Communications Toolkit - Dr. Martin Luther King Jr. Day of Service in Parks and Public Land

🖼️ **Visual graphics**
Share the toolkit: https://bit.ly/mlk_service_2026

GRoots Email 1

Subject: MLK Day of Service In Parks and Public Land

Dear [first name],

From the signing of the Declaration of Independence it took 188 years to pass the Civil Rights Act in 1964. For 188 years, people nationwide across generations took one step forward each day for a promise of freedom and equality, no matter how challenging the path ahead. Now nearly 62 years later we are the ones who forge paths to freedom. We have come too far to let any opponent get in our way.

Now is the time to make our own victories. Drawing from the wisdom of our cultures and giants of the civil rights movement, [org] invites you to create the conditions for winning on the Dr. Martin Luther King Jr. National Day of Service.

From Every Mountainside, Let Freedom Ring
Dr. Martin Luther King Jr. Day of Service in Parks and Public Land

The public is infuriated that Dr. Martin Luther King Jr. Day, Juneteenth, Great American Outdoors Act Day and Public Lands Day are no longer free entrance days on federal recreational lands. Monday January 19th is a great day to uplift our communities, the press and other storytellers with positive, forward looking action. Let's renew a movement started by successful civil rights leaders by:

- ★ Hosting and joining service projects in parks, open space, and public land.
- ★ Publishing owned media and advocacy opportunities related to civil rights and nature.
- ★ Earning media spotlights to raise the profile of underrepresented environment and justice leaders.

Use this toolkit for ideas on how to take action.

For equal access to nature,

GRoots Email 2

Subject: MLK's legacy lives through us

"Now is the time for justice to roll down like water and righteousness like a mighty stream. Now is the time." Dr. Martin Luther King Jr., All Labor Has Dignity, 1968

Hello [first name],

Martin Luther King Jr. Day became a free national park entrance day in the spirit of justice for all, which means outdoor access for all. But Interior Secretary Doug Burgum doesn't think so. He ripped away the MLK National Day of Service, Juneteenth, Public Lands Day and Great American Outdoors Act Day from free national park entrance days, making it more difficult and even dangerous for communities to engage in public land stewardship.

But *out of the mountain of despair,* we invite you to *hew a stone of hope.* **Take action on Dr. MLK Day of Service for our parks and public land.**

Monday January 19th is a great day to uplift our communities, engage the press and other storytellers with positive, forward looking action. Let's renew a movement started by successful civil rights leaders by:

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Any action makes a meaningful difference. Every wave, no matter its size, has ripples. Together we can overcome the administration's hatred through acts of service, continuing Dr. King's legacy. Use and share this toolkit to take action.

In service,

Social Media

- Martin Luther King Jr. Day isn't a free national park entrance day this year, but we're committed to give back to our parks and public lands. Take action https://bit.ly/mlk_service_2026 #MLKDayOfService #AmericaTheBeautifulForAll

- On #MLKDayOfService we are giving back to our parks and public lands. Together we can hold up his legacy and promise equal access to nature for future generations. Join

us https://bit.ly/mlk_service_2026 #AmericaTheBeautifulForAll

- "We are caught in an inescapable network of mutuality, tied into a single garment of destiny. Whatever affects one directly, affects all indirectly." -Dr. MLK Jr. Let's hold up his legacy in parks and public land on #MLKDayOfService https://bit.ly/mlk_service_2026