



# *Martin Luther King Jr. Day* **Activation Kit**

Ready-to-go resources to activate your people, fast.

# Rally your people — *quickly and easily* — to support MLK Day

Launching a giving or volunteering initiative is time-consuming. From deciding which causes to support, to writing content and sourcing images, there are a lot of tasks to consider.

**Martin Luther King Jr. Day** — one of the biggest days for community service — is being observed on Jan. 16, 2023. If you'd love to organize an activity for this day of commemoration but don't have a lot of time, this activation kit will help.

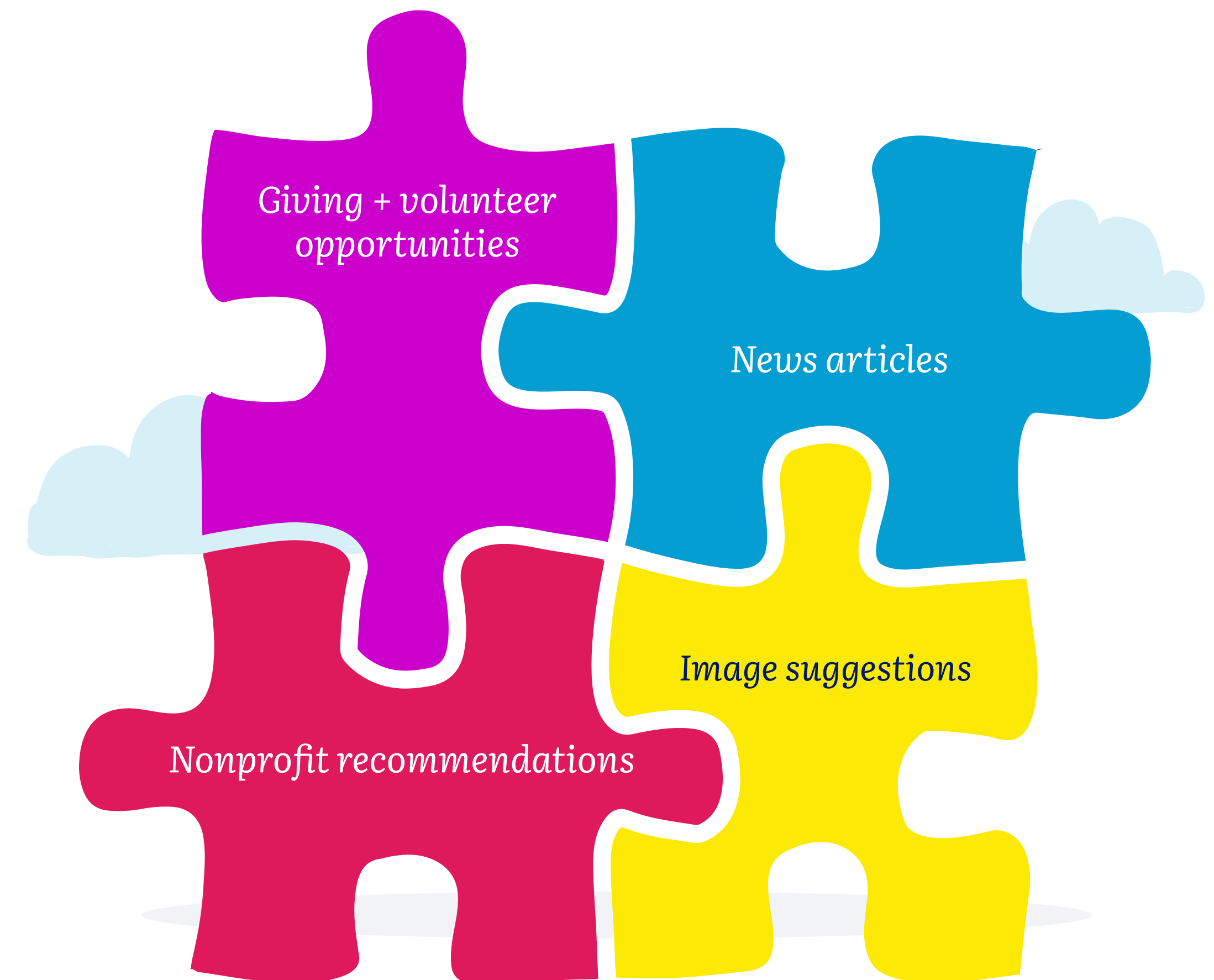


# Try Benevity's *activation kits*

Benevity's activation kits include everything you need to launch compelling campaigns. They're designed to increase engagement around timely events and awareness dates — saving you time, so you can focus on maximizing impact.

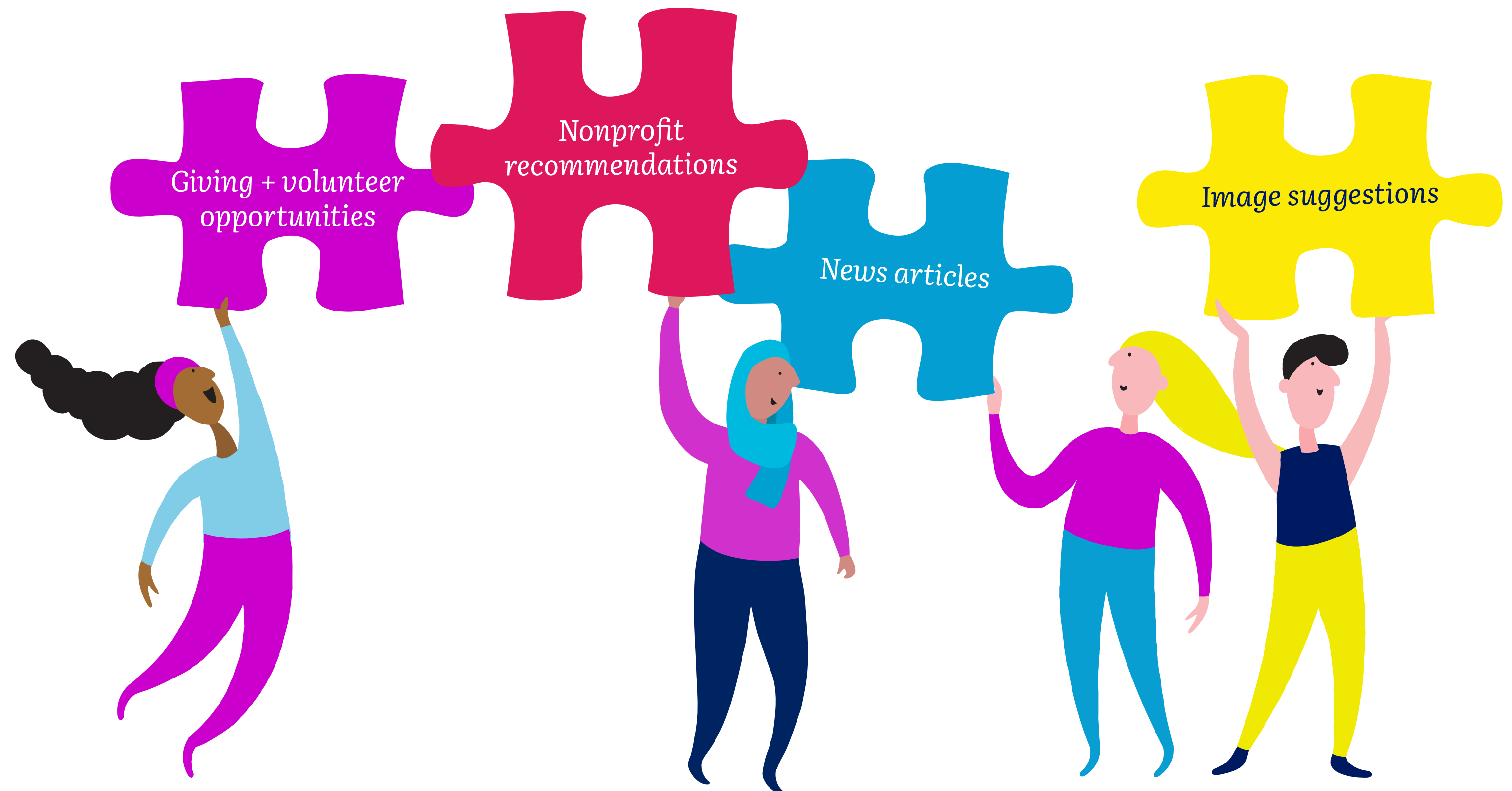
With the ready-to-go, expertly curated content in this activation kit, your team will be fully prepared to support **MLK Day** on Jan. 16, 2023!

Developed by Benevity's expert content team, the **MLK Day activation kit** includes:



# Your *MLK Day* activation kit includes ...

- Pre-written **giving opportunity** template ... [page 5](#)
- **Volunteer opportunity** templates ... [page 8](#)
- **Nonprofit recommendations** ... [page 12](#)
- **News articles** ... [page 14](#)
- **Image suggestions** to punch up your communications ... [page 16](#)





*Giving* opportunity

# Notes for *program* leaders ...

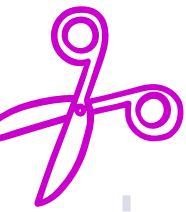
This is one of three kits for Martin Luther King Jr. Day 2023. This is a giving opportunity for causes committed to advocacy, awareness, voting rights and civic engagement.

The other kits are:

- A volunteer opportunity template for a winter food drive.
- A volunteer opportunity template for serving your community.







## Stand against prejudice and discrimination on Martin Luther King Jr. Day 2023

### Support causes committed to awareness and civic engagement

During Martin Luther King Jr.'s remarkable life, he shared a powerful and important message of change. He spoke out against racial prejudice. He encouraged our involvement in public service and building community. He understood the importance of ensuring everyone had the right and the opportunity to vote.

Martin Luther King Jr. Day is a national day of service that commemorates an inspiring call to action. As The King Center reminds us, it starts with each of us. On Monday, Jan. 16, we can honor Dr. King's message of peace, justice, love and equity by remembering his dream of a better world and asking what we can do to bring that dream closer.

We can stand together against prejudice, intolerance and discrimination. When you donate to this giving opportunity, you support causes committed to advocacy, awareness, voting rights and civic engagement:

- **NAACP Legal Defense and Educational Fund** — Fighting for racial justice and defending and advancing the dignity and citizenship of Black people in America.
- **Equal Justice Initiative** — Challenging racial and economic injustice and protecting basic human rights for the most vulnerable people in American society.
- **Facing History & Ourselves** — Helping educators prepare students to participate in civic life and stand up to bigotry and hate.
- **The Martin Luther King Jr. Center for Nonviolent Social Change** — Inspiring new generations to carry forward Martin Luther King Jr.'s unfinished work and empowering changemakers who continue his efforts today.



*Volunteer* opportunities



# Notes for *program leaders* ...

These next two pages are kits two and three for Martin Luther King Jr. Day 2023.

- You can use these templates to create a volunteering opportunity for the MLK national day of service. We've created the text to be broadly useful for different programs. There are prompts on where and how to customize it.
- Include causes that resonate with your people and that inspire action. Choose causes that specifically address the unique needs of your community. Your people may have great ideas on where their service is most valuable and welcome. Your previous volunteer campaigns may also provide some options.

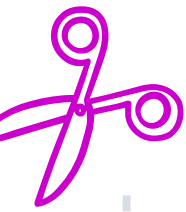
## **Here are some guidelines:**

1. Identify the cause(s) you would like to support.
2. Visit the website for each cause to determine what kind of help they need (and edit text accordingly).
3. Get specific instructions on how to remain safe while volunteering and share this information in the text.

## **When and where:**

- You can set the time for Monday, Jan. 16, 2023, or make it more open-ended by setting an end date that will give participants more time to complete the activity.
- Give the address of the nonprofit for in-person activities or specify if the activity is virtual or doesn't have a specific location.





## MLK Day 2023 — Winter food drive

### Volunteer to feed your community during the national day of service

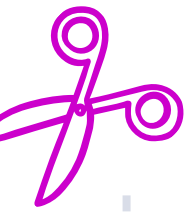
Monday, Jan. 16, is MLK Day. Every year, on this national day of service, millions of Americans volunteer. And one of the most common forms of service is the collection and distribution of food. More than 50 million Americans rely on the important work of food banks, food kitchens and homeless shelters, which in turn rely on volunteers. We can support the heroic efforts to feed hungry people in our communities and dedicate our service to the work and message of Dr. King.

### How to take part

You can participate by doing any of the following activities:

- Donate food items to [INSERT CAUSE NAME/LINK HERE].
- Help a local food collection facility run by [INSERT CAUSE NAME/LINK HERE].
- Make meals that can be distributed by [INSERT CAUSE NAME/LINK HERE].
- Deliver meals or groceries on behalf of [INSERT CAUSE NAME/LINK HERE].
- Sign up for this volunteer opportunity and commit to helping in your community.

Thank you for volunteering! Keep up the great work!



## MLK Day 2023 — Serving your community

### Honor Martin Luther King Jr. by volunteering your time and skills


MLK Day is Monday, Jan. 16, and it is an ideal time to serve your community. Every year, on this national day of service, more than 60 million Americans volunteer, completing actions such as collecting food for the hungry, fundraising for people living in poverty or tutoring the next generation. Working together, we can support our local area, help those in need and dedicate our service to the work and message of Dr. King.

### How to take part

You can participate by doing any of the following activities:

- [INSERT ACTIVITY] to support [INSERT CAUSE NAME/LINK HERE].
- [INSERT ACTIVITY] to support [INSERT CAUSE NAME/LINK HERE].
- [INSERT ACTIVITY] to support [INSERT CAUSE NAME/LINK HERE].
- [INSERT ACTIVITY] to support [INSERT CAUSE NAME/LINK HERE].

Thank you for volunteering! Keep up the great work!



# *Nonprofit* recommendations

# Support the *causes you care about* ... with confidence

Screening and selecting nonprofits takes a lot of careful work. And Benevity does it for you. Rest assured that each organization we recommend through our platform — from local food banks to international water conservation associations — undergoes a rigorous, multi-step review process.

## Equal Justice Initiative

- Montgomery, AL
- Charity ID: 840-631135091

## Facing History & Ourselves

- Boston, MA
- Charity ID: 840-042761636

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

- Atlanta, GA
- Charity ID: 840-581030989

## NAACP Legal Defense and Educational Fund

- New York, NY
- Charity ID: 840-131655255

Benevity's Cause Engagement and Cause Operations teams research, evaluate and recommend causes based on:

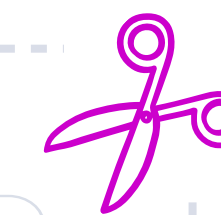
- ✓ Up-to-date regulatory information and program eligibility.
- ✓ Self-certification declarations.
- ✓ Completed automated clearing house payments/electronic funds transfer details.
- ✓ Rigorous vetting against multiple watchlists (adverse media, politically exposed persons).
- ✓ Regular follow-up to ensure causes remain in good standing.

*Benevity gives your people access to more than 2 million vetted causes globally.*





*News articles*



## Stand against prejudice and discrimination on Martin Luther King Jr. Day 2023

Martin Luther King Jr. Day is a national day of service that commemorates an inspiring call to action. As The King Center reminds us, it starts with each of us. On Monday, Jan. 16, we can honor Dr. King's message of peace, justice, love and equity by supporting causes committed to advocacy, awareness, voting rights and civic engagement.

[LINK TO GIVING OPPORTUNITY]

## Winter food drive for MLK Day 2023

More than 50 million Americans rely on the important work of food banks, food kitchens and homeless shelters, which in turn rely on volunteers. Monday, Jan. 16, is MLK Day, a national day of service. We can support the heroic efforts to feed hungry people in our communities and dedicate our service to the work and message of Dr. King.

[LINK TO VOLUNTEERING OPPORTUNITY]

## Serving your community for MLK Day 2023

MLK Day is Monday, Jan. 16, and it is an ideal time to serve your community. Every year, on this national day of service, more than 60 million Americans volunteer, completing actions such as collecting food for people living in poverty, fundraising for causes or tutoring the next generation. Working together, we can support our local area, help those in need and dedicate our service to the work and message of Dr. King.

[LINK TO VOLUNTEERING OPPORTUNITY]

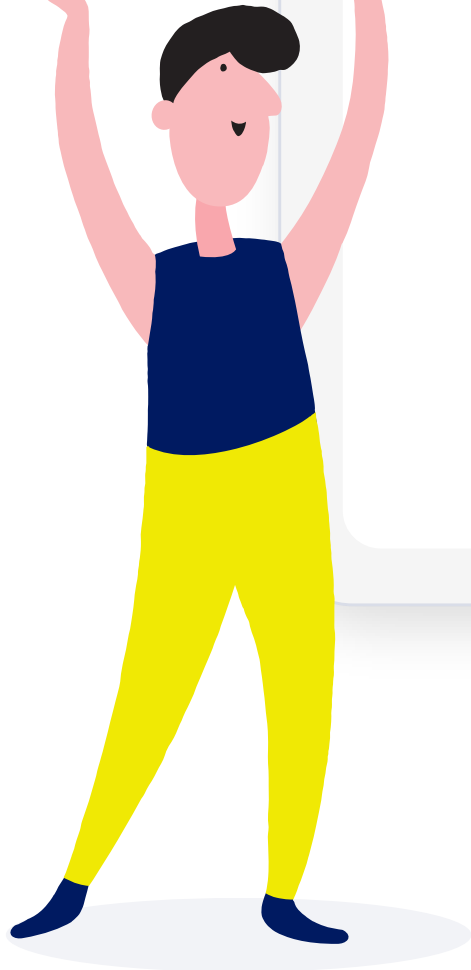




# *Image* suggestions

# Tell a richer story ... with *images*

To help promote your campaign, consider licensing images that illustrate the cause and tell a richer story. Here are four we've handpicked in support of MLK Day. Click each image to visit Getty Images and license it.





# Making an impact made easy

Quality content like this activation kit is a key contributor to campaign success. For our clients who use Spark, Benevity's employee engagement platform, activation kits are proven participation drivers.

## *Did you know?*

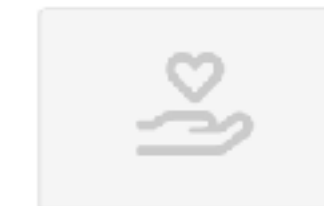
Spark clients who have used our pre-written news items have seen participation in their campaigns double. They also receive access to imagery that's already licensed, so it's even faster to get campaigns off the ground.

These are just a couple of the many ways Benevity's Spark platform makes it easy for your company to dramatically increase employee engagement and social impact.

## See how activation kits work seamlessly in Spark.

Book a demo today!

### Support *these causes* for MLK Day:



#### EQUAL JUSTICE INITIATIVE

The **Equal Justice Initiative** is a private, nonprofit 501(c)(3) organization that provides legal representation to indigent defendants and prisoners who have been denied fair ...

Montgomery, AL, United States

Matching Offer



#### NAACP LEGAL DEFENSE AND EDUCATIONAL FUND, INC.

Founded in 1940, the **NAACP Legal Defense and Educational Fund, Inc. (LDEF)** is the country's first and foremost civil and human rights **legal** organization. Initially the **legal** arm ...

New York, NY, United States

Matching Offer



#### FACING HISTORY AND OURSELVES INC

**Facing History and Ourselves** is an international educational and professional development organization whose mission is to engage students of diverse backgrounds in an examination ...

Boston, MA, United States

Matching Offer



#### MARTIN LUTHER KING JR CENTER FOR NON VIOLENT SOCIAL CHA...

The **King Center** is the official national and international living memorial to the life, legacy and work of Dr. **Martin Luther King, Jr.** We prepare global citizens to create a more ...

Atlanta, GA, United States

Matching Offer



# Good luck with your Martin Luther King Jr. Day campaign!

Benevity, a certified B Corporation, is the leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. Recognized as one of Fortune's Impact 20, Benevity offers cloud solutions that power purpose for many iconic brands in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 22 languages, Benevity has processed more than \$10 billion in donations and 46 million hours of volunteering time to support 326,000 nonprofits worldwide. The company's solutions have also facilitated 770,000 positive actions and awarded 1.2 million grants worth \$12 billion. For more information, visit [benevity.com](https://benevity.com).