

Martin Luther King, Jr. DAY OF SERVICE

Monday, January 17, 2011



What is the King Day of Service?

Initiated by Congress in 1994, the 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 teaching, that help 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." The 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" Dr. King worked toward.

When is the 2011 King Day of Service?

The King Day of Service takes place each year on the third Monday in January. In 2011, it will take place on January 17.

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 the King Day of Service?

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

2010 Highlights

The King Day of Service has grown steadily since its inception in 1995. In 2010, hundreds of thousands of volunteers in cities and towns across the nation participated in thousands of King Day service projects in all 50 states. In Michigan last year there were 51 registered MLK Day projects.

Support in Michigan

The Michigan Community Service Commission together with our partners, the Michigan Department of Human Services, Volunteer Centers of Michigan, Michigan Campus Compact, the LEAGUE, the Corporation for National and Community Service – Michigan Office, and the Michigan Association of United Ways are leading the effort to increase MLK Day participation in our state. You can join an organized service project in your area or coordinate a project of your own.

www.michigan.gov/mcsc

www.MLKDay.gov

www.serve.gov

Resources

A wide variety of free Martin Luther King, Jr. Day of Service resources for individuals, organizations, and King Day projects are available at www.MLKDay.gov. These include:

- Complete MLK Day Toolkit, including background on the holiday, project development tips, and sample projects and schedules.
- Media outreach tips and materials, including sample editorials and letters to the editor.
- Partnership outreach materials.
- Marketing materials, including logos.
- MLK Day Mobilization, an in-depth website where you can register and promote your MLK Day projects, share thoughts, and obtain resources.
- Project search for individuals to find and sign up for a project near them.

The Michigan Community Service Commission is also offering MLK Day resources on its website at www.michigan.gov/mcsc. These include:

- A link to www.MLKDay.gov.
- A template media advisory and press release organizations can fill in and submit to local media outlets.
- A 2011 MLK Day informational sheet.

Project Registry

To register your project, or to find a list of projects taking place around the country, visit www.michigan.gov/mcsc. All projects for the 2010 Martin Luther King, Jr. Day of Service will be incorporated into the "All For Good" volunteer database, thus highlighting them on www.serve.gov.

More Information

Please contact Jeanine Yard at the Michigan Community Service Commission if you have any questions or need more information. Her email is yardj@michigan.gov and her phone number is (517) 335-7952.

You may also visit www.MLKDay.gov or email MLKDay@cns.gov.

