



ANNUAL GREATER PHILADELPHIA
MARTIN LUTHER KING
DAY OF SERVICE
PENNSYLVANIA • NEW JERSEY • DELAWARE

The logo features the words "GLOBAL" and "CITIZEN" in large, bold, white, sans-serif capital letters against a teal background. A white circle containing the number "365" is positioned between the two words. Below the main text, the website address "globalcitizen365.org" is written in a smaller, white, lowercase, sans-serif font.	<p>Project Development Kit</p>
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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

Step 2: Build a Team

Determine a project coordinator and the tasks of additional team members. Who will be responsible for:

- ◆ Fundraising?
- ◆ Promoting the project?
- ◆ Food donations?

Step 3: Identify Potential Partners

- ◆ Consider the resources available to you when planning (e.g., supplies, space, staff, food, etc.)
- ◆ Identify potential local partners that may be able to contribute to your project and provide additional resources

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 4: Keep Your Project on Track

Set deadlines for solidifying components for your project.

- ◆ Register by **December 1** for T-shirt priority
- ◆ Open your project for volunteer recruitment
- ◆ Submit your outcomes report by **January 31**

Step 5: Set Goals

Determine desirable and specific outcomes for your project and aim to accomplish them.

- ◆ How many people do you hope will participate?
- ◆ How many meals do you wish to serve?

- ◆ How many care packages do you wish to assemble?

Step 6: Determine How You Will Assess the Outcomes of Your Project

After the project has been completed, it's important to assess its strengths and weaknesses. You'll want to gain feedback from your team, all of those who participated, and any partners that may have contributed to the project. Here are some ways you may gather feedback on your project:

- ◆ Host a team debrief where everyone can share their thoughts on the event
- ◆ Create a survey and send it to those who participated in the project
- ◆ Send a follow-up email to all participants inviting them to share their thoughts about the event
- ◆ Meet with representatives from the local organizations who contributed to the project to gain their feedback

Step 7: How Will You Celebrate the Success of Your Project?

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 8: Register Your Project

Register your project online at www.mlkdayofservice.org. You will:

- ◆ Create an organization profile
- ◆ Add additional King Day of Service projects
- ◆ 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 9: Recruit Volunteers

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 for 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 more successful project!

It doesn't end here! Be sure to check out our Project Coordinator Checklist on page 5 for a full procedure on King Day of Service partnership and participation.

PRIOR TO KING DAY OF SERVICE

- Choose a project coordinator
- Attend Neighbors in Action Workshop or King Day of Service Briefing
- Examine project resources online at mlkdayofservice.org
- Consider expanding project scope or capacity to take advantage of Global Citizen's volunteer-matching services
- Finalize plans and register project online at mlkdayofservice.org
- Confirm project details with Global Citizen at 215-851-1811 or mlkdayofservice@globalcitizen365.org
- If you requested volunteers, communicate with any that sign up to provide additional details and confirm their registration
- If you requested T-shirts, await a confirmation email from Global Citizen about your allotment and the T-shirt pickup process
- Pick-up T-shirts from King Day of Service headquarters
- Develop volunteer tracking materials (i.e. sign-in sheets gathering contact info/demographic information)

ON THE KING DAY OF SERVICE, JANUARY 15

- Sign in volunteers (Remember that this sign in sheet can be used to follow-up with volunteers throughout the year)
- Review schedule, service project, and goals
- Make sure that volunteers have what they need
- Perform the service project
- Document service project (e.g. measure outcomes, tally total volunteer count, get feedback from volunteers)
- Complete the project by facilitating a reflection and 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
- Join us for our Project Coordinator's Thank You Breakfast the Tuesday after the week of King Day.
- Pass along volunteer signups/contact information and any photos from your project to us via email
- Submit your project outcomes online at mlkdayofservice.org prior to January 31
- Continue working with Global Citizen throughout the year through our *Year-Round Volunteer* or *Mission365* programs

There Are So Many Ways To Serve!

Here are just a few examples of how you can engage your community in the King Day of Service:

Volunteer to Take Direct Action.

- Organize a beautification project at a local park/school
- Prepare and serve meals to those experiencing homelessness at a nearby church or shelter
- Help package and sort donations to be distributed at a donation center

Learn to Expand Your Knowledge Base.

- Host a seminar on financial literacy
- Plan a service learning session for your group or the community
- Organize a workshop on resume writing and job readiness

Donate Goods or Funds to Benefit Others.

- Collect books to donate to a school or library
- Collect winter coats, hats, and scarves to donate to a local shelter
- **Collect children's toys and donate them to children in nearby hospital or homeless shelter**

Advocate to Inspire Others.

- Write letters to elected official concerning community matters.
- Distribute flyers to spread awareness of social, economic or public health issues affecting your community.

Connect to Create a Beloved Community

- Host a local breakfast in honor of Martin Luther King Jr.
- Facilitate a dinner and discussion about how to promote social justice in your community
- Hold a resource fair for community leaders and members

2017—2018 IMPORTANT DATES

December 1: Project Registration Deadline

January 3: King Day of Service News Conference at Girard College

January 7-8: Project Coordinators pick up T-shirts
(Contact our offices for specific pickup times and locations)

January 15: Martin Luther King Day of Service!

January 23: Project Coordinator Appreciation Breakfast

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For more information about Global Citizen, please visit www.globalcitizen365.org.
For more information on participating in the Greater Philadelphia MLK Day of Service,
please visit www.mlkdayofservice.org.

