON KING DAY?

Dr. King recognized the power of service to strengthen communities and achieve common goals. As he once said, "Everybody can be great because everybody can serve." King Day of Service honors that legacy by seeking to transform the holiday from simply a day off from school or work for millions of Americans to a day ON—that is, a day of community service that strengthens communities, empowers individuals, bridges social barriers, and moves us closer to the "Beloved Community" that Dr. King worked toward.



WHEN IS THE NEXT KING DAY OF SERVICE?

King Day of Service takes place each year on the third Monday in January. In 2009, it will take place on January 19.



WHAT TYPES OF SERVICE ARE ENCOURAGED?

All types of service are encouraged, particularly service that connects participants to ongoing service throughout the year. The service may meet a tangible need, such as fixing up a school or senior center, or it may meet a need of the spirit, such as building a sense of community or mutual responsibility. Ideally, service projects and activities will be connected to the life and teachings of Dr. King and include reflection on his vision of building the Beloved Community.



WHO CAN PARTICIPATE IN KING DAY OF SERVICE?

People of all ages, backgrounds, and abilities are encouraged to get involved in some way on King Day and to make it the day each year that they recommit to make a difference in their communities

2008 HIGHLIGHTS

King Day of Service has grown steadily since its inception in 1995. In 2008, hundreds of thousands of volunteers in cities and towns across the nation participated in thousands of King Day service projects in all 50 states, the District of Columbia, Guam, and Puerto Rico. Highlights included Louisiana, where their first-ever statewide day of service

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engaged over 6,000 volunteers in over 200 projects; Philadelphia, where more than 55,000 volunteers participated in more than 600 projects citywide; Atlanta, Dr. King's birthplace, where more than 7,000 volunteers took part in 100 service projects; Mississippi, where more than 3,000 residents joined in activities in a park that had been destroyed by Hurricane Katrina; and Washington, D.C., where more than 21,000 volunteers served at nearly 150 project sites.

ANNUAL GRANT COMPETITION

Each year the Corporation for National and Community Service, through a small number of intermediary organizations, awards more than \$500,000 in grants to organizations across the country planning to stage service projects related to King Day of Service. For information on grant fund availability, go to MLKDay.gov.

LEAD SPONSORS

The King Center and the Corporation for National and Community Service collaborate in promoting the King Day of Service. The Corporation, as the lead government agency, offers grants, toolkits, and a variety of other resources to organizations that want to organize King Day projects. King Day of Service also is supported by numerous national organizations, including the American Association of State Colleges and Universities, American Red Cross, American Society for the Prevention of Cruelty to Animals, America's Promise, Arizona Governor's Commission on Service and Volunteerism, Big Brothers Big Sisters, Breakthrough Collaborative, City Year, The Corps Network, Do Something, First Book, Habitat for Humanity International, HOPE Worldwide, The King Memorial Foundation, MENTOR/National Mentoring Partnership, National Marrow Donor Program, National Alliance of Faith and Justice, Points of Light and Hands On Network, Service for Peace, Student Conservation Association, United Way of America, Volunteer Match, YouthBuild USA, and Youth Service America. National corporate sponsors have included Bank of America, Best Buy, Cargill, Clear Channel Communications, Comcast, Kaiser Permanente, Shell, and the UPS Foundation.

OTHER RESOURCES

A wide variety of free King Day resources for individuals, organizations, and King Day projects is available at www.MLKDay.gov. These include:

- Complete MLK Day Toolkit, including background on the holiday, project development tips, sample projects and schedules, and examples
- Media outreach tips and materials, including sample editorials and letters to the editor
- Partnership outreach materials, including "Now Is the Time," a six-minute video promoting King Day of Service to potential partners
- Marketing materials, including logos, posters, flyers, T-shirts, event ads, web banners, and photo library
- Materials that support Building the Beloved Community through nonviolent social action
- Latest news and updates
- My MLK Day, a web portal for organizations to register and promote their King Day projects, sign up and manage community volunteers, and report results
- Project search for individuals to find and sign up for a project near them

PROJECT REGISTRY

To register your project, or to find a list of projects taking place around the country, go to www.MLKDay.gov.

MORE INFORMATION

For more information or answers to questions about materials posted at www.MLKDay.gov, e-mail MLKDay@cns.gov.

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