

Dear AmeriCorps Grantees,

I hope this finds you having a very successful fall and that you were able to connect your work in communities to local television networks as they turned attention to service this week.

As you assess your programming for the remaining part of the year and 2010, I hope you are already planning for the King Day of Service in your community. Please make sure you select a technology partner to post your King Day opportunities so they are searchable through Serve.gov via the All for Good search engine. Please put King Day of Service in the project title. A list of technology partners that feed opportunities to All for Good can be found at Serve.gov by clicking on Register your Project. Below we give you some links to resources to help that planning and some training opportunities to help you increase your impact.

The Martin Luther King Day of Service provides many opportunities to increase public awareness of your project and its work, recruit new volunteers, and develop partnerships with new community groups and businesses that share your goals for a better community through service. King Day in 2009 was a remarkable success and we need AmeriCorps to help keep that momentum going. We encourage all national service programs to participate and where appropriate take the lead in communities on MLK Day of Service initiatives. If you are in a location where your mayor has joined the Cities of Service coalition, please make sure to connect to that initiative.

To support your work, we have developed a **planning toolkit** that includes:

The Background and Getting Started

<<http://www.mlkmobilization.org/toolkit/pages/background/back.htm>> section includes information on the King Day of Service and Dr. King's principles of non-violence as well as answering some frequently asked questions about why we do service to remember Dr. King and how doing service on King Day can help our projects and our communities. The toolkit also includes information of Project Development, Volunteer Recruitment, Fundraising, Leaders and Champions, Communications and Event Planning.

A Discussion Board <<http://www.mlkdayonline.org/>> has been started to facilitate conversation about MLK Day planning and implementation as well as discussing other service days and activities. Please sign up for the discussion board <<http://www.mlkdayonline.org/>> , post your questions and share your ideas.

### **Training Webshops:**

In addition to these resources, we will be offering a four-part series of web-based workshops—Webshops—on planning for the King Day of Service. These webshops are interactive and will allow participants to ask questions of the presenters. Presenters will include project managers who have implemented King Day service projects and are able to respond to your questions about planning your own successful day of service that allows your project and volunteers to collaborate with others in your

community. In addition to the King Day specific webshops, there will be monthly webshops about using Social Networking Tools such as Facebook, Twitter, NING and others to promote your projects and volunteers. These webshops will provide you with hands-on access to social media applications and an opportunity to learn how to strategically use these tools to create social change.

The following are the schedule Social Media and King Day webshops. Please click on the ones you are interested in to indicate your interest in participating:

Mon, 10/26/09

Social Media: Twitter

<<https://spreadsheets.google.com/viewform?formkey=dEc3NXFrUS1rdTk0RUdXYUN6S2tDclE6MA>>

Mon, 11/02/09

Orientation to MLK Day Tools and Resources

<<https://spreadsheets.google.com/viewform?formkey=dEc3NXFrUS1rdTk0RUdXYUN6S2tDclE6MA>>

Mon, 11/16/09

Best Practices for Planning/Implementing MLK Day

<<https://spreadsheets.google.com/viewform?formkey=dEc3NXFrUS1rdTk0RUdXYUN6S2tDclE6MA>>

Mon, 11/23/09

Social Media: Facebook

<<https://spreadsheets.google.com/viewform?formkey=dEc3NXFrUS1rdTk0RUdXYUN6S2tDclE6MA>>

Mon, 12/07/09

Raising Resources for King Day Events/Projects

<<https://spreadsheets.google.com/viewform?formkey=dEc3NXFrUS1rdTk0RUdXYUN6S2tDclE6MA>>

Mon, 12/21/09

Social Media: NING

<<https://spreadsheets.google.com/viewform?formkey=dEc3NXFrUS1rdTk0RUdXYUN6S2tDclE6MA>>

Wed, 01/06/09

Getting Media for Your MLK Day Event

<<https://spreadsheets.google.com/viewform?formkey=dEc3NXFrUS1rdTk0RUdXYUN6S2tDclE6MA>>

Mon, 01/25/10

Social Media: Blogs

<<https://spreadsheets.google.com/viewform?formkey=dEc3NXFrUS1rdTk0RUdXYUN6S2tDclE6MA>>

If you miss any of the webshops, you will be able to access replays at

<http://www.mlkmobilization.org/calls.html> following the call.

While the end of October may seem too early to begin planning for King Day, remember that the November and December holidays can take a large chunk out of your planning time, so it is best to start early.

We look forward to your active participation in the MLK Day of Service and to the many wonderful projects that will shine a spotlight on service as a strategy to meet critical community needs.