

Dr. King's Campaign: Soft Launch Cohort Guide

Flow Map of Levels of Participation

Level One: Sign Up To Be A Dr. King School

You will be part of an email thread on new local service opportunities and updates. You will get a spreadsheet to start keeping track of any student, staff, or parent who volunteers time in the community. Commit to rallying 75 hours of community service hours for your school. You can set higher goals if you would like.

Level Two: Find A Champion

Have a staff member who will be the point person in promoting this campaign. They can keep track of the hours and share potential opportunities for service through existing or new campaigns.

Level Three: Create Your Campaign Of Service

This can take the form of a class initiating some service opportunity such as making cards for a nursing home, writing cards to the military, making thank you notes for our police, fire, or medical personnel, having a canned food drive, having a hygiene drive, cleaning up around your school campus, or seeking other opportunities in the community.

Level Four: Create A Service Campaign For The Cohort Community

Like level three you can create a campaign as a class or school and share it with the cohort community to contribute to it. You can send this information to me and I will add it to the website and send an invitation to all our allies.
Share your progress and outcomes with the group which will post: pictures and student reflections of what this meant to them.

Celebration: Celebrate On May 11th

Time to give recognition to schools and affiliates that participated in the soft launch of the Dr. King Campaign. It will be the first of five annual celebrations. Special speakers will come to share their stories of service through the years to validate the work each of us has done and to inspire others to keep going.

There will be limited invitations given to all schools that reach their goal of 75 hours of community service.