

# 2025 MLK Day of Service Project Guide



January 20<sup>th</sup>, 2025

King Holiday Observance 2025

The Martin Luther King Jr., Center for Nonviolent Social Change, Inc.

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## King Holiday Observance 2025

The annual King Holiday Observance is a time to celebrate, commemorate and honor the life, legacy and impact of Dr. Martin Luther King, Jr. The King Center leads the charge to provide education and training in Nonviolence<sup>365</sup>; while serving as the vital living memorial of Dr. Martin Luther King, Jr. Global citizens will have unique opportunities to learn and unite in celebration of Dr. King's groundbreaking work and Mrs. Coretta Scott King's powerful continuation and formal institutionalization of that work through a variety of engaging events hosted by The King Center leading up to The King Holiday on January 20th, 2025.

Our strategic theme for 2025 is 'Mission Possible: Protecting Freedom, Justice, and Democracy in the Spirit of Nonviolence<sup>365</sup>'. This theme defines the 2025 King Holiday Observance events and programming while serving as a compass for all the work we will do this upcoming calendar year and beyond. The pioneering work of Dr. Martin Luther King, Jr. demonstrated that Kingian Nonviolence (Nonviolence<sup>365</sup><sup>™</sup>) is the sustainable solution to injustice and violence in our world, ultimately leading to the creation of the Beloved Community, where injustice ceases, and love prevails.

The King Center welcomes and invites you to join this movement for a new future as we strive to cultivate a Beloved Community Mindset, and ultimately transform unjust systems.

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## **Purpose of the Guide**

Thank you for your interest in supporting the MLK Day of Service Community Project! This guide is designed to help organizations across the nation coordinate donation drives and assemble care kits, including hygiene kits, to support those in need. The goal is to drop off completed care kits at The King Center by January 20th.

## **Project Overview**

The MLK Day of Service Community Project aims to gather and distribute essential care kits to underserved individuals and families in the Atlanta area. This includes hygiene kits containing personal care items to ensure dignity and wellness for those in need.

## **Project Mission**

As part of the MLK Day of Service initiative, our mission is to honor Dr. Martin Luther King Jr.'s legacy of community service. By assembling care kits filled with essential hygiene products, we aim to raise awareness on issues in the community and provide dignity and support to individuals and families facing hardships. Our goal is to inspire collective action and foster a spirit of compassion, ensuring that everyone in our community has access to necessities and the resources they need to thrive.

## Suggested Supplies List for General Care Kits

- Shampoo and conditioner
- Soap and body wash
- Toothpaste and toothbrushes
- Deodorant
- Feminine hygiene products
- Razors and shaving cream
- Hand sanitizer
- Lotion
- Facial tissues
- Combs or brushes

### Where to Order

The supplies can be ordered from local stores like Walmart, CVS, or big-box retailers like Costco. Online retailers such as Amazon may also offer bulk purchasing options.

For organizations seeking bulk orders, consider reaching out directly to manufacturers for potential discounts or working with local wholesalers. We recommend [Spark Branded Solutions](#). Reach out to Liz Neary, Senior Brand Manager at [liz@sparkbrandedsolutions.com](mailto:liz@sparkbrandedsolutions.com) or (201) 400 – 2165 to place an order.

For women sanitary pads we recommend [submitting a request here](#) from our partner Posh Pack.

You can refer to our [Amazon Wishlist](#) as a guide.

# Activation Timeline

## Planning Phase

- Set a budget and target number of care kits to assemble.
- Identify partner organizations and recruit volunteers.
- Establish a budget and allocate funds for supplies.
- Select necessary hygiene items and order supplies.

## Preparation Phase

- Arrange logistics for transportation and delivery of supplies.
- Recruit volunteers and assign roles for assembly day.
- Promote the project through social media, email, newsletters, and community outreach.

## Execution Phase (Event Day)

- Set up assembly stations for packing care kits with signs.
- Coordinate volunteers to efficiently assemble and pack kits.
- Organize distribution logistics for delivering kits to The King Center.
- Thank your volunteers for their hard work!

## Follow-up Phase (Post-Event)

- Complete the Impact Tracker for your project.
- Conduct a debriefing session to assess the project's success.
- Express gratitude to volunteers, sponsors, and partner organizations.
- Collect feedback from recipients to measure impact.

## Additional Tips

- Consider hosting a kickoff event to raise awareness and excitement.
- Collaborate with local businesses for sponsorships or in-kind donations.
- Engage volunteers from diverse backgrounds to enhance community involvement.
- Document the project with photos and testimonials to showcase impact.

# Additional Resources

## Email Template

Feel free to customize the email template below for outreach regarding your care kit project.

**Subject:** Join Us for the MLK Day of Service: Care Kit Drive/ Assembly!

Dear [Recipient's Name],

I hope this message finds you well. I am excited to share an opportunity for you to make a positive impact in our community through our upcoming MLK Service Project on <insert date>

We are partnering with The King Center to organize a care kit drive to provide essential hygiene products to those in need. Our goal is to assemble [number] care kits, and we would love your support!

Here's how you can help:

- **Donate Supplies:** We're collecting hygiene items such as [list of items]. You can drop off donations at [location] by [deadline].
- **Volunteer:** Join us on [event date] to help assemble the care kits. Your time and support would be invaluable.
- **Spread the Word:** Help us raise awareness by sharing this initiative within your networks.

If you're interested in participating or need more information, please contact us at [Your Contact Information].

Thank you for considering this opportunity to serve our community.

Warm regards,

[Name, Title, Organization]

# Distribution

## Community Partners in Atlanta and Metro Atlanta

If you are in the Atlanta or Metro Atlanta area, we will be accepting kits and donations at The King Center until January 20<sup>th</sup>, 2025, between the hours of 10am – 5pm Monday - Friday. And on January 20<sup>th</sup>, we will be accepting donations from 10am – 3pm. The King Center’s address is 449 Auburn Ave NE, Atlanta, GA, 30312.

## Community Partners Outside of Metro Atlanta

If you don’t live within the Metro Atlanta area, consider leading this project and distributing your donations and completed kits in your community! Think of organizations that might need access to essential resources, like domestic violence and homeless shelters. Look for local organizations, including hospitals, faith-based organizations, and community centers, that might have a need for specific initiative to help people in your area. Make sure to organize when and how you will distribute your kits and donations once you’ve selected organizations.

## Suggested Organizations for Distribution

- [Salvation Army](#)
- [Covenant House](#)
- [Coalition for the Homeless](#)
- [Stand Up for Kids](#)
- [Harvest Home](#)



# Sharing Your Impact

## Posting Your Impact on Social Media

We would love to see what our partners will lead for MLK Day of Service 2025! Please feel free to share your impact through pictures and videos on social media! Here are a few captions you can use to share your impact:

- Had a great time participating in this year's MLK Day of Service project! Great day to be part of the Beloved Community!
- For MLK Day of Service 2025, we decided to partner with The King Center in Atlanta, GA and help give back to our community. We were able to make [number of donations or kits made]! This was a great opportunity to be part of creating the Beloved Community in our area. Thank you to The King Center for guidance on how to lead our own project!
- This year, we participated in The King Center's MLK Day of Service by organizing our own project and creating kits for those in need. We partnered with [organization receiving donations and kits] to provide kits to [describe initiative/reason for the need of kits]. We greatly appreciate the opportunity to participate in this year's MLK Day of Service!
- Participated in the 2025 MLK Day of Service! Happy to be part of this initiative to support our community!

Don't forget to tag @TheKingCenter and use some of these hashtags in your captions!

#MLKDayofService2025

#MLKServiceProject

#BelovedCommunity

#MLKDay2025

#KingHoliday2025

#MissionPossibleMLK

#TheKingCenter

## Impact Tracker

Please use the following tracker to track and let us know your impact.



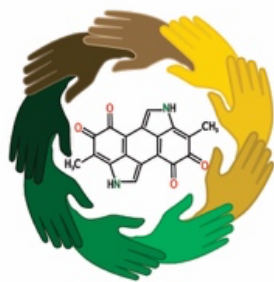
By participating in the 2025 MLK Day of Service, you are making a meaningful difference in the lives of those in our community. Together, we can create a just, humane and equitable world!

For questions regarding the 2025 MLK Day of Service, please reach out to Hayat Nawd, Director of Volunteer Services, [hnawd@thekingcenter.org](mailto:hnawd@thekingcenter.org).

We are grateful for all our partners for the 2025 MLK Day of Service



We are grateful for our Sponsor for the 2025 MLK Day of Service



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