

2017-2018 AmeriCorps*Texas Grantee
Communications Toolkit

Supplement:
Martin Luther King Jr. Day of Service

December 22nd, 2017



Dear AmeriCorps*Texas Programs,

On January 15th, 2018, we celebrate Martin Luther King Jr. Day. In 1994, the U.S. Congress named this day as the only federal holiday to be designated as a national day of service, encouraging all of us to honor Dr. King's memory by serving in our communities. Dr. King devoted his life to advancing equality, social justice and economic opportunity and envisioned a world without poverty, hunger and homelessness. While we still have much work to do to achieve Dr. King's vision, our AmeriCorps members work towards these goals every day. In the words of Dr. King, "Every step towards the goal of justice requires...the tireless exertions and passionate concern of dedicated individuals."

As we celebrate this national day of service, let us honor Dr. King by recognizing the commitment and dedication of our own members. Dr. King said, "Life's most persistent and urgent question is: What are you doing for others?" Our members have answered this question with their commitment to serving Texans within our programs. In this Toolkit, we provide templates and guidance to help you emphasize their commitment and their service, as well as tools for highlighting your own MLK Day service projects.

"Everybody can be great, because everybody can serve."- Martin Luther King Jr.

In Service,

The AmeriCorps*Texas Team

TABLE OF CONTENTS

KEY MESSAGES/TALKING POINTS	4
PRESS RELEASE TEMPLATE	6
MEDIA ADVISORY TEMPLATE: MLK Day Event.....	8
MEDIA ADVISORY TEMPLATE: Public Official at MLK Day Event.....	10
SOCIAL MEDIA GUIDANCE AND TEMPLATES.....	12
LOGOS AND RESOURCES	14

KEY MESSAGES/TALKING POINTS

- Dr. King said, “If I cannot do great things, I can do small things in a great way.” Our AmeriCorps members serve tirelessly each day, making a difference in the lives of Texans through individual acts of service such as tutoring at-risk children, securing housing for those experiencing homelessness and providing meals for families experiencing food insecurity. Through each small, individual act, in each hour of service, members improve the lives of the Texans they serve, helping to drive our state towards Dr. King’s vision of a world without poverty, hunger or homelessness.

- In the words of Dr. King, “Every step towards the goal of justice requires...the tireless exertions and passionate concerns of dedicated individuals.” Our AmeriCorps members display passion and persistence as they serve within our Texas communities. They will serve 3.4 million hours this year alone.

- In 1994, the U.S. Congress named Martin Luther King Jr. Day as the only federal holiday to be designated as a national day of service, encouraging all of us to honor Dr. King’s memory through service. AmeriCorps members across Texas will participate through service projects within our communities.

- Dr. King said, “Everybody can be great, because everybody can serve.” Our AmeriCorps programs in Texas give our members the opportunity to achieve greatness through professional growth and service.

- Dr. King said, “Life’s most persistent and urgent question is: What are you doing for others?” Nearly 3,000 AmeriCorps members across the State of Texas have answered that question through intensive service in our nonprofits, schools, public agencies and community organizations.

- Dr. King devoted his life to advancing equality, social justice and economic opportunity. Dr. King said, “Change does not roll in on the wheels of inevitability, but comes through continuous struggle.” Our members honor his memory as they participate in special service projects today within their communities, and as they serve each and every day, positively impacting the lives of Texans across the state.

PRESS RELEASE TEMPLATE



[Add grantee logo]

FOR IMMEDIATE RELEASE

Date:

Contact: [MEDIA CONTACT]

Telephone: [PHONE]

Email: [EMAIL ADDRESS]

Website: [ORGANIZATION WEBSITE]

AmeriCorps Members in [COMMUNITY/CITY] honor Dr. King through service

Members and volunteers will [DESCRIBE LOCAL PROJECT] as part of MLK Day

City, State – [ORGANIZATION NAME] today led [NUMBER] AmeriCorps members and volunteers in [BRIEF DESCRIPTION OF PROJECT] to honor Dr. Martin Luther King Jr.’s legacy. [ORGANIZATION NAME] was joined by hundreds of thousands of members and volunteers across the country on this national day of service.

“Our members answer Dr. King’s call to serve every day as they dedicate their time to make a difference in the lives of Texans across the state. Today we are able to honor Dr. King’s memory through service projects in our communities and reflect upon how the tireless efforts of our AmeriCorps members bring us closer to Dr. King’s vision of a world without poverty, hunger and homelessness,” said Elizabeth Darling of OneStar Foundation.

[OPTIONAL QUOTE FROM ORGANIZATIONAL LEADERSHIP OR CREATE YOUR OWN] “Dr. King believed that we can all be great, because we can all serve. Our AmeriCorps members embody Dr. King’s commitment to advancing equality and social justice and today we are glad for the opportunity to participate in MLK Day,” said [EMPLOYEE NAME] of [ORGANIZATION NAME].

Every year, AmeriCorps programs join the country in celebrating the life of Dr. Martin Luther King Jr. and honoring his memory through service. Nationwide, MLK Day is an opportunity for Americans to renew their commitment to civic responsibility through service to others. To find out more about MLK Day, the national day of service, please go to: <https://www.nationalservice.gov/mlkday>.

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[ADD ORGANIZATIONAL BOILERPLATE MESSAGE]

OneStar Foundation is the Governor-designated National Service Commission in Texas and administers the AmeriCorps State grant program. Governor-appointed board members oversee the legal and policy governance of the AmeriCorps*Texas program portfolio. Learn more at www.onestarfoundation.org.

AmeriCorps is administered by the Corporation for National and Community Service, a federal agency that engages millions of Americans in service through AmeriCorps, Senior Corps, the Social Innovation Fund, and the Volunteer Generation Fund. For more information, visit www.NationalService.gov.

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MEDIA ADVISORY TEMPLATE: MLK Day Event



[Add grantee logo]

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Date:

Contact: [MEDIA CONTACT]

Telephone: [PHONE]

Email: [EMAIL ADDRESS]

Website: [ORGANIZATION WEBSITE]

[ORGANIZATION] to honor Dr. King’s Legacy through service project

Who:

What:

Where:

When:

Why: Every year, AmeriCorps programs nationwide join the country in celebrating the life of Dr. Martin Luther King Jr. and honoring his memory through service. This year [ORGANIZATION NAME] plans to [INSERT LANGUAGE ABOUT SPECIFIC

SERVICE PROJECT]. Nationwide, MLK Day is an opportunity for Americans to renew their commitment to civic responsibility through service to others. To find out more about MLK Day, the national day of service, please go to:

<https://www.nationalservice.gov/mlkday>.

[INSERT LANGUAGE WITH SPECIFICS OF AGENDA/ ACTIVITIES FOR THE EVENT]

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MEDIA ADVISORY TEMPLATE: Public Official at MLK Day Event



[Add grantee logo]

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Date:

Contact: [MEDIA CONTACT]

Telephone: [PHONE]

Email: [EMAIL ADDRESS]

Website: [ORGANIZATION WEBSITE]

**[PUBLIC OFFICIAL NAME] to join [ORGANIZATION] in honoring Dr. King's
legacy through service project**

Who:

What:

Where:

When:

Why: Every year, AmeriCorps programs nationwide join the country in celebrating the life of Dr. Martin Luther King Jr. and honoring his memory through service. This year

[PUBLIC OFFICIAL] will join [ORGANIZATION NAME] in [INSERT LANGUAGE ABOUT SPECIFIC SERVICE PROJECT]. Nationwide, MLK Day is an opportunity for Americans to renew their commitment to civic responsibility through service to others.

To find out more about MLK Day, the national day of service, please go to:

<https://www.nationalservice.gov/mlkday>.

[INSERT LANGUAGE WITH SPECIFICS OF AGENDA/ ACTIVITIES FOR THE EVENT]

###

SOCIAL MEDIA GUIDANCE AND TEMPLATES

Social Media Accounts to Follow and Tag:

- Facebook: [@AmeriCorpsTexas](#)
- Facebook: [@MLKday](#)
- Twitter: [@OneStarFdn](#)
- Instagram: [@AmeriCorpsTX](#)

Best practices:

- Use hashtags: #MLKday, #ServeTX, #AmeriCorpsTX.
- Tag public officials in posts when appropriate.
- Include photos in all your posts (action pictures, showing service project branded with the AmeriCorps logo).
- Include links for relevant content such as press releases, information on websites, events, etc.
- Post content from the members' perspective such as individual stories of their MLK Day activities.

Sample Facebook posts (for programs participating in service projects):

- "Life's most persistent and urgent question is: What are you doing for others?" Our AmeriCorps members have answered that question by spending MLK Day [INSERT DETAILS OF MLK DAY SERVICE]. How are you serving others today? #MLKday #ServeTX
- MLK Day is the only federal holiday to be designated as a national day of service, encouraging all of us to honor Dr. King's memory through service. Our AmeriCorps members celebrate this as a day "on" not a day "off."

- Dr. King said, “Everybody can be great, because everybody can serve.” Today we are grateful for the opportunity to honor Dr. King’s legacy through service within our community. [DETAILS OF SERVICE PROJECT].

Sample Facebook posts (for programs NOT participating in service projects):

- Dr. King said, “If I cannot do great things, I can do small things in a great way.” Our AmeriCorps members serve tirelessly each day, making a difference in the lives of Texans through service. Through each small, individual act, in each hour of service, members improve the lives of the Texans they serve, helping to drive our state towards Dr. King’s vision of a world without poverty, hunger or homelessness. #MLKday #ServeTX
- Dr. King believed that, “Every step towards the goal of justice requires...the tireless exertions and passionate concerns of dedicated individuals.” Our AmeriCorps members display passion and persistence as they serve within our community. This year alone, our members will serve [DETAILS OF CUMULATIVE HOURS EXPECTED FOR THE YEAR AND TYPE OF SERVICE] #MLKday #ServeTX

Sample Twitter post/Instagram captions:

- “Life’s most persistent and urgent question is: What are you doing for others?” #MLKDay #ServeTX
- “Everybody can be great, because everybody can serve.” #MLKday, #ServeTX
- Our AmeriCorps members are honoring Dr. King’s legacy today by [INSERT DETAILS OF SERVICE PROJECT]. How are you participating in MLK Day?

LOGOS AND RESOURCES

Martin Luther King Jr. Day of Service Logos:

<https://www.nationalservice.gov/special-initiatives/days-service/martin-luther-king-jr-day-service/promote/logos>

Please note (per CNCS): The Martin Luther King, Jr. Day of Service logo (and other national service insignia and materials) may **not** be used in any of the following ways:

- Attempting to influence legislation
- Organizing or engaging in protest, petitions, boycotts or strikes
- Assisting, promoting, or deterring union organizing
- Impairing existing contracts for services or collective bargaining agreements
- Engaging in partisan political activities, or other activities designed to influence the outcome of an election to any public office
- Participating in, or endorsing, events or activities that are likely to include advocacy for or against political parties, political platforms, political candidates, proposed legislation or elected officials
- Engaging in religious instruction, conducting worship services, engaging in religious proselytization
- Supporting for-profit, commercial activities

CNCS MLK Day Toolkits and Resources for Organizing Service Projects:

<https://www.nationalservice.gov/special-initiatives/days-service/mlkdaygov/toolkits>