

# MARTIN LUTHER KING, JR. DAY OF SERVICE



## Project Development Kit



Triangle United Way

## THANKS!

First, THANK YOU for all of your hard work. Without people like you, the Triangle Martin Luther King, Jr. Day of Service and Dr. King’s legacy could not move forward. THANK YOU!

Secondly, please remember to thank anyone who played a role in your project with supplies, money or food – in addition to your “hands-on” volunteers.

Finally, the organizers of the Triangle Martin Luther King Day of Service would like to recognize our program partners - the MLK Day of Service Partnership and Triangle United Way.

## CONTINUING SERVICE

We encourage you and your volunteers to continue service throughout the year. You can work with the same organizations you served on the King Day of Service, find new partnerships or both.

There are many opportunities for individuals to volunteer on a regular basis. Triangle United Way offers an interactive virtual volunteer center where individuals can find opportunities year round and organizations can recruit volunteers. To learn more about searching for or posting volunteer events, log onto.

## Welcome to the Martin Luther King Day of Service Project Development Kit

This Project Development Kit is designed to help provide information to help you and your group, organization, family, neighbors, company, and/or friends develop a project for the Triangle Day of Service.

Turn your commitment to others and the spirit of Dr. King into a fulfilling and fun King Day of Service project. This kit includes information to help you and your group – organization, family, neighbors, company, and / or friends – develop a project for the Triangle Area Martin Luther King Day of Service. If you have any questions after reading this kit, please do not hesitate to contact us.

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## Contents

<u>Page</u>	<u>Topic</u>
2	Leadership
3	A Message from the Acting Director
4	History of the MLK Day of Service
5	Where do I start?
8	Recruiting volunteers
9	January 15
12	Resources about Dr. Martin Luther King, Jr.
16	Thanks
16	Continuing Service

## Leadership

### **EVENT CO-CHAIRS**

Craig Chancellor, President & CEO Triangle United Way  
Bruce Lightner, Raleigh MLK Committee

### **HONORARY CO-CHAIRS:**

Mayor William V. “Bill” Bell      Mayor Charles Meeker  
City of Durham                      City of Raleigh  
Mayor Kevin Foy  
Town of Chapel Hill

### **PLANNING COMMITTEE ORGANIZATIONS:**

Black Law Students  
City of Durham  
City of Raleigh  
Durham Martin Luther King Committee  
Healthy Wake Coalition  
John Avery Boys & Girls Club  
IBM Diversity Coordinator  
Triangle Lost Generation Task Force  
Martin Luther King Resource Center, Inc.  
MLK, Jr. Task Force of Cary  
Public Allies of NC  
North Carolina Central University MLK Celebration Committee  
Raleigh Martin Luther King Committee, Inc.  
RTP Black Diversity Network  
The Volunteer Center of Durham  
Top Ladies of Distinction, Inc  
Top Teens of America  
Triangle Community Foundation  
Triangle Impact  
Triangle United Way  
Town of Chapel Hill

*Let the Trumpet Sound: the Life of Martin Luther King, Jr.*, by Stephen B. Oates. New York: Harper & Rowe.

*A Testament of Hope*, edited by James M. Washington.  
New York: Harper & Rowe.

*Of Kennedys and Kings: Making Sense of the Sixties*, by Harris Wofford. University of Pittsburgh Press, 1992.

## **WEBSITES**

[www.trianglemlkdayofservice.org](http://www.trianglemlkdayofservice.org) Official website for the Triangle Martin Luther King Day of Service.

[www.thekingcenter.org](http://www.thekingcenter.org) - This is the official website of the Martin Luther King Center in Atlanta. The King Center was established as a living memorial to Dr. King’s life, work and philosophy.

[www.mlkdayofservice.org](http://www.mlkdayofservice.org) - Official website for the Greater Philadelphia Martin Luther King Day of Service.

[www.seattletimes.com/mlk](http://www.seattletimes.com/mlk) - This website was created for a joint media campaign to promote “The MLK Celebration: A Day to Dream. A Lifetime to Act.” It provides historical data about the holiday and various celebrations of the holiday.

[www.dosomething.org](http://www.dosomething.org) - This website emphasizes ways young people are changing their world.

[www.stanford.edu/group/King/](http://www.stanford.edu/group/King/) - This website from Stanford University | California has an expansive “MLK Directory” which provides comprehensive historical data.

*Freedom's Children*, by Ellen Levine. New York: G.P.Putnam's Sons, 1993. [Grades 9-12] (Theme: Moral courage)

*Talking Peace: A vision for the Next Generation*, by Jimmy Carter. New York: Dutton Children's Books, 1995. [Grades 9-12] (Theme: Peace and non-violence)

## **BOOKS FOR ADULTS**

*We Shall Overcome; Martin Luther King, Jr.*, and *The Black Freedom Struggle*, by Peter J. Albert (Editor), Ronald Hoffman (Editor). New York: DaCapo Press, 1993.

*What Manner of Man: A Biography of Martin Luther King, Jr.*, by Lerone Bennett. Chicago: Johnson Pub. Co., 1976, c1968.

*Parting The Waters: America in the King Years, 1954 – 63*, by Taylor Branch. New York: Simon and Schuster, 1988.

*Bearing The Cross: Martin Luther King and the Southern Christian Leadership Conference*, by David J. Garrow. New York: William Morrow, 1986.

*The Eyes on the Prize Civil Rights Reader*, by Clayborne Carson, et al. New York: Viking, 1991.

*Strength to Love*, by Martin Luther King, Jr. New York: Harper & Rowe, 1963.

*Stride Toward Freedom*, by Martin Luther King, Jr. New York: Harper & Rowe, 1958.

## **A Message from the Event Co-Chairpersons**

On January 15, 2007, citizens from throughout our region will celebrate Dr. Martin Luther King Jr.'s birthday by volunteering in the 2<sup>nd</sup> Triangle Martin Luther King Day of Service. People of all ages and backgrounds will celebrate Dr. King's legacy by turning community concerns into citizen action.

Triangle United Way's mission is to improve lives by mobilizing the caring power of communities. We believe, as Dr. King believed, that when we work together as volunteers and as concerned citizens, we can positively impact the issues facing our youth, families, individuals seeking basic needs and access to health services across the region. By partnering with so many organizations to add a service component to the existing list of community events that celebrate the life and legacy of Dr. King, we only broaden opportunities for more people to get involved.

Please plan now to join hundreds of volunteers on January 15 who will serve their community by conducting meaningful projects in Durham, Orange and Wake counties. We look forward to working with you and thank you for your partnership and commitment to celebrate Dr. King's legacy through citizen action!!!

Let's make the Dr. King Holiday, "A day ON, not a day OFF."

Craig Chancellor  
2007 MLK Day of Service  
Co-Chairman

Bruce Lightner  
2007 MLK Day of Service  
Co-Chairman

## The History

Signed into law by President Clinton on August 23, 1994, the King Holiday and Service Act was co-authored by former Pennsylvania U.S. Senator Harris Wofford and Atlanta Congressman John Lewis, both veterans of the civil right movement with Dr. King. What has resulted is a growing national movement that brings diverse groups of Americans together on the King Holiday to actively celebrate Dr. King's life of promoting social justice and helping others.

January 15, 2007 will be the second time that Triangle United Way will partner with a coalition of existing organizations to sponsor a day of service for the Triangle region.

We hope to gain a great deal of citizen involvement to make the 2nd Triangle MLK Day of Service In 2007 a very rewarding celebration of community service for youth, families and groups.

*I Have A Dream, by Martin Luther King, Jr. and Coretta Scott King.* New York: Scholastic, 1997.

*The Martin Luther King, Jr. Companion,* selected by Coretta Scott King. New York: St. Martin's Press, 1991.

*I Have A Dream: Writings and Speeches that Changed the World,* by James Melvin Washington (Editor), et al. San Francisco: Harper, 1992.

## BOOKS FOR KIDS

*Arnie and the New Kid,* by Nancy Carlson, Viking, 1990. [Grades K-2] (Theme: Diversity and acceptance)

*Peace on the Playground: Non-violent Ways of Problem-Solving,* by Eileen Lucas. F. Watts, 1991. [Grades 3-5] (Theme: Non-violent solutions)

*My Wish for Tomorrow, a collaboration between Jim Henson Publishing and the United Nations.* New York: Tambourine Books. 1995. [Grades 3-5] (Theme: If I could make the world a better place)

*The Kid's Guide to Service Projects,* by Barbara A. Lewis. Minneapolis, NM: Free Spirit Publishing, Inc., 1995. [Grades 3-12] (Theme: Kids involved in service)

*It's Our World, Too!,* by Phillip Hoose. New York: Joy Street Books, c.1993. [Grades 3-12] (Theme: Making a difference)

*City Kids Speak on Prejudice.* New York: Random House, 1994. [Grades 6-12] (Theme: Youths' perspective on respect)

## Resources

### BOOKS FOR KIDS

*A Picture Book of Martin Luther King, Jr.*, by David Adler. Holiday House, New York, 1989.

*Dear Dr. King: Letters from Today's Children to Martin Luther King, Jr.*, by Jan Colbert (Editor), et al. New York: Hyperion Books for Children, 1998.

*Meet Martin Luther King, Jr.*, by James DeKay. New York: Random House, 1993.

*The Life and Death of Martin Luther King, Jr.* by James Haskins. New York: Beech Tree Books, 1992.

*Martin Luther King, Jr. (Black Americans of Achievement)*, by Robert E. Jakoubek, Nathan I. Huggins (Editor). New York: Chelsea House, 1989.

*Martin Luther King, Jr.: Civil Rights Leader*, by Kathy K. Lambert. New York: Chelsea Juniors, 1993.

*If You Lived at the Time of Martin Luther King*, by Ellen Levine, Anna Rich (Illustrator). January 1994.

*King: A Biography*, by David L. Lewis. Urbana: University of Illinois Press, 1978.

*Happy Birthday Martin Luther King, Jr.*, by Jean Marzollo. Scholastic, Inc., 1993.

*My Dream of Martin Luther King, Jr.*, by Faith Ringgold (Illustrator). New York: Crown, c1995

## Where do I start?

You and members of your organization have committed to serving on January 15, 2007. Thank you! There are three things you need to do:

1. Choose a PROJECT COORDINATOR
2. SELECT a project
3. REGISTER with MLK Day of Service

### 1. CHOOSE A PROJECT COORDINATOR

For the King Day of Service to be fulfilling for everyone, it is important to have an organized and dedicated coordinator/ leader. The coordinator can be anyone who is dedicated to his or his community and is able to organize and lead.

The project coordinator will:

- ✓ Register the project with the MLK Day of Service.
- ✓ Facilitate meetings to brainstorm project ideas, recruit volunteers, etc.
- ✓ Plan follow-up meetings.
- ✓ Attend training sessions.
- ✓ Delegate work to others involved in the planning process.
- ✓ Help define roles and responsibilities for all group members.
- ✓ Serve as a liaison with project site staff (if necessary).
- ✓ Create a schedule and timeline for what needs to be done BEFORE January 15, 2007.
- ✓ Create a schedule and timeline for what needs to be done ON January 15, 2007.
- ✓ Serve as a manager for the project on January 15, 2007.
- ✓ Get enough supplies and volunteers (includes refreshments, materials, MLK Day of Service T-shirts, etc.).
- ✓ Encourage continued service throughout the year by networking with your volunteers.
- ✓ Be flexible, encouraging, and responsible.

Being a project coordinator can be a fun and rewarding experience. Remember, you don't have to do it alone. Ask members of your group and/or the MLK Day of Service staff for help with ideas or simply for a pat on the back!

## 2. **SELECT A PROJECT**

There are lots of things you can do on Monday the January 15. You and your group members are the best source for service ideas that would most benefit your community. You can:

- ✓ Partner with a local organization that serves the community
- ✓ Brainstorm
  - Get everyone's input on project ideas
  - Consider safety issues and potential barriers for participants such as age and physical ability
  - Focus on the mission of the MLK Day of Service and define a clear purpose for your project

In an ongoing effort to promote the five goals of the 1997 President' Summit for America's Future, please consider organizing your project with a focus on the five basic promises made to every child in America.

1. An ongoing relationship with a caring adult.
2. A safe place with structured activities during non-school hours.
3. A healthy start.
4. A marketable skill through effective education.
5. An opportunity to give back through community service.

In fulfilling these promises we point children in the right direction and help them grow up and ready to take their place as successful adults.

### **Projects appropriate for children ages 6-13 with adult supervision**

While we strongly encourage families with children to participate, many projects are not appropriate for small children. Below is a list of possible projects in which children ages 6-13 can serve.

- ✓ Visit a senior center, veteran's home or nursing home and sing, play games, make food baskets, cook, make arts & crafts.
- ✓ Create a party / celebration for the legacy of Dr. King and the Civil Rights Movement.
- ✓ Collect toys or clothes to give to homeless shelters.
- ✓ Read and be read to.
- ✓ Start a tree nursery.

others.” Encourage participants to make pledges that they can keep! Distribute “pledge cards” and ask everyone to share their pledge for future service with the group. Consider making a “group pledge” for future projects.

**9:00 a.m. – 12:15 p.m.\* Perform Service Project**

- ✓ Make sure that people take breaks
- ✓ Check-in with volunteers frequently to see how they are doing
- ✓ Provide refreshments; especially water!

**12:15 p.m. – 12:30 p.m. Clean Up**

**12:30 p.m. - 1:15 p.m. Wrap-up**

- ✓ Facilitate reflection activity [next page]
- ✓ Discuss future projects
- ✓ Thank everyone for serving!

\*Its okay if the project ends at a later time.

**REFLECTION ACTIVITY SUGGESTION**

Help participants have a more meaningful service experience by planning a reflection activity upon completion of your service project. Through reflection, participants can be challenged to identify their values, compare their assumptions to real world experience, and make connections between their actions and Dr. King's ideas. Below are suggested reflection activities:

- ✓ Ask participants to write or illustrate their responses to one or more of the following questions and invite them to share their responses:
  1. What did you like best about today? Why?
  2. What would our society be like if Dr. King had never lived?
  3. If Dr. King were alive today, what issues would concern him?
  4. What are some ways you can continue to honor Dr. King throughout the year?
- ✓ Discuss the virtue of non-violence. Ask participants for examples of how Dr. King used non-violence techniques (sit-ins and other peaceful demonstrations) to achieve his goals. Challenge each person to think of 5 ways she or he can resolve conflicts without physical or verbal violence.

Encourage participants to make a pledge for future service, for example, "I pledge to volunteer 2 hours a week to help

- ✓ Record oral histories of older adults in your community for your class.
- ✓ Role-play situations about Dr. King.
- ✓ Write and perform a play about Dr. King and the Civil Rights Movement.
- ✓ Paint murals.
- ✓ Make greeting cards for seniors or kids in hospitals.

**Projects appropriate for children ages 4-14 with adult supervision**

- ✓ Tutor or read to children
- ✓ Sort food at a food bank
- ✓ Remove graffiti and / or paint a mural
- ✓ Beautify the inside of a school
- ✓ Organize cultural diversity workshops
- ✓ Organize a health fair or a legal clinic
- ✓ Visit or deliver meals to home-bound seniors
- ✓ Fix up a community center or agency
- ✓ Repair a senior's home
- ✓ Gather a group of friends to donate blood
- ✓ Start a safe corridors program
- ✓ Replace smoke-detectors in home-bound seniors' homes
- ✓ Bar-code library books at a local library
- ✓ Have a photography session at a local shelter

**3. REGISTER**

If you have not already done so, it is important to register your project with the Triangle Martin Luther King, Jr. Day of Service. Please mail in the Project Registration Form contained in this booklet or visit [www.trianglemkdayofservice.org](http://www.trianglemkdayofservice.org) to register online.

In order to make the day of service a success, we need all of your project information by **November 15**. Registering your project with us ensures optimal organization of the day, proper volunteer-project matching, and an accurate record of who is involved with the Triangle MLK Day of Service.

## Recruiting Volunteers

MLK Day of Service staff will have many volunteers that need project placement. Let us know if you would like us to provide volunteers to serve on your project by marking it on the appropriate space of your Project Registration Form. To recruit your own volunteers, we suggest you:

- ✓ Invite individuals and groups in your community to join you or encourage other groups to create their own project.
- ✓ Involve a diverse group of people – different ages, races, backgrounds, genders, etc.
- ✓ Get the word out through neighborhood newspapers and newsletters, as your community members may want to volunteer or learn more about activities within their own community.
- ✓ Flyers are also a great way to publicize the day within your neighborhood. Get permission to have fliers posted at local churches, recreation centers, and businesses for even greater publicity. Here's the information that should be included in your recruitment literature:

### **Triangle Martin Luther King Day of Service January 15, 2007**

- ✓ **Name of project host (organization, school, etc.)**
- ✓ **Start and finish time**
- ✓ **Location**
- ✓ **Brief description of service project**
- ✓ **Contact information**
- ✓ **A quote by Dr. King**

#### ***A NOTE ABOUT T-SHIRTS!***

- ✓ Each participating volunteer will receive a MLK T-shirt.
- ✓ Project leaders are responsible for collecting T-shirts from Triangle United Way prior to January 15 – **we will be unable to deliver shirts to project coordinators.**

## January 15

### **SUGGESTIONS TO PREPARE FOR AND STAFF THE DAY**

Before beginning the service project, it is important to welcome volunteers and prepare them to successfully complete the projects(s). In addition, take a few minutes to help participants better understand Dr. Martin Luther King, Jr., the Civil Rights Movement, and the purpose of the Day of Service. See Resource sections for inspiration.

Suggested activities to help your group prepare:

- ✓ Have participants introduce themselves and share their reasons for serving on the King Day of Service
- ✓ Read from one of Dr. King's speeches or writings and then ask participants to pair up and share their reactions

### SUGGESTED SCHEDULE

- |                              |  |
|------------------------------|--|
| <b>8:00 a.m. – 8:45 a.m.</b> | <b>Project Coordinators and Planning Team</b>  |
| ✓                            | Make sure there are enough supplies and refreshments for all volunteers.   |
| ✓                            | Make sure all preparation work is done.  |
| ✓                            | Smile!   |
|                              |  |
| <b>8:45 a.m. – 9:00 a.m.</b> | <b>Welcome, Orient and Prepare Volunteers</b>  |
| ✓                            | Volunteers arrive and sign-in ( <i>Remember this sign-in sheet can be used to follow-up with volunteers throughout the year for further service.</i> ) |
| ✓                            | Welcome volunteers and thank them for coming.  |
| ✓                            | Distribute T-shirts.   |
| ✓                            | Invite volunteers to enjoy the refreshments.   |
| ✓                            | Introduce yourself and other key people.   |
| ✓                            | Review facilities (bathrooms, exits, refreshments, etc.).  |
| ✓                            | Describe the project(s).   |
| ✓                            | Review supplies: what will be used and where volunteers can get them.  |
| ✓                            | Answer questions.  |