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21ST ANNUAL GREATER PHILADELPHIA

MARTIN LUTHER KING DAY OF SERVICE

PENNSYLVANIA • NEW JERSEY • DELAWARE

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Project Development Kit

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2015—2016 IMPORTANT DATES

December 1: Project Registration Deadline

January 6: King Day of Service News Conference at Girard College

January 10-11: Project Coordinators pick up T-shirts (Contact our offices for specific pickup times and locations)

January 18: Martin Luther King Day of Service!

January 26: Project Coordinator Appreciation Breakfast

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There Are So Many Ways To Serve!

Advocate to Inspire Others.

Write a letter to elected official concerning community matters

1. Research an issue of interest
2. Write a letter to elected official voicing concern and providing constructive feedback
3. Register your letter writing on www.mlkdayofservice.org
4. Mail or email the letter to the official's office

Connect

Host a local breakfast in honor of Martin Luther King Jr.

1. Invite community elders to attend and speak about their memories of local history
2. Register your breakfast on www.mlkdayofservice.org
3. Have a light breakfast spread for attendees
4. Provide them with handouts listing service resources and ways to help the community

IV. Project Ideas

FROM THE DIRECTOR…

Please join us on January 18, 2016 for our 21st annual Greater Philadelphia Martin Luther King Day of Service when we expect another tremendous turnout throughout Pennsylvania, New Jersey, and Delaware.

Last January, more than 135,000 people throughout our region volunteered in some 1,800 projects. For example:

- 71,638 meals were prepared and served to the homeless
- 35,359 books were donated and sorted for distribution to centers and schools in some of our region's most underserved communities
- 55,193 care packages or hygiene kits were created and distributed to those in need

Please use our web site to register your organization's King Day of Service project(s) or volunteer as an individual or group so that we can match you with a project.

When organizing a project(s), consider expanding your volunteer capacity so that we can match additional volunteers with your project(s). This can help you get more accomplished, while bringing together diverse groups and promoting better understanding.

Other resources on this site are designed to support your organizing efforts for King Day and beyond. This **Project Development Kit** provides background information, new ideas for organizing King Day of Service projects, partnership building ideas, and ways to use King Day as a springboard for ongoing community involvement. Learn more about our ***One King Day One King Book*** project for students.

Please contact us at 215-851-1811 or visit our web site at **www.mlkdayofservice.org** to learn more about our programs. Follow this link to view our **2014-2015 Annual Report**

Thank you for your partnership and ongoing commitment to celebrate Dr. King's legacy through citizen action on King Day and throughout the year! We are excited to support and partner with you.

Best regards,

Todd Bernstein
President, Global Citizen
Founder & Director, Greater Philadelphia King Day of Service/***MLK365***

There Are So Many Ways To Serve!

Volunteer to Take Direct Action.

Organize a beautification project of a local homeless shelter

1. Call or visit the shelter and find a main point of contact
2. Plan the tasks and projects volunteers will work on
3. Register your project on www.mlkdayofservice.org
4. Recruit volunteers from the community
5. Obtain supplies (either donated or purchased)
6. Manage the project on King Day (January 18, 2016)

Learn to Expand Your Knowledge Base.

Plan a service learning session for your community

1. Invite community members to brainstorm about problems in the community
2. Register your session on www.mlkdayofservice.org
3. Write down ideas on a board
4. Think of strengths of the community and how they can be used to solve the problems
5. Identify community partners to work on problem solving
6. Develop an action plan involving community partners

Donate Goods or Funds to Benefit Others.

Host a donation drive through your church

1. Contact the church leadership and plan drop off procedures
2. Register your drive on www.mlkdayofservice.org
3. Set up Drop off bins/boxes at high traffic areas
4. Advertise donation drive during services, through emails, etc.
5. Schedule donation drop off on or around King Day

III. Project Checklist

PRIOR TO KING DAY OF SERVICE

- ☐ Choose a project coordinator
- ☐ Schedule a planning meeting. Brainstorm project ideas that meet the needs of your community
- ☐ Finalize project plans, recruit more volunteers as necessary and register your project with MLK headquarters
- ☐ Schedule the day's activities
- ☐ Decide what supplies you need. Find out if community partners can provide supplies
- ☐ Inform your community and/or organization of the project
- ☐ Recruit volunteers. Our headquarters can fill your open volunteer slots
- ☐ Pick-up T-shirts from King Day of Service headquarters

ON THE KING DAY OF SERVICE, JANUARY 21

- ☐ Sign in volunteers (Remember that this sign-in sheet can be used to follow-up with volunteers throughout the year.)
- ☐ Distribute T-shirts to volunteers
- ☐ Welcome, orient and prepare volunteers
- ☐ Introduce key people of the host organization
- ☐ Review schedule, service project, and goals
- ☐ Make sure that volunteers have what they need
- ☐ Perform the service project
- ☐ Make sure volunteers take breaks and share in the refreshments you have provided
- ☐ Clean up
- ☐ Close the day by facilitating a reflection
- ☐ Thank volunteers!

AFTER THE KING DAY OF SERVICE

- ☐ Thank everyone who supported your project with supplies, cash contributions, refreshments, or as volunteers
- ☐ Invite volunteers to continue involvement with your organization
- ☐ Continue to serve by organizing year-round projects. Contact ***MLK365*** for your ongoing service projects and volunteer needs.
- ☐ Join us for our Project Coordinator's Breakfast on January 26.

BEFORE The King Day of Service

Step 1: Choose a Project

Consider the needs of both your community and organization. You can then begin planning your project and determining details such as project site, project tasks, number of volunteers needed to complete the project, etc. Here are some things to consider:

- Assess community needs as you brainstorm project ideas
- Engage the community in your organizing process
- Communicate often with your community partners, project coordinators, and project volunteers
- Consider your limitations when planning (e.g., time, weather, supplies, space, staff, etc.)

Some Possible Project Sites/Partners

Schools	Colleges and universities
Civic organizations	Communities of faith
Grassroots organizations	Fraternities and sororities
Labor unions	Foundations
Individuals	Local businesses

Step 2: Register Your Project

Register your project online at **www.mlkdayofservice.org.** Online you will:

- Create an organization profile
- Add your King Day of Service projects
- Return to the site to manage and update your project
- Recruit volunteers for your King Day of Service project
- View the contact information of volunteers that have signed up for your project
- Manage your T-shirt requests

Step 3: Recruit Volunteers

The project coordinator will need to ensure that there are enough volunteers on-hand at the site. Your project can be open to the public or closed, so that only your contacts can sign up to volunteer.

Keep in mind that thousands of people visit our website each year in search of volunteer activities on the King day of Service. We hope you will consider opening your project to the public– we can help you recruit volunteers and allow you to have an even bigger and better project!

II. How to Plan a Project

Volunteer Recruitment Tips

- When asking a volunteer to do a project, please consider if **YOU** would do the project
- Involve a diverse group of people
- Get the word out through neighborhood/community newspapers and newsletters
- Reach out to family and co-workers
- Publicize your event with flyers– they can often be placed (with permission!) at local churches, recreation centers and businesses

ON The King Day of Service

Step 1: Introductions

To begin the Day of Service, it is important for the Project Coordinator to do the following:

- Welcome volunteers to the project
- Introduce yourself, the project and the purpose of the King Day of Service
- Have volunteers introduce themselves
- Give a run-down of the day and share important details like location of restrooms, water, etc.
- Pass around a sign-in sheet (sign-in sheet is available online in the Resources section of our website)

Step 2: Support Your Volunteers

Throughout the King Day of Service, the Project Coordinator should try to ensure that volunteers are supported and feel that their effort is meaningful. You should:

- Provide physical support and encouragement for the group throughout the day
- Answer questions volunteers may have
- Handle any problems that may occur during the project

Step 3: Reflect

Once the service portion of the day has ended, you should take a few minutes to reflect on your service with your volunteers. During reflection, the project coordinator should encourage the group to:

- Ask participants to discuss:
  - ⇒ Why are you serving today?
  - ⇒ What is the connection between Dr. King's legacy and honoring him by serving others?
  - ⇒ If Dr. King were alive today, what issues would concern him? How would he organize to solve them?
  - ⇒ What are some ways you can continue to honor Dr. King throughout the year?
- Encourage participants to make a pledge to continue volunteering during the year. Make and distribute "pledge cards." Ask participants to share their personal pledge for ongoing civic engagement with the group. If there is time, create a "group pledge" for future projects
- Discuss the community concern/need that your project addressed. Discuss how the group used Dr. King's principles (e.g., unity, respect, service, peace, justice, etc.) to successfully complete the project
- Involve participants in a skit demonstrating how Dr. King's principles apply to everyday situations
- Create a mock newscast or actual newsletter in which participants report on what took place at their project and how the project honored the memory of Dr. King

AFTER The King Day of Service

Step 1: Thank You!

Be sure to thank your volunteers! Here are some suggestions:

- Create thank you notes
- Provide certificates or awards
- Make a collage/album out of photos taken during King Day of Service to give to each person or post on your website
- Write a letter to the editor of your local community weekly newspaper

Step 2: Give Us your Feedback

We need your suggestions and support to further improve the King Day of Service. Please make sure to:

- Fill out our online survey
- Pass along volunteer signups/contact information to us via email
- Share project figures and photos with us via email

THANK YOU! PLEASE JOIN US AT THE PROJECT COORDINATOR APPRECIATION BREAKFAST ON JANUARY 26!