



Stakeholder Tips and Taglines

Martin Luther King Jr. Day of Service

Dr. Martin Luther King delivered his “I have a dream” speech on August 28, 1963 at the March on Washington for Jobs and Freedom. The March was meticulously planned to address themes and build support for a movement that hoped to last for years: a movement to create equal rights for African Americans. What most Americans remember most about the March was King’s iconic “I have a dream speech,” but the “dream” passage itself wasn’t new. Doctor King had been calling on his “dream” for a more compassionate future years prior to the March on Washington. That decades later we identify Doctor King’s “dream” as his enduring legacy speaks not just to the hope he could inspire in a brilliant moment, but his tireless and enduring commitment to a single vision.

January 20th is Martin Luther King Jr. Day, and with it, the 25th National Martin Luther King Jr. Day of Service. As emergency managers, we are uniquely empowered to affect change in places we care about every day. The FEMA mission is to help people before, during, and after disasters. By embracing the friendship of our neighbors and striving to make our cities, towns, schools, parks, places of worship, and places of work safe and secure, we are building a community according to our visions.

In this month’s tips and taglines, we at FEMA Region III hope you will help to honor Doctor King by taking the time to think, plan, and act on a dream you have for your own community. Use the day of service as an opportunity to pursue a big idea, or a small one, that you’d like to see realized. Find a cause that supports your idea and join it. Or, take the first steps towards enacting the change on your own. Recruit allies who share your idea and brainstorm. Organize an event or a fundraiser. Doctor King worked tirelessly to build the world he wanted to live in – but its important to remember that decades of work preceded his “I have a dream” speech, and decades more followed it.

As we begin the new year and the new decade, we encourage you to use this month’s tips and taglines to take the first step towards your dream community. The resources here are meant to provide you with a quick guide that makes it easy for you to lead by example. Included are:

- Tagline quotes that you can add to your email signature block to inspire readers and direct them towards service opportunities
- Tips for effective service. These tips can be posted on bulletin boards, reinforced at meetings, and worked into talking points at public events.
- Social media messaging.
- Graphics.

Our goal is to provide tools that everyone can use and share to spread the message. We are always open to any feedback or suggestions. These DIY tools will always be synchronized with ongoing seasonal preparedness themes throughout the year.

SUGGESTED TAGLINE QUOTES

Add the below tagline to your emails to remind friends and family to participate in this Martin Luther King Jr. Day of Service.

- [“The greatness of a community is most accurately measured by the compassionate actions of its members.”](#)
 - Coretta Scott King, Activist
- [“We must use time creatively, in the knowledge that the time is always ripe to do right.”](#)
 - Dr. Martin Luther King Jr.
- [“If I cannot do great things, I can do small things in a great way.”](#)
 - Dr. Martin Luther King Jr.
- [“Everybody can be great ... because anybody can serve.”](#)
 - Dr. Martin Luther King Jr.
- [“Life’s most persistent and urgent question is, ‘What are you doing for others?’”](#)
 - Dr. Martin Luther King Jr.
- [“Alone, we can do so little. Together, we can do so much.”](#)
 - Helen Keller, Activist
- [“There is no power for change greater than a community discovering what it cares about.”](#)
 - Margaret J. Wheatley, Author
- [“One of the marvelous things about community is that it enables us to welcome and help people in a way we couldn’t as individuals.”](#)
 - Jean Vanier, Philosopher
- [“I am of the opinion that my life belongs to the whole community and as long as I live, it is my privilege to do for it whatever I can.”](#)
 - George Bernard Shaw, Playwright
- [“There is immense power when a group of people with similar interests gets together to work toward the same goals.”](#)
 - Idowu Koyenikan, Author

DAY OF SERVICE TIPS

Consider Martin Luther King Jr. Day as a “day on,” not a day off. The MLK Day of Service is a national call to service inspiring Americans from all walks of life to support solutions to our

most pressing national problems. To find a cause and volunteer, visit <https://www.nationalservice.gov/serve>.

Use the tips and resources listed below to make your day as impactful as it can be.

- Getting Started
 - While no two projects will be the same, successful projects will share a few common practices. We encourage you to incorporate the following elements into your service project:
 - Create a team with your friends and neighbors to share the effort.
 - Choose and plan a service project that is important to you.
 - Create a volunteer plan with your team to be active in your community.
 - Set outcome-based goals and track your progress toward those goals.
 - Celebrate your successes together.
- Identify Opportunities for Service
 - Educate yourself and your team about your community.
 - Check out organizations already working on projects. Many existing service groups have identified community needs and have built the expertise to provide solutions.
- Serve
 - After you have your team and service project, head out into your community on January 20th in honor of Dr. Martin Luther King, Jr.
 - Be on the lookout for ways to grow your team and contribute to your movement, not only on MLK day, but throughout the year.
- Reflect
 - Your service matters and should be celebrated. Remember to go to [Serve.gov](https://www.Serve.gov) to tell your story of service.

RESOURCES

- For more opportunities in your community and to find out more about training for disasters, check out:
 - [USAonWatch](#) (Neighborhood Watch) groups
 - [Community Emergency Response Teams](#) (CERT)
 - [Fire Corps](#) programs
 - [Volunteers in Police Service](#) (VIPS) programs
 - [Medical Reserve Corps](#) (MRC) units.
 - [American Red Cross](#)
 - [National Voluntary Organizations Active in Disaster](#)
- Visit the [MLK Day of Service](#) website to find a service project for MLK Day or a year-round volunteer opportunity in their own community.

- Get inspiration and tips and starting your own project at:
<https://www.nationalservice.gov/serve-your-community/start-project>
- Learn more about Martin Luther King Jr. at the [King Center](#).

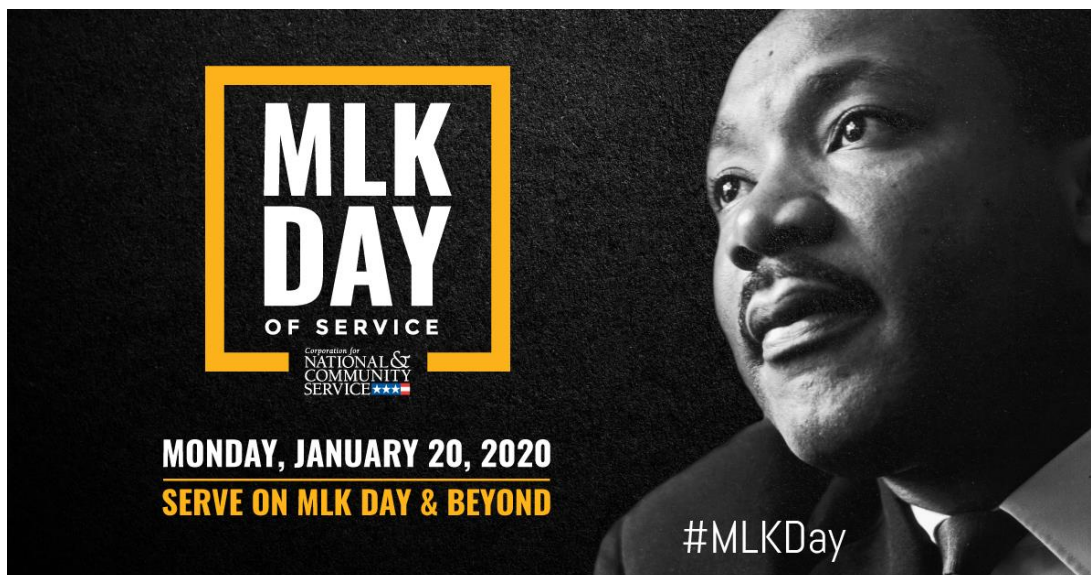
SOCIAL MEDIA MESSAGING

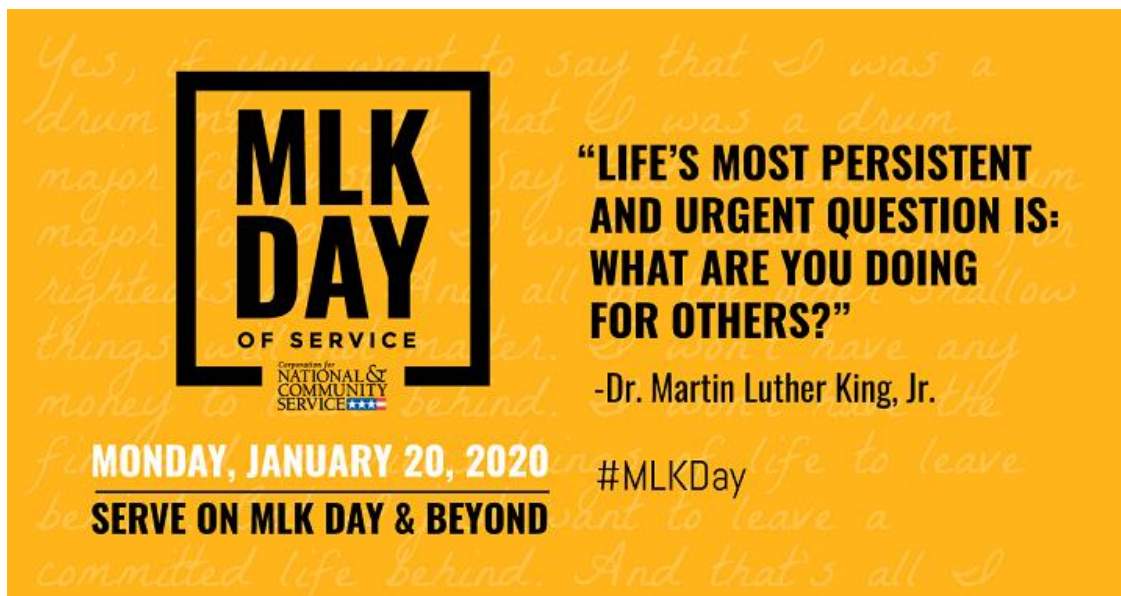
The following messaging can be used to promote this month's theme. Please feel free to customize the messaging to fit your audience's needs on Facebook, Twitter, Instagram, Snapchat, Pinterest and LinkedIn.

- #MLK said, "Life's most persistent and urgent question is, 'What are you doing for others?'" Start by committing to serve at www.MLKDay.gov #MLKDay #DayON25
- Dr. King once said, "Everyone can be great...because everyone can serve". This #MLKDay, be great & #volunteer w/@MLKDay. www.MLKDay.gov #DayON25
- Make #MLKDay a #dayON not a day off. Find volunteer opportunities near you www.MLKDay.gov. #DayON25
- Did you know #MLKDay is a day of service? Learn more about how to volunteer w/@MLKDay at www.MLKDay.gov #DayON25
- "The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy."
www.MLKDay.gov #MLKDay #DayON25
- On #MLKDay, I serve because _____. To learn more visit www.MLKDay.gov and give your time! #DayON25
- "Love is the only force capable of transforming an enemy into friend."
www.MLKDay.gov #MLKDay #DayON25
- "If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward." www.MLKDay.gov #MLKDay #DayON25
- "Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that." www.MLKDay.gov #MLKDay #DayON25
- "If I cannot do great things, I can do small things in a great way." #MLKDay
www.MLKDay.gov #DayON25

- Dr. Martin Luther King Jr. famously spoke about “the fierce urgency of now.” Find a way to give back to your community at www.MLKDay.gov #MLKday #DayON25
- What’s your dream? Shape the future of your community this #MLKday www.MLKDay.gov #DayON25
- Did you know, MLK Day is a federal holiday that is designated as a National Day of Service! www.MLKDay.gov #MLKDay #DayON25
- Visit www.nationalservice.gov/serve/search to find your project for #MLKDay! #DayON25
- How are you serving your community in 2020? Get inspired at www.MLKDay.gov #MLKDay #DayON25
- Will you commit to serve your community on #MLKday? www.MLKDay.gov #DayON25
- Be a part of something big. Join a service project in your community this #MLKday #DayON25 www.MLKDay.gov
- Join the millions of Americans who will give back to their communities on #MLKday this year. Together we can make a difference #DayON25 www.MLKDay.gov
- Americans volunteered 7 billion hours of their time last year. Do your part on #MLKday #DayON25 www.MLKDay.gov

GRAPHICS






MLK DAY
OF SERVICE
Cooperates with NATIONAL & COMMUNITY SERVICE

“LIFE’S MOST PERSISTENT AND URGENT QUESTION IS: WHAT ARE YOU DOING FOR OTHERS?”
-Dr. Martin Luther King, Jr.

MONDAY, JANUARY 20, 2020
SERVE ON MLK DAY & BEYOND

#MLKDay

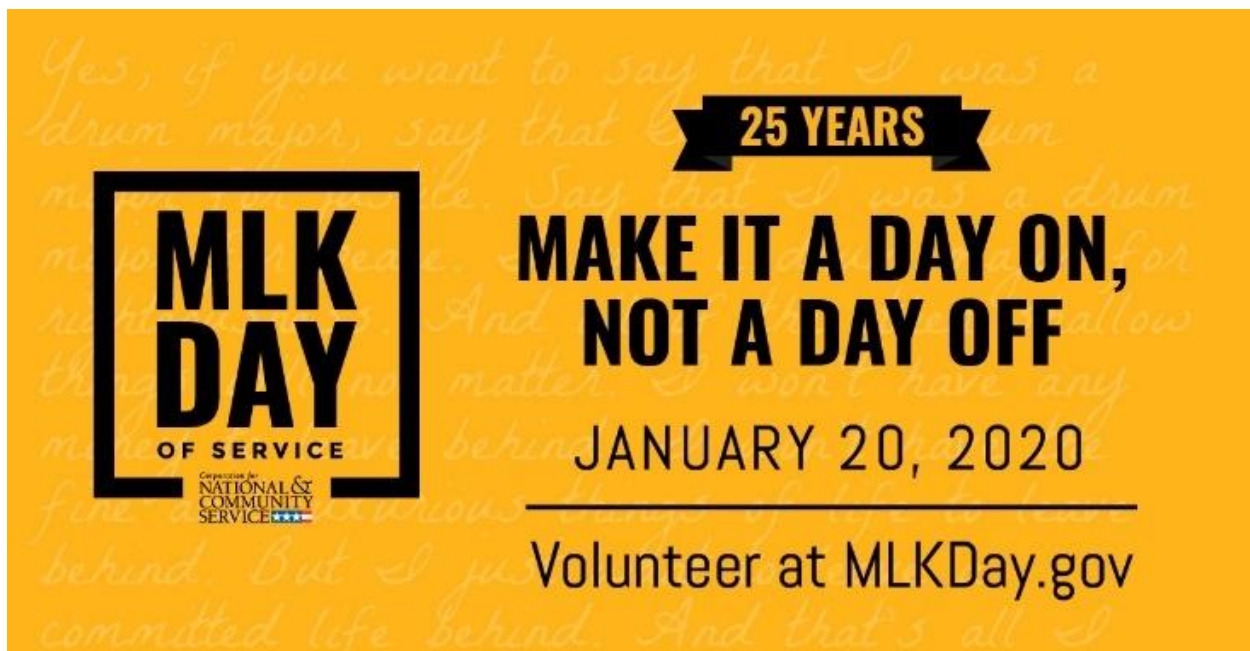


25 YEARS

MLK DAY
OF SERVICE
Cooperates with NATIONAL & COMMUNITY SERVICE

**MAKE IT A DAY ON,
NOT A DAY OFF**

JANUARY 20, 2020



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JANUARY 20, 2020

Volunteer at MLKDay.gov



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

-Dr. Martin Luther King, Jr.



#MLKDay

**Taking place each year on the
third Monday in January, the
MLK Day of Service is the only
Federal holiday observed as a
national day of service – a "day
on, not a day off."**



MLKDAY.GOV

#MLKDAY



