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## Martin Luther King Jr. Day of Service

Corporation for National and Community Service

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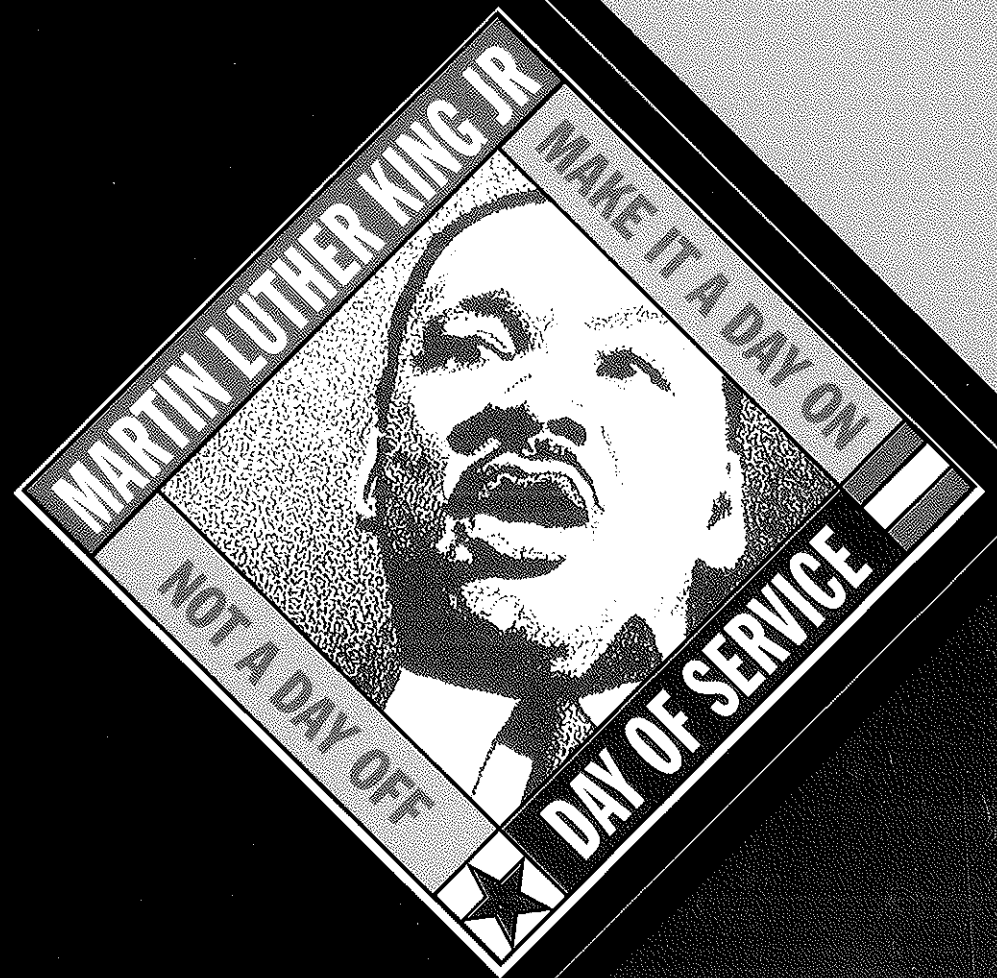
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**“Now is  
the time...”**

...to make real  
the promises of democracy.<sup>zz</sup>

Dr. Martin Luther King, Jr., *I Have a Dream* speech, delivered



**Now is YOUR time to help support  
the King Day of Service.**





## **SIGNIFICANCE OF THE DAY**

**The Martin Luther King, Jr. Day of Service is all about promoting Dr. King's vision of building broad and diverse coalitions, breaking down barriers, and making our communities the best they can be. It is much more than just a day.**

### **A CALL TO COMMUNITY**

Throughout the nation, hundreds of thousands of Americans make this a landmark day to improve their world: they join their neighbors to work side by side – whether painting recreation centers, feeding the homeless, or sharing stories of the fight for civil rights. Large or small, every project makes a difference.

### **SERVING NEIGHBORS – NEAR AND FAR**

Greater Philadelphia's 2006 King Day of Service set a record, with 50,000 volunteers working to help families as far away as Lafayette, Louisiana. The "House in a Box" project brought together 2,500 people to build the entire frame of a house that was packaged, shipped, and presented to a family left homeless by Hurricane Katrina. In Washington, D.C., more than 400 volunteers offered a wide range of services to 170 of the city's homeless families. One project enlisted barbers and hairstylists to give free haircuts, facials, and manicures to those who can't afford them.

### **REMEMBERING THE DREAM**

Every year, Americans come together to recall Dr. King's life and message. In Atlanta, the Martin Luther King, Jr. Service Summit sponsors conversations, workshops, and films about today's social issues. In Indianapolis, gospel choirs sing and read excerpts of Dr. King's speeches. In Culver City, the "Our Beloved Community Festival" honors Dr. King through music, art, and the spoken word. These events reaffirm his mission for the older generations who remember his dream and the next generation that will keep it alive.



## **BUILDING PARTNERSHIPS**

The Corporation for National and Community Service receives limited funds to promote the King Day of Service and to support service projects on the federal holiday. To communicate the importance of the day and opportunities to serve, we need your support.

When Americans work together with unity and purpose, great things happen. Now is the time to join in, as the country makes a dream come to life. The results of your efforts include:

### **STRONGER COMMUNITIES**

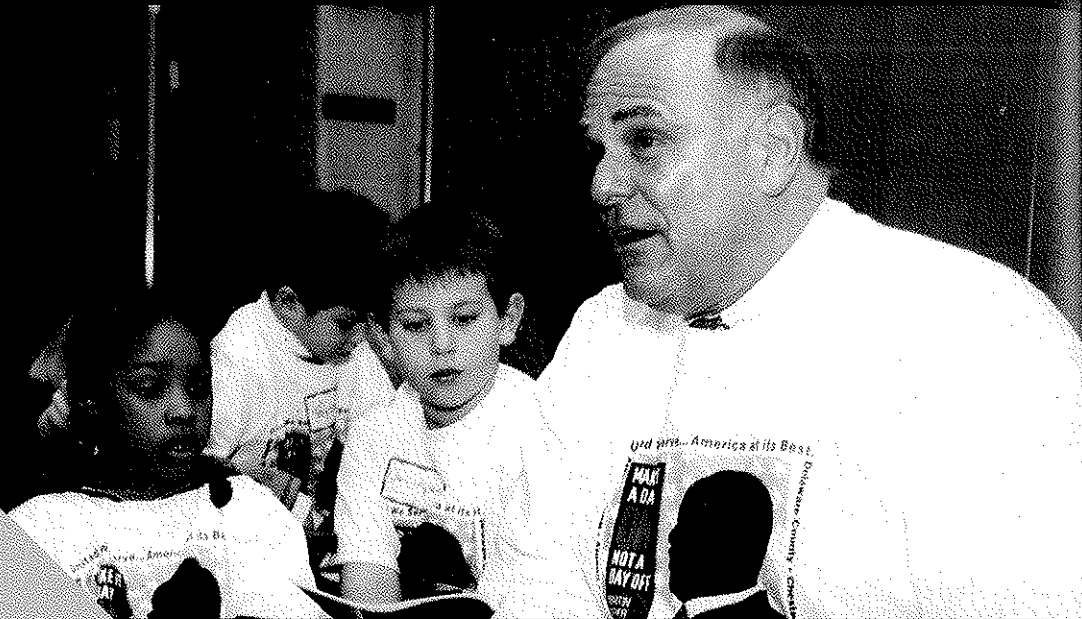
Dr. King recognized the power of service to strengthen communities and achieve common goals. Through his words and example, Dr. King challenged individuals to take action and lift up their neighbors and communities through service.

### **COMMON GROUND**

In his fight for civil rights, Dr. King inspired Americans to think beyond themselves, look past differences, and strive for equality. When we work side by side to serve the community, we bridge barriers and learn that, in the end, we are more alike than we are different.

### **MOTIVATED CITIZENS**

Dr. King believed each individual possessed the power to lift himself or herself up no matter what his or her circumstances – rich or poor, black or white, man or woman. Teaching literacy skills, showing older adults how to use the Internet, helping people build the skills they need to acquire a job, and other acts of service help improve lives. And they make those citizens who perform the service feel happier and more motivated.



## **MOBILIZING CORPORATE AMERICA**

**Dr. King recognized the power of momentum. The time is now to join a growing national effort that reaches across neighborhoods and divisions to unite Americans with a common goal: a day of celebrating by turning community concerns into volunteer actions.**

Become a corporate sponsor and support events and activities that align with your philanthropic and business goals. Participate in the Martin Luther King, Jr. Day of Service and:

- ▶ Create opportunities for employees to get involved and give back
- ▶ Reach thousands of youth, adults, and seniors in local and national markets
- ▶ Connect with customers and community
- ▶ Increase visibility through advertisements, printed materials and media efforts
- ▶ Build relationships with other corporate and civic leaders
- ▶ Become associated with civic responsibility and volunteerism
- ▶ Increase brand awareness

We welcome the opportunity to develop customized marketing strategies that meet your needs.

**“We have an opportunity to make a better nation.”**

Dr. Martin Luther King, Jr., *I See the Promised Land* speech, delivered April 3, 1968, at the Bishop Charles Mason Temple, Memphis, Tennessee



## WHY SUPPORT THE MARTIN LUTHER KING, JR. DAY OF SERVICE?

Dr. King is remembered for his fight for justice and his call for people to change the world. Your support helps answer that call.

### GIVING BACK IS GOOD BUSINESS

Stand out from the competition, build brand awareness and increase consumer loyalty. The Martin Luther King, Jr. Day of Service is a premier opportunity to enhance your visibility by bringing attention to your commitment to strengthening communities.

### NATIONAL NAME RECOGNITION

No other corporate sponsorship or partnership opportunity affords such a prime opportunity to participate in a high-profile event that is directly aligned with a national holiday. Sponsorship provides national, high-level association with a holiday, an unprecedented opportunity.

### GIVING BACK BOOSTS TRUST AND LOYALTY

- ▶ 80 percent of Americans say that corporate support of causes wins their trust in a company.\*
- ▶ 86 percent are willing to switch from one brand to another (of the same price and quality) if the other brand is associated with a cause.
- ▶ 81 percent of Americans say that a company's commitment to social issues is important when deciding where to work.

Now is the time to join a growing national effort that unites Americans with a common goal: honoring Dr. King by turning community concerns into citizen action.

\* Statistics from the 2004 Cone Corporate Citizenship Study





## THE BEST OF THE AMERICAN SPIRIT

The Martin Luther King, Jr. Day of Service is a distinctively American concept that brings people together while providing valuable services to communities in need. With your support, the King Day of Service will have a lasting impact.

### **AMERICANS WORK TOGETHER**

The day brings together diverse groups of people to work toward one common goal. Hundreds of thousands of Americans in cities across the country engage in a range of community service projects including painting schools and senior centers, delivering meals, building homes and tutoring children.

### **AMERICANS ACT AND VOLUNTEER**

Americans want to participate in causes that answer the needs of their communities. The Martin Luther King, Jr. Day of Service projects are a launching pad for sustained year-round volunteer service, creating ripples that bring volunteers in touch with new opportunities throughout the year.

### **AMERICANS TAKE A DAY ON, NOT OFF**

Whether it's one day of volunteering or an ongoing commitment of service, support your community by celebrating Dr. King's legacy in a more impactful way. Help make a difference for those who need it most and bring the best of America to light.



# **Now Is Your Time.**

Now is the time to get involved. Now is your opportunity to make a difference. Make Dr. King's vision more than a dream. When Americans work together with unity and purpose, great things happen.

## **PICK YOUR DREAM**

Every community can be better. You can take the lead; you can make the change. You and your group of volunteers can clean up a littered park, paint an aging recreation center, help your neighbors sign up for city programs – and remember what Dr. King's life was all about.

## **WE MAKE IT EASY**

The Martin Luther King Jr., Day of Service takes the uncertainty out of launching or supporting a volunteer effort. We've taken care of the when and how. You have one special day, and together we have an opportunity to change our communities. *All you have to do is pick your dream and get to work.*

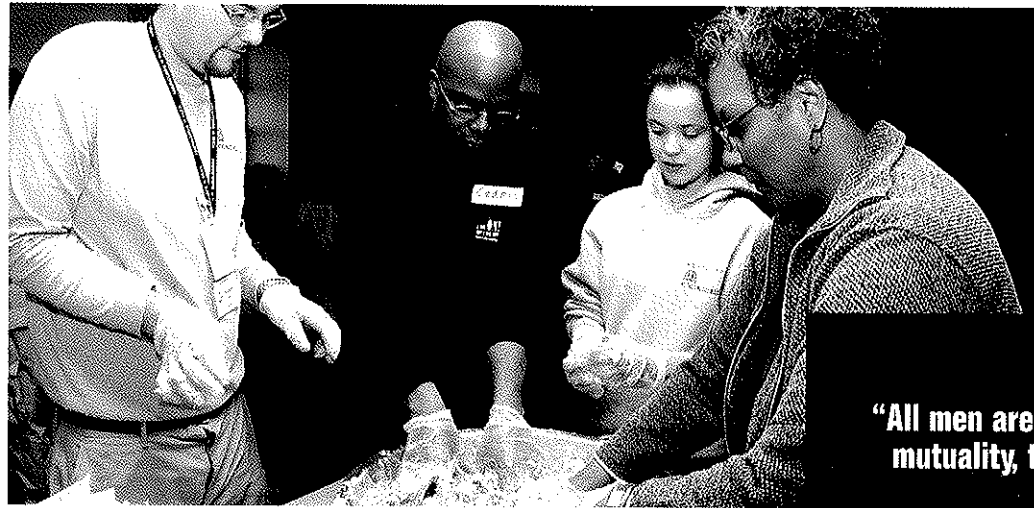
## **CALL NOW**

From big cities to small towns, the King Day of Service is gaining popularity across the country. Don't wait to claim your place in this growing movement. Start making a difference in your community today.



**"I can only be what I ought to be when you are what you ought to be."**

Dr. Martin Luther King, Jr., 1962, Nashville, Tennessee



**"All men are caught in an inescapable network of mutuality, tied in a single garment of destiny."**

Dr. Martin Luther King, Jr.  
*Letter from the Birmingham City Jail, April 16, 1963*

**"At the heart of all that civilization has meant and developed is 'community'."**

Dr. Martin Luther King, Jr., 1962, Nashville, Tennessee



**“Everybody can be great because  
everybody can serve.”**

Dr. Martin Luther King, Jr., *The Drum Major  
Instinct* speech, delivered February 4, 1968,  
Ebenezer Baptist Church, Atlanta, Georgia

[www.MLKDay.gov](http://www.MLKDay.gov)

**The Corporation for National and Community Service**

The Corporation for National and Community Service improves lives, strengthens communities, and fosters civic engagement through service and volunteering. Charged by Congress to promote service on Martin Luther King, Jr. Day, the Corporation provides opportunities for more than 1.6 million Americans of all ages and backgrounds to serve throughout the year through three main programs: Senior Corps, AmeriCorps, and Learn and Serve America.

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NOVEMBER 2006



Corporation for  
**NATIONAL &  
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