Martin Luther King, Jr.
DAY OF SERVICE

What is the Martin Luther King, Jr. Day of Service?
Initiated by Congress in 1994, the MLK 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 MLK 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 MLK 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 2014 MLK Day of Service?
The MLK Day of Service takes place each year on the third Monday in January. In 2014, it will take place on January 20.

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 physical need, such as fixing up a school or senior center, or it may meet a need of the spirit, such as reading to children or delivering meals to the homebound. 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 MLK Day of Service?
People of all ages, backgrounds, and abilities are encouraged to get involved in some way on MLK Day of Service and to make it the day each year when they recommit to making a difference in their community.

2013 Highlights
The MLK Day of Service has grown steadily since its inception in 1995. In 2014, hundreds of thousands of volunteers in cities and towns across the nation participated in thousands of MLK Day service projects in all 50 states. In Michigan last year, nearly 5,000 individuals honored Dr. King's legacy through more than 12,000 hours of service.

Support in Michigan
The Martin Luther King Jr. National Day of Service efforts in Michigan are led by the Michigan Community Service Commission, Michigan Nonprofit Association, Volunteer Centers of Michigan, The League Michigan, and Michigan Campus Compact, with support from the Connect Michigan Alliance Endowment Fund, Corporation for National and Community Service, Sara Ballard Volunteer Fund, and Youth Service America in an effort to increase participation and raise awareness. You can join an organized service project in your area or coordinate a project of your own.

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 2013 MLK Day informational sheet.

Project Registry

To register your project, or to find a list of projects taking place around the country, visit **www.mlkday.gov**. All projects for the 2014 Martin Luther King, Jr. Day of Service will be incorporated into the "All For Good" volunteer database, thus highlighting them on **www.serve.gov**.

Social Media

Connect with Martin Luther King, Jr. Day of Service efforts nationwide by liking the Martin Luther King, Jr. Day of Service on Facebook or following @MLKDay on Twitter. You can also connect with other Michigan service efforts by using hashtag #MLKDayMI.

More Information

If you have any questions or would like additionally information, please contact the Michigan National Days of Service Partners at daysofservice@volunteermichigan.org.

Find great resources about volunteerism in Michigan and how to get involved at:

- www.micampuscompact.org
- www.mivolunteers.org
- www.mnaonline.org
- www.nationalservice.gov

"Life's most persistent and urgent question is: 'What are you doing for others?'"

-Dr. Martin Luther King, Jr.