



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

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

Rally your people — *quickly and easily* — for 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 moving pieces.

If you'd love to create an initiative on Jan. 17, 2022, for **Martin Luther King Jr. Day** — one of the biggest days for community service — but don't have a lot of time, this activation kit will help.

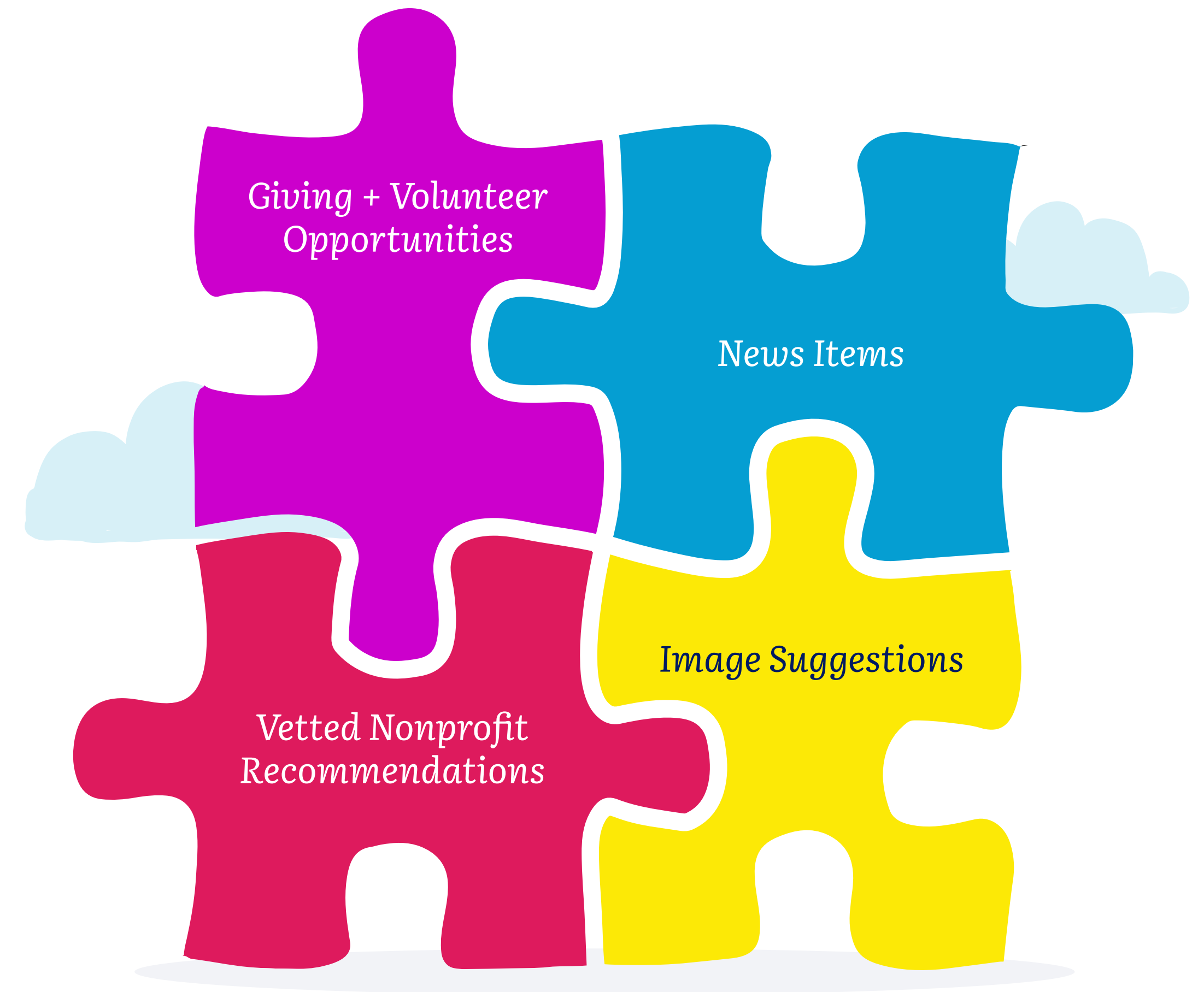


Try Benevity's *activation kits*

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

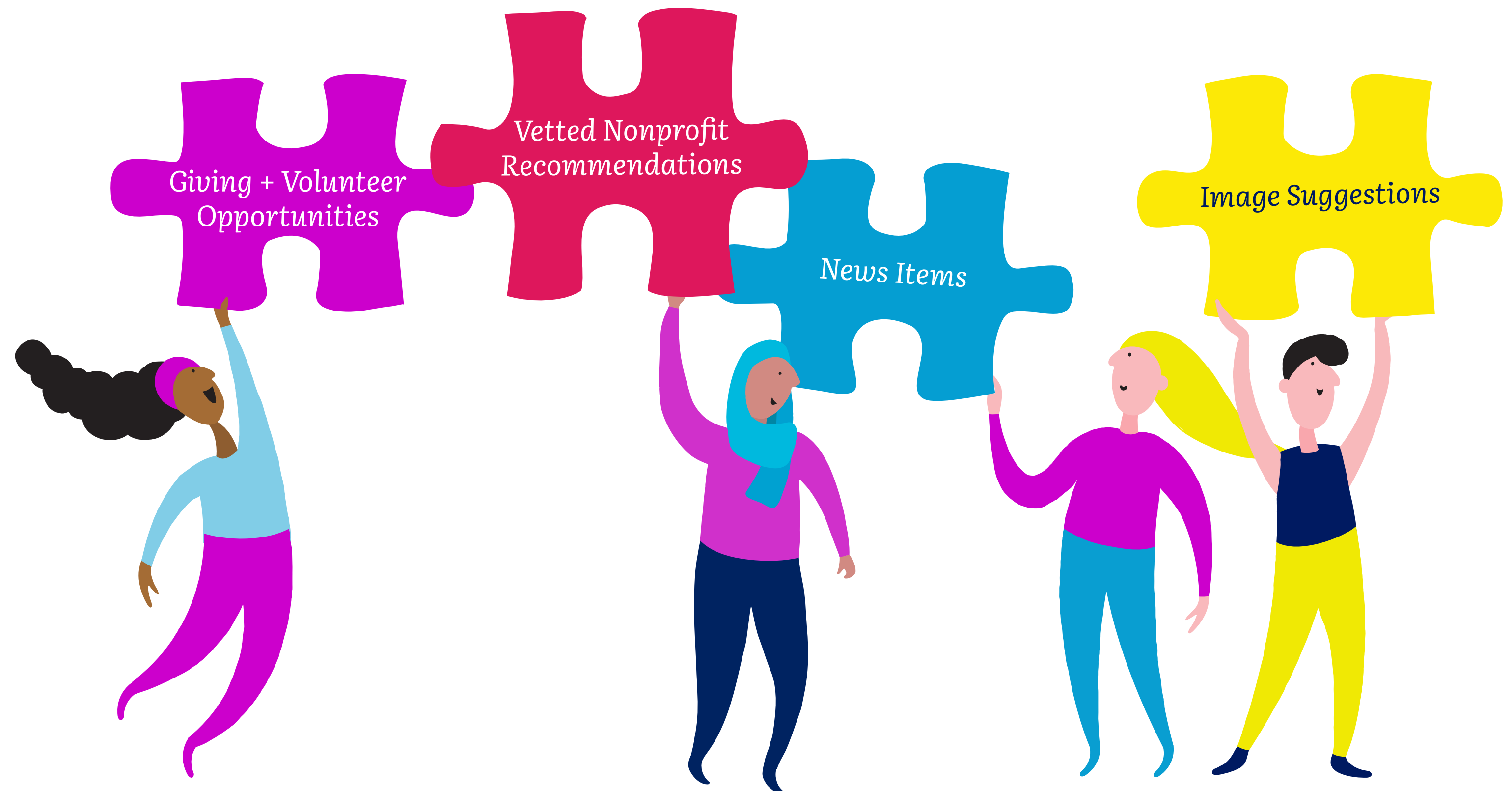
With the ready-to-go, expertly curated content in this activation kit, your team will be fully prepared to support **MLK Day** on Jan. 17, 2022!

Developed by Benevity's expert content team, the **MLK Day Activation Kit** includes:



Your *MLK Day* Activation Kit includes ...

- Pre-written **giving and volunteer opportunities**, along with recommendations for **vett ed nonprofits**
- **News items** to spread awareness
- **Image suggestions** to punch up your communications





Giving and Volunteer
Opportunities

A note to *program leaders* ...

The next three pages include templates for MLK Day giving and volunteer opportunities that you can use in your communications with your people.

You can also customize giving and volunteer opportunities based on what specifically resonates with your people and addresses your communities' needs, but these templates are a great place to start.

Tips for volunteer opportunities:

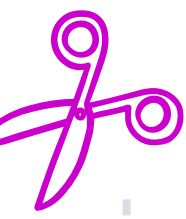
- You can set the timeframe for Jan. 17, 2022, only, or make it more open-ended by setting an end date that will give your people more time to participate
- Consider offering both in-person and virtual options
- Remind people to track their time and how to do it





Tip

Use this template in your communications



Support equity and justice on Martin Luther King Jr. Day

Help honor Dr. King by giving to causes that fight for his dream.

The words and actions of Martin Luther King Jr. are as important as ever. The day of service that commemorates his remarkable life and powerful message is an opportunity to demonstrate your commitment to racial equity and justice. There is no better time to contribute to a cause that is driving change and to honor Dr. King by continuing the fight to make his vision a reality.

On Jan. 17, 2022, we can stand together as a force of action for civil rights. When you donate to this giving opportunity, you support causes who are working for change and a more just society for every American.

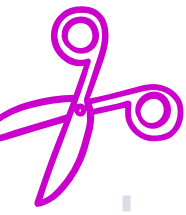
Your donation will help:

- **Martin Luther King, Jr. Center for Nonviolent Social Change:** Empowers people to create a humane, equitable and peaceful world
- **Advancement Project:** Provides funding and support toward issues such as equality, racial equity, democracy and voting rights
- **Facing History and Ourselves:** Works with educators to stand up to bigotry and hate
- **Race Forward:** Helps people take action toward racial equity and builds movements for racial justice in policies, institutions and culture
- **Joint Center for Political and Economic Studies:** Expands the effective participation of Black communities in the political and public policy arenas



Tip

Use this template in
your communications



Serve your community to honor Martin Luther King Jr.

Martin Luther King Jr. Day is Jan. 17, 2022, and it comes at a time when every community is trying to overcome the unique challenges of a crippling pandemic. This day of service is a perfect time to help out those who need us most. Working together, we can address the specific needs of our community and complete great work that honors Dr. King's legacy.

How to take part

Participate by signing up for any of the following:

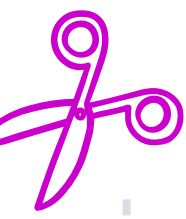
- [INSERT ACTIVITY] to support [INSERT NONPROFIT NAME/LINK HERE]
- [INSERT ACTIVITY] to support [INSERT NONPROFIT NAME/LINK HERE]
- [INSERT ACTIVITY] to support [INSERT NONPROFIT NAME/LINK HERE]
- [INSERT ACTIVITY] to support [INSERT NONPROFIT NAME/LINK HERE]

Remember to stay safe. Wear a mask whenever necessary and follow social distancing guidelines!



Tip

Use this template in
your communications



Volunteer to feed your community during Martin Luther King Jr. Day

MLK Day is Jan. 17, 2022, and it comes at a time when much of the country is struggling to emerge from a crippling pandemic. For millions of Americans, food insecurity has accompanied the COVID-19 crisis. It is estimated that one in six Americans is facing hunger.

Food banks need volunteers, and this day of service is a perfect time to help. You can support your local food bank in various ways, both hands-on and virtually.

How to take part

Participate by signing up for any of the following:

- Donate food items to [INSERT CAUSE NAME/LINK HERE]
- Help out 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]

Remember to stay safe. Wear a mask whenever necessary and follow social distancing guidelines!



Vetted 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.

Martin Luther King, Jr. Center for Nonviolent Social Change

- Atlanta, GA
- Charity ID: 840-581030989

Advancement Project

- Los Angeles, CA
- Charity ID: 840-954835230

Facing History and Ourselves

- Brookline, MA
- Charity ID: 840-042761636

Race Forward

- New York City, NY
- Charity ID: 840-942759879

Joint Center for Political and Economic Studies

- Washington, DC
- Charity ID: 840-521069070

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

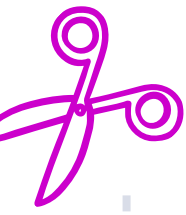
Benevity gives your people access to nearly 2 million vetted causes globally.

News Items



Tip

Use these templates in your communications



Martin Luther King Jr. Day 2022

Jan. 17, 2022, is Martin Luther King Jr. Day, a national day of service that commemorates his remarkable life and powerful message. We can honor Dr. King's legacy by coming together to support our communities, defend civil rights and fight for racial justice. Join us to commemorate this day by volunteering your time and talents, or donating to a cause that is driving change. Let's do the good work that keeps his dream alive!

[LINK TO GIVING OPPORTUNITY]

[LINK TO VOLUNTEER OPPORTUNITIES]

Track your volunteer time for Martin Luther King Jr. Day 2022!

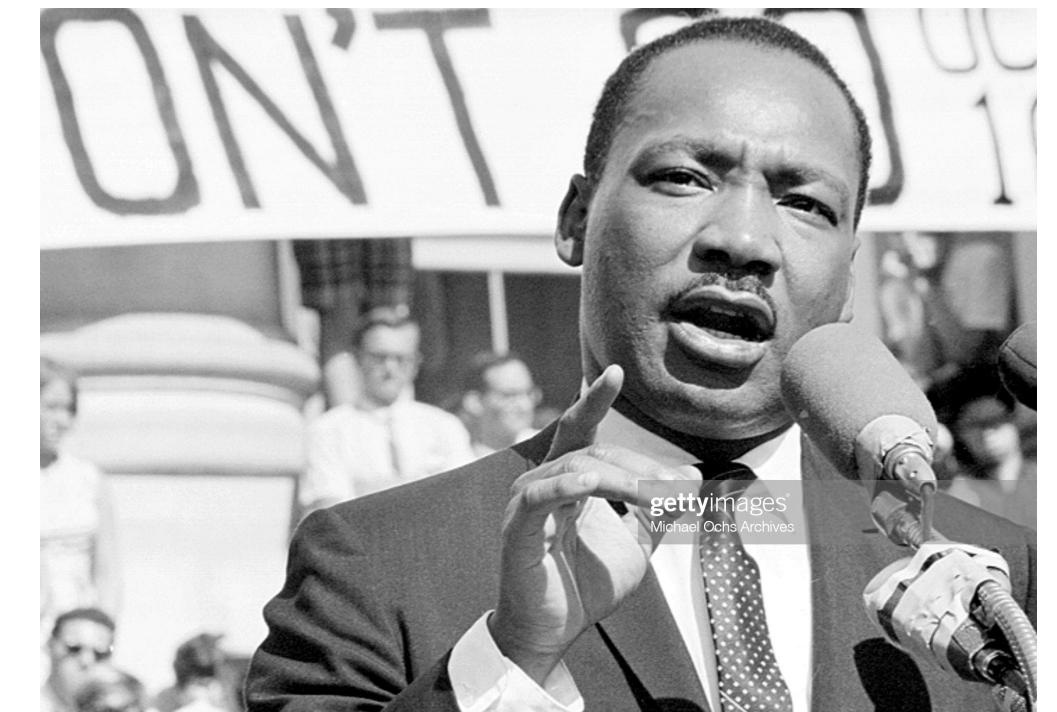
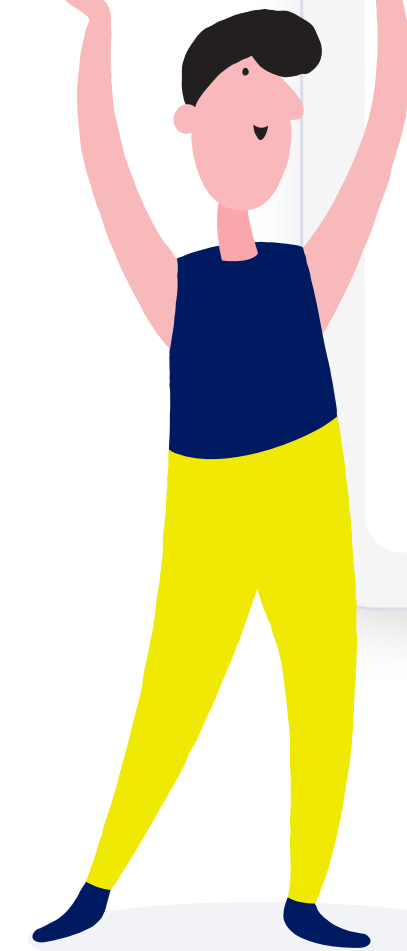
When you volunteer for Martin Luther King Jr. Day, either before Jan. 17 or on the day itself, your actions have a big impact! Your day of service can be hands-on in your community or virtual. You can give your time to a variety of important causes or focus on a single cause that's special to you. You can join one of our featured opportunities, or volunteer on your own. Whatever service you offer to honor Dr. King's dream and vision, make sure you track all your good works.



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 hand-picked 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!

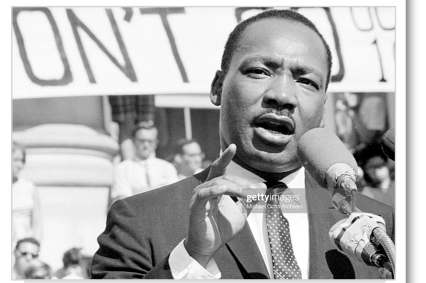
Share these news items in your communication templates for Martin Luther King Jr. Day

Martin Luther King Jr. Day 2022

Published Dec 1, 2021

Jan. 17, 2022, is Martin Luther King Jr. Day, a national day of service that commemorates his remarkable life and powerful message. We can honor Dr. King's legacy by ...

[READ FULL ARTICLE](#)



Track your volunteer time for Martin Luther King Day 2022!

Published Dec 1, 2021

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[READ FULL ARTICLE](#)



Support *these causes* for MLK Day:



ADVANCEMENT PROJECT

A racial justice organization that provides funding and support toward issues such as equality, racial equity, democracy and voting rights.



FACING HISTORY AND OURSELVES INC

An organization that works with educators to stand up to bigotry and hate.



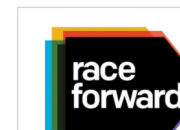
JOINT CENTER FOR POLITICAL AND ECONOMIC STUDIES INC

A public policy group that expands the effective participation of Black communities in the political and public policy arenas.



MARTIN LUTHER KING JR CENTER FOR NON VIOLENT SOCIAL CHANGE INC

A nonprofit that empowers people to create a humane, equitable and peaceful world.



RACE FORWARD

An organization that helps people take action toward racial equity and builds movements for racial justice in policies, institutions and culture.



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

Benevity, a certified B Corporation, is a 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 nearly \$8 billion in donations and 43 million hours of volunteering time to support 326,000 nonprofits worldwide. The company's solutions have also facilitated 530,000 positive actions and awarded 1.2 million grants worth \$12 billion. For more information, visit [benevity.com](https://www.benevity.com).