



# MLK 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 nonprofits to support, to writing content and sourcing images, there are a lot of moving pieces.

If you'd love to create an initiative for **MLK Day**, 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 January 15, 2024!

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



**Giving & volunteering opportunities**



**News articles**



**Image suggestions**



**Vetted nonprofit recommendations**

# Your activation kit includes...

**A note to program leaders...** [page 5](#)

**A pre-written giving opportunity template...** [page 6](#)

**Volunteer opportunity templates...** [page 8](#)

**Vetted nonprofit recommendations...** [page 11](#)

**News articles...** [page 13](#)

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# A note to program leaders

- Martin Luther King, Jr. Day 2024 is January 15.
- This kit includes:
  - a giving opportunity and a news item for the U.S
  - a volunteer opportunity template for a winter food drive
  - a volunteer opportunity template for serving your community
- You can use all the recommended causes or focus your campaign on some of them.
- You can use this template to create a volunteering opportunity for the MLK Day of Service 2024. 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 communities. Your people may have great ideas on where their service is most valuable and welcome. Your previous volunteer campaigns may also provide some options.
- Sources used in the development of this kit:
  - [The King Center](#)
  - [US Department of the Interior](#)

# Giving opportunities





# Honor Martin Luther King, Jr. on the MLK Day of Service

## Share a message of peace and justice

January 15 is the MLK Day of Service, an important date in our calendar on which millions of Americans give back to their communities. As Coretta Scott King once said, the perfect way to celebrate the day is to perform “individual acts of kindness through service to others.” It is a powerful tribute to a man who spoke of all the good we can achieve when we work together.

Martin Luther King, Jr. also shared a message of peace and justice, and spoke out against prejudice and intolerance. The issues he spoke about during his lifetime are still very much present today. On January 15, we can commemorate a remarkable life, an inspiring message and a vital call to action to volunteer in our local communities. We can also support causes that continue Martin Luther King, Jr.’s important work.

When you donate to this giving opportunity, you support organizations committed to advocacy, awareness and civic engagement.

- **Martin Luther King Jr Center For Non Violent Social Change:** Inspiring new generations to carry forward Dr. Martin Luther King, Jr.’s unfinished work.
- **Equal Justice Initiative:** Challenging racial and economic injustice, and protecting basic human rights for the most vulnerable people in American society.
- **Race Forward:** Advancing racial justice in our policies, institutions and culture.
- **Southern Poverty Law Center:** Working in partnership with communities to advance the human rights of all people.

# Volunteer opportunities







# Serve your community for MLK Day 2024

## Join millions of American volunteers

Every year, on the MLK Day of Service, millions of Americans give back to their communities. More than 60 million Americans volunteer each year and the number is growing. Working with others, they support their local area by:

- collecting food for those in need
- cleaning up and recycling within their neighborhood
- mentoring the next generation
- helping out local causes

This January 15, you can be part of something incredible and give back to your community in honor of Martin Luther King, Jr.

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]

Sign up to this volunteer opportunity and commit to helping in your community.

Thank you for volunteering! Remember to track your time and keep up the great work!



# Feed your neighbors for MLK Day 2024

## Support the vital work of local food banks

Every year, on the MLK Day of Service, millions of Americans give back to their communities. More than 60 million Americans volunteer each year and the number is growing. One of the most common ways to give back is to collect and distribute food to those who need it. More people than ever need assistance from local food banks, soup kitchens and other food programs. This January 15, you can be part of something incredible and help those in your community in honor of Martin Luther King, Jr.

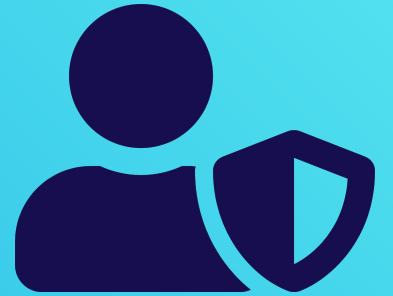
You can participate by doing any of the following activities:

- 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 to this volunteer opportunity and commit to helping in your community.

Thank you for volunteering! Remember to track your time and keep up the great work!

# 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.

## [Equal Justice Initiative](#)

Montgomery, AL  
Charity ID: 840-631135091

## [Race Forward](#)

New York City, NY  
Charity ID: 840-942759879

## [Martin Luther King Jr Center For Non Violent Social Change](#)

Atlanta, GA  
Charity ID: 840-581030989

## [Southern Poverty Law Center](#)

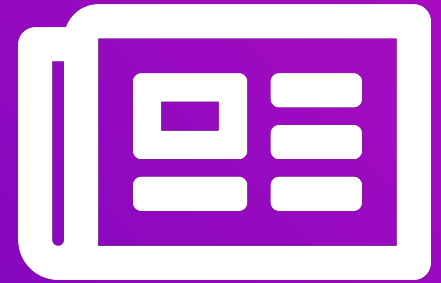
Montgomery, AL  
Charity ID: 840-630598743

**Benevity's Cause Engagement and Cause Operations teams research, evaluate and recommend nonprofits 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 articles





## Honor Martin Luther King, Jr. on the MLK Day of Service

January 15 is the MLK Day of Service, an important date in our calendar on which millions of Americans give back to their communities. On this day, we can commemorate a remarkable life, an inspiring message and a vital call to action to volunteer in our local communities. We can also support causes that continue Martin Luther King, Jr.'s important work of advocacy, awareness and civic engagement.

[LINK TO GIVING OPPORTUNITY]

## Feed your neighbors for MLK Day 2024

Every year, on the MLK Day of Service, millions of Americans give back to their communities. One of the most common ways to give back is to collect and distribute food to those who need it. More people than ever need assistance from local food banks, soup kitchens and other food programs. This January 15, you can be part of something incredible and help those in your community in honor of Martin Luther King, Jr.

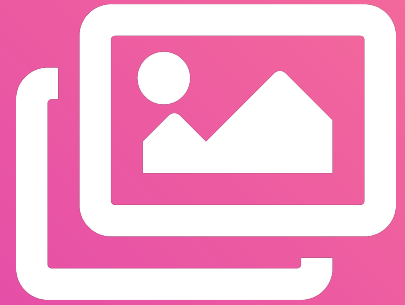
[LINK TO VOLUNTEERING OPPORTUNITY]

## Serving your community for MLK Day 2024

More than 60 million Americans volunteer each year and the number is growing. Working with others, they support their local area by collecting food for those in need, cleaning up and recycling within their neighborhood, mentoring the next generation and helping out local causes. This January 15, on the MLK Day of Service, you can be part of something incredible and give back to your community in honor of Martin Luther King, Jr.

[LINK TO VOLUNTEERING OPPORTUNITY]

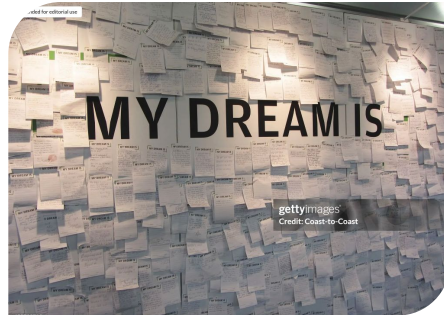
# Image suggestions



# Tell a richer story with images

To help promote your campaign, consider licensing images that illustrate the cause and tell a richer story. This page contains images 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?

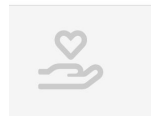
Spark clients who have used our pre-written news items have seen participation in their campaigns double. They also receive access to imagery that's already licensed, so it's even faster to get campaigns off the ground.

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



### RACE FORWARD

[Race Forward](#) catalyzes movement building for racial justice. In partnership with communities, organizations, and sectors, we build strategies to advance racial justice in our ...

📍 Nyc, NY, 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



### SOUTHERN POVERTY LAW CENTER INC

The [Southern Poverty Law Center](#) (SPLC) is dedicated to fighting hate and bigotry and to seeking justice for all. Using litigation, education and other forms of advocacy, the SPLC ...

📍 Montgomery, AL, United States

👉 Matching Offer