

CIVIC INFLUENCERS™
MARTIN LUTHER KING
DAY OF
SERVICE

Civic Influencers™ MLK

Days of Service: Saturday

Jan. 14 - Monday, Jan. 16, 2023

Contact for Assistance:

liam@campuselect.org

Tagline:

Voting Is an Act of Service

Use Hashtags:

#CIMLKDayofService

#civicinfluencers

#MLKDayOfService

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MLK JR DAY OF CIVIC SERVICE TOOLKIT

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OVERVIEW

Starting on Saturday, January 14th through Monday, January 16, 2023, Civic Influencers™ is continuing its annual Martin Luther King Jr. (MLK) Days of Service to build upon Martin Luther King Jr.'s legacy of equal and equitable access to voting. While Civic Influencers respect the different ways in which people celebrate MLK Day, we created a toolkit to provide resources and programming centered around helping historically disenfranchised youth and communities register to vote and plan voter engagement events.

In this toolkit, you will find resources to help you carry out your own Civic Influencers™ MLK Days of Service activities. This toolkit provides you with information on hosting different kinds of voter engagement events, information on Martin Luther King Jr.'s legacy around voting and additional tools and resources.

If you are interested in learning more about how our Civic Influencers engaged with MLK Day of Service last year, please check out the article that our South Carolina Civic Influencer, Nya Grantham, wrote for [Teen Vogue](#) about Martin Luther King Jr.'s legacy of nonviolent direct action.



ENGAGEMENT ACTIVITIES OPTIONS

1. **“The denial of this sacred right is a tragic betrayal of the highest mandates of our democratic tradition. And so our most urgent request to the president of the United States and every member of Congress is to give us the right to vote.”**

Martin Luther King Jr. spoke these words in his seminal "[Give Us the Ballot](#)" address delivered at the Prayer Pilgrimage for Freedom. As we reflect and uphold Martin Luther King Jr.'s commitment to the democratic process as a tool for addressing racial inequality and social injustice, we encourage all individuals to use [When We All Vote's voter registration form](#) to help register voters on their campus and in their community.

If you want to host your own satellite voter registration, please use our helpful guide on how to host your voter registration event.

[\[MLK DAY OF SERVICE: VOTER REGISTRATION TOOLKIT\]](#)

2. **"unfolding conundrum of life and history, there is such a thing as being too late.":** In Martin Luther King Jr.'s [1967 speech at the Riverside Church in New York City](#), King described how "the fierce urgency of now" required individuals to understand how the need to challenge issues of racial and social inequality could not wait another day. For those that want to start making plans for the upcoming election, and also helping their friends and family get engaged, please check out Civic Influencers Motivate account.
 - a. Sign into your Civic Influencers Motivate account (or create an account) [here](#).
 - b. Complete the [MLK Day of Action](#) to encourage three of your friends to review our toolkits and consider engaging in civic engagement during MLK Day.
 - c. **Consider using this language when contacting your friends:** *"I am participating in civic engagement service work this year with Civic Influencers around MLK Day (Monday, January 16th). Please consider reviewing their toolkit to find useful resources and tools to help you think through ways you can engage in service yourself."*

3. Young people helped drive the Civil Rights Movement of the 1950s and 1960s, and even today, young people continue to organize, advocate, and lead for positive change across our nation. Voting is one important way that young people can amplify their civic voices and participate in the democratic process. In 2022, Civic Influencers surveyed young people about their civic engagement and participation in elections. **71% of respondents identified no time off from school or work as a barrier to voting.**
 - a. **Work with administrators to get Election Day observed as a campus holiday** so that students have ample time to vote. A common barrier for voters casting their ballots in person or returning absentee ballots is getting time away from their jobs and/or classes. There is no federal law requiring that voters be provided time off to cast their ballot, so that policy choice is left up to the states as well as individual campuses and work places.
 - b. **Ideas to begin advocating for Election Day as a Holiday:**
 - i. Collaborate with other students, organizations, campus offices and potential campus advisors/mentors.
 - ii. Create an online petition to reach as many campus students, faculty and staff as possible.
 - iii. Write an email and/or call to request a meeting with campus administration to discuss why Election Day as a Holiday would increase student voter turnout and why that matters to you and other members of campus.
 - iv. Contribute to your campus and/or local media outlets.
 - v. Organize a campus event to highlight the need for Election Day as a Holiday. Consider inviting student, campus and community speakers.
4. **“However young you are, you have a responsibility to seek to make your nation a better nation in which to live. You have a**

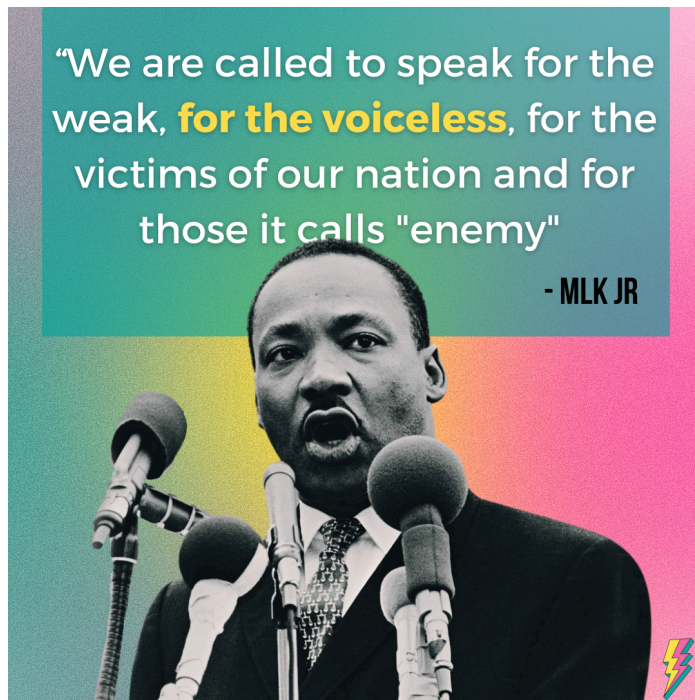
responsibility to seek to make life better for everybody. And so, you must be involved in the struggle for freedom and justice.” Dr. King spoke these words to students at Barratt Junior High School in Philadelphia on October 26, 1967 [in his speech, “What is Your Life’s Blueprint?”](#). As he encouraged students to consider “...the pattern...the guide...the model...” for their lives, he centered social responsibility as part of the blueprint for one’s life’s work. For those seeking to address community needs to ensure freedom and justice for all, we recommend considering the issues for which Dr. King advocated as well as the ways in which he collaborated with others.

- a. **Power Mapping to create change:** Create a chart/map/table of who will do what (how, where, and why?) to begin or continue addressing a community/campus need or issue.
- b. **Questions to help you begin:** What issues are important to you? What are the needs of your community? Who is already engaged in and committed to this work? Where are these potential collaborators? How do you get in contact with them? What does each potential collaborator bring to the table? Who needs to be “moved” to help you address this need?

MARTIN LUTHER KING JR. ON VOTING

1. Martin Luther King Jr., “Give Us the Ballot” [\[TEXT\]](#) [\[VIDEO\]](#)
2. Martin Luther King Jr., “Let My People Vote” [\[TEXT\]](#)
3. Martin Luther King Jr., “Let Us March On Ballot Boxes” [\[VIDEO\]](#)
4. Martin Luther King Jr., “What is your Life’s Blueprint?” [\[VIDEO\]](#) [\[TEXT\]](#)
5. Martin Luther King Jr., *Delivering a speech in front of The Boys Market in Los Angeles* [\[VIDEO\]](#)
6. Martin Luther King Jr., *speech in Kingstree, SC, May 1966 on voting* [\[VIDEO\]](#)

RECOGNIZE THE MLK DAY OF SERVICE ON SOCIAL MEDIA



"We are called to speak for the weak, for the voiceless, for the victims of our nation and for those it calls, "enemy."" - MLK

[Description: Black and White Image of Dr. Martin Luther King Jr speaking in front of microphones with the text "We are called to speak for the weak, for the voiceless, for the victims of our nation and for those it calls, "enemy."""]



"The denial of this sacred right is a tragic betrayal of the highest mandates of our democratic tradition." - Give Us the Ballot - MLK, JR

[Description: Black and White Image of Dr. Martin Luther King Jr standing at a podium with the text "The denial of this sacred right is a tragic betrayal of the highest mandates of our democratic tradition." - MLK, JR]



"We are now faced with the fact that tomorrow is today. We are confronted with the fierce urgency of now. In this unfolding conundrum of life and history, there "is" such a thing as being too late."

[Description: Image of the Martin Luther King Jr Memorial statue in front of the words MLK Jr. with text "We are now faced with the fact that tomorrow is today. We are confronted with the fierce urgency of now. In this unfolding conundrum of life and history, there "is" such a thing as being too late."]



[Posts formatted for Instagram](#)

[Posts formatted for Twitter](#)

You may also use Civic Influencers' [Text for Email and Social Media](#)

ADDITIONAL RESOURCES FOR TAKING ACTION

⇒ **Join The [Tweet and Email Your Senator*](#) Freedom to Vote (Voting Policy) Action with Civic Influencers and the NAACP [Jan. 12 - 16, 2023].** Through Dr. King's actions and words, he personified service. Now it's our turn. Below, find ways to honor Dr. King and his commitment to civil rights through actions of your own that will help make his dream a reality. Contribute to the Dream and [Take Action](#) on issues that are important to you and your community. [Tag](#) Civic Influencers on social media after you have taken action and contributed to the dream.

** Please note, the "call your Senator" campaign has expired.*

⇒ **Join [AmeriCorps MLK Day of Service \[Jan. 16, 2023\]](#).** The Martin Luther King Jr. Day of Service is a defining moment each year when Americans across the country step up to make our communities more equitable and take action to build the Beloved Community of Dr. King's dream. While Dr. King believed the Beloved Community was possible, he acknowledged and fought for systemic change. His example is our call to action.

⇒ Download a PDF copy of Democracy NC's 2023 edition of [the The Rev. Dr. Martin Luther King, Jr. Handout](#) to distribute in and with your community.

⇒ [MLK's Letter from Birmingham Jail](#) - Often considered his seminal text this 1963 letter was written by Dr. King while he was in jail in

Birmingham, Alabama after being arrested for a nonviolent protest against racial segregation. The letter was not written to elected officials or business men, rather Dr. King was speaking directly to fellow clergymen and faith leaders who were doing too little or nothing to support the end of segregation. Perhaps one of the best examples of speaking truth to power and “getting your own house in order.” The Letter from a Birmingham Jail is worth a revisit at any time, but especially as we remember the life and legacy of Dr. King.

⇒ [Watch on the Apollo Digital Stage, a virtual event celebrating Rev. Dr. Martin Luther King Jr. and the National Day of Service.](#) Curated by the Apollo Young Producers, a dynamic group of alumni from the Apollo’s high school and college programs, this inspiring panel discussion highlights emerging activists and community leaders as they tackle gun violence, reproductive rights, and the need for holistic community care.