



# Martin Luther King, Jr. Day of Service

**JANUARY 21, 2008**

*"Everybody can be great because everybody can serve."*

Dr. Martin Luther King, Jr.

## WHAT IS KING DAY OF SERVICE?

Initiated by Congress in 1994, 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 that helps 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." 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, and bridges social barriers.



## WHEN IS THE NEXT KING DAY OF SERVICE?

King Day of Service takes place each year on the third Monday in January. In 2008, it will take place on January 21.



## WHAT TYPES OF SERVICE ARE ENCOURAGED?

All types of service are encouraged, with the hope that participants continue to serve 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 include reflection on the life and teachings of Dr. King and how volunteer service is one means of addressing his concerns.



## WHO CAN PARTICIPATE IN KING DAY OF SERVICE?

People of all ages, backgrounds, and abilities are encouraged to get involved in some way in their communities on King Day.

## 2007 HIGHLIGHTS

King Day of Service has grown steadily since its inception in 1995. In 2007, hundreds of thousands of volunteers in cities and towns across the nation participated in thousands of King Day service projects in all 50 states, the District of Columbia, Guam, and Puerto Rico. Highlights included Los Angeles, where 85 community partners worked together

to engage an estimated 40,000 volunteers in a variety of projects; Philadelphia, where more than 55,000 volunteers participated in more than 600 projects citywide; Atlanta, Dr. King's birthplace, where more than 7,000 volunteers took part in 100 service projects; and Washington, D.C., where about 10,000 volunteers served at 80 project sites.

## ANNUAL GRANT COMPETITION

Each year the Corporation, through a small number of intermediary organizations, awards more than \$500,000 in grants to organizations across the country planning to stage service projects related to King Day of Service. For information on grant fund availability, go to [MLKDay.gov](http://MLKDay.gov).

## LEAD SPONSORS

The Corporation for National and Community Service is the lead government agency supporting and promoting King Day of Service. As such, the Corporation offers grants, toolkits, and a variety of other resources to organizations that want to organize King Day Projects. King Day of Service also is supported by numerous national organizations, including the American Red Cross, America's Promise, the Arizona Governor's Commission on Service and Volunteerism, Big Brothers Big Sisters, City Year, The Corps Network, Do Something, First Book, Habitat for Humanity International, Hands On Network, HOPE Worldwide, National Alliance of Faith and Justice, Points of Light Foundation and Volunteer Center National Network, Service for Peace, United Way of America, Volunteer Match, and Youth Service America. National corporate sponsors include Bank of America, Best Buy, Cargill, Clear Channel Communications, Comcast, and the UPS Foundation.

## OTHER RESOURCES

A wide variety of free King Day resources for individuals, organizations, and King Day projects is available at [www.MLKDay.gov](http://www.MLKDay.gov). These include:

- Complete MLK Day Toolkit, including background on the holiday, project development tips, sample projects and schedules, and examples
- Media outreach tips and materials, including sample editorials and letters to the editor
- Partnership outreach materials, including "Now Is the Time," a six-minute video promoting King Day of Service to potential partners
- Marketing materials, including logos, posters, flyers, T-shirts, event ads, web banners, and photo library
- Latest news and updates
- My MLK Day, a web portal for organizations to register and promote their King Day projects, sign up and manage community volunteers, and report results
- Project search for individuals to find and sign up for a project near them

## PROJECT REGISTRY

To register your project, or to find a list of projects taking place around the country, go to [www.MLKDay.gov](http://www.MLKDay.gov).

## MORE INFORMATION

For more information or answers to questions about materials posted at [www.MLKDay.gov](http://www.MLKDay.gov), e-mail [MLKDay@cns.gov](mailto:MLKDay@cns.gov).

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