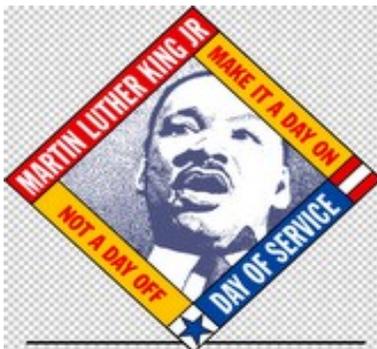


**DR. MARTIN LUTHER KING**  
**Day of Service**

In Morristown  
and Hamblen County



**January 20, 2014**  
**Project Development Kit**

## **Officers 2014:**

Dr Alpha Alexander, President  
Patrice Conway, Vice-President  
Barbara "Sami" Barile, Sec./Treas.

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Gilat, Cantor Karen Webber-  
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Harris, Cleo  
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Schmidt, Christiane  
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Wadlington, Bill  
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Webb, Edee  
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### **Youth Involved Since 2008:**

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Buchann, Bridgette  
Haynes, Jason  
Knight, Matthew  
Kyle, Kennedy  
Short, Bobby  
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Woodard, Tim

### **Advisory and Support Since 2008**

Lowe, Major Gary  
Crumley, Jim  
Kelly, Dr. R. Gary  
O'Brien, Dr. Randall  
Honeycutt, Chief Bill  
Price, Craig

*If you would like to become part of the Morristown Task Force on Diversity,  
please email us at [info@morristown-diversity.org](mailto:info@morristown-diversity.org)*

**Community Schedule of Events**

**Associated with Martin Luther King Day**

- Nov. 1—Dec 10, 2013      *Citizen-Tribune* Essay Contest in Hamblen County and surrounding areas. There are three sections of the contest. Rules are in conformity with the Tennessee Common Core Standards. Awards for High School, Middle School and Elementary School. Details @ [www.citizentribune.com/?p=65433](http://www.citizentribune.com/?p=65433) or in the Citizen-Tribune office.
- Jan. 12—Feb. 25, 2014      Retrospective Photographic Exhibit at Rose Center "1963 March on Washington for Jobs and Freedom" *A Black and White Photographic Exhibit on Loan from The National Archives. Admission is free.*
- Sat., Jan. 18, 2014      Annual Martin Luther King Banquet sponsored by the Union of Churches and Ministerial Alliance of Hamblen County and Vicinity—Begins at 5PM at the Best Western Hotel—intersection of I-81 and 25E— Presentations, music, Awards. Keynote Speaker: Mr. Walter Dockery. Tickets are \$25. each and may be purchased from UCMA Pastors.
- Sun., Jan. 19, 2014      A Commemorative Service of Worship is being held at Young's Temple AME, 328 W 9th Street, Morristown. The service begins at 4PM and is followed by fellowship.
- Mon., Jan 20, 2014      6th Annual Martin Luther King Community Breakfast at 7:30am at First Presbyterian Church Family Center. Catered by Jersey Girl. Music, Presentation of the Essay awards. Keynote speaker: The Rev. Wayne Purcell.
- Mon. Jan 20, 2014      Day of Services Activities
- That is the focus of this planning booklet

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In October, 2012, the City Council of Morristown, Tennessee and the County Council of Hamblen County declared January 21, 2013, a Day of Service in recognition of the legacy of Dr. Martin Luther King, Jr. whose call to serve others has impacted the world.

Last year's response was small, as anticipated. This year's response is expected to be significantly larger.

We are urging civic groups, houses of worship, human service groups and individual citizens of our area to take on an act of service in celebration of this day. We are inviting people to create their own acts of service or to use us to help make connections to local human service organizations to volunteer for a couple of hours, or to generate collections of items or to write letters of advocacy or attend a learning event.

This **Project Development Kit** provides ideas and ways to use Martin Luther King Day as a springboard for ongoing community involvement.

**Please use our website to register your organization's Day of Service project so that we have an idea of how many organizations and people are involved.**

If you have room for additional volunteers for your project, please let us know so that we might direct individuals to you. This can help you accomplish more, while bringing together diverse groups and promoting better understanding.

Please contact us by visiting our website: [www.morristown.diversity.org](http://www.morristown.diversity.org) or by emailing us at [info@morristown-diversity.org](mailto:info@morristown-diversity.org) to learn more about our programs.

Thank you for partnering with others in an ongoing commitment to serving others and in so doing, celebrating Dr. King's legacy through citizen action.

With appreciation,

Dr. Alpha Alexander, President

## History of Our Involvement in Martin Luther King Day

In the summer of 2009, the Morristown Task Force on Diversity began talking about the value of hosting a Martin Luther King Breakfast as a way of bringing people of various backgrounds together to find common ground and purpose.

That first breakfast was held in the Community Room of the Morristown-Hamblen Library on MLK Day in January 2010. The room was overflowing with people. The first MLK Award was presented. Dr. Randall O'Brien, President of Carson-Newman College was the keynote speaker. It was an inspiring and emotional morning.

In 2011, the Breakfast was moved to the Rose Center. That year, the task Force added an essay contest for local public school students. There were three essay winners recognized at the breakfast. Wallace Coleman, nationally known musician, and Yolanda Treece, who is known for her wonderful voice through East Tennessee, thrilled participants with music. The keynote speaker was Dale Clayton, Associate Athletic Director at Carson-Newman College.

Again, in 2012, the Breakfast was held at the Rose Center. The room was almost filled to capacity. Guests included area leaders in the Civil Rights Movement of the 1960's. The keynote speaker was Brenda Travis, who grew up in McComb, MS and who, as a young girl was a pioneer in Civil Rights.

In 2013, the MLK Breakfast moved to the Family Building of First Presbyterian Church in Morristown. The keynote speaker was Dr. Tina Sloan Green, Co-founder and President of the Black Women in Sport Foundation. She is Professor Emeritus in the College of Education at Temple University in Philadelphia. There were over 300 essays reviewed for the essay contest.

### **The Community-Wide Martin Luther King Breakfast 2014**

**Time: 7:30AM**

**Place: First Presbyterian Church Family Center**

**Cost: \$15 per person**

**Breakfast catered by *Jersey Girl*.**

***Keynote Speaker: The Rev. Wayne Purcell from Asheville, North Carolina***

**Tickets available from MTFD members, at the Rose Center and at the Citizen-Tribune Newspaper Office OR Reservations may be made by email to <[info@morristown-diversity.org](mailto:info@morristown-diversity.org)>**

**The absolute deadline for this is January 13, 2014.**

## **BEFORE The King Day of Service**

### **Step 1: Choose a Project**

Consider the needs of both your community and organization. You can then begin planning your project and determining details such as project site, project tasks, and number of volunteers needed to complete the project. Here are some things to consider:

- Look around your community area and assess its needs: look at the neighborhood, at parks, retirement communities, local service organizations, schools, environment, as you brainstorm project ideas
- Engage your group as well as the individual or organization you seek to assist in your organizing process
- Communicate often with your all the partners, project coordinators, and project volunteers
- Consider your limitations when planning (e.g., time, weather, supplies, space, staff, etc.)
- Find a way to build morale in your group of volunteers like create a T-shirt or hand out water bottles

### **Step 2: Register Your Project**

Register your project online at [www.morristown-diversity.org](http://www.morristown-diversity.org)

Online you will:

- Create an organization profile
- Add your King Day of Service project
- If you are open to welcoming volunteers who may wish to serve but who do not have a group in which to do so, please indicate that.
- Return to the website site to update your project and to describe its impact. Share pictures!

### **Step 3: Recruit Volunteers**

You will need a Project Coordinator or Co-chairs. This person or these people will need to ensure that there are enough volunteers on-hand at the site. Your project can be open to the public or closed, so that only your contacts can sign up to volunteer.

Keep in mind that hundreds of people may visit our website in search of volunteer activities on the King Day of Service. Some will be seeing what groups around the community are doing and others may be looking for groups doing projects that are more aligned with the skills they have to offer.

We hope you will consider opening your project to the public– we can help you recruit volunteers and allow you to have an even bigger and better project!

## Volunteer Recruitment Tips

- When asking a volunteer to do a project, please consider if **YOU** would do the project
- Involve a diverse group of people
- Get the word out through neighborhood/community newspapers and newsletters
- Reach out to family and co-workers
- Publicize your project with flyers– they can often be placed (with permission!) at local churches, recreation centers and businesses

## On the King Day of Service (January 20, 2014)

### Step 1: Introductions

To begin the Day of Service, it is important for the Project Coordinator to do the following:

- Welcome volunteers to the project
- Introduce yourself, the project and the purpose of the King Day of Service
- Have volunteers introduce themselves
- Give a run-down of the day and share important details like location of restrooms, water, etc.
- Gather names, addresses and contact information which will be used later.

### Step 2: Support Your Volunteers

Throughout the King Day of Service, the Project Coordinator should try to ensure that volunteers are supported and feel that their effort is meaningful. You should:

- Provide physical support and encouragement for the group through-out the day
- Answer questions volunteers may have
- Handle any problems that may occur during the project

### Step 3: Reflect

Once the service portion of the day has ended, you should take a few minutes to reflect on your service with your volunteers. During reflection, the project coordinator should encourage the group to:

- Ask participants to discuss:
- Why are you serving today?
- What is the connection between Dr. King's legacy and honoring him by serving others?
  - ⇒ If Dr. King were alive today, what issues would concern him?
  - ⇒ How would he organize to solve them?
  - ⇒ What are some ways you can continue to honor Dr. King through-out the year?

# Project Checklist

## **PRIOR TO KING DAY OF SERVICE**

- \_\_\_\_\_ Choose a project coordinator
- \_\_\_\_\_ Schedule a planning meeting. Brainstorm project ideas that meet the needs of your community
- \_\_\_\_\_ Finalize project plans, recruit more volunteers as necessary and register your project with the Day of Service website
- \_\_\_\_\_ Schedule the day's activities
- \_\_\_\_\_ Decide what supplies you need. Find out if community partners can provide supplies
- \_\_\_\_\_ Inform your community and/or organization of the project
- \_\_\_\_\_ Recruit volunteers
- \_\_\_\_\_ Communicate with them details about where to meet and what time.
- \_\_\_\_\_ Plan for any food items or beverages that you want to provide.

## **ON THE KING DAY OF SERVICE, JANUARY 20, 2014**

- \_\_\_\_\_ Begin with the Community Breakfast
- \_\_\_\_\_ Welcome and Sign in volunteers at the gathering place and time.  
(Remember that this sign-in sheet can be used to follow-up with them throughout the year.)
- \_\_\_\_\_ If you have a group identifier, like a T-shirt, distribute that.
- \_\_\_\_\_ Orient and prepare volunteers with any information that is needed regarding break times or restrooms, etc.

### **Before Beginning Work**

- \_\_\_\_\_ Introduce key people of the host organization
- \_\_\_\_\_ Review schedule, service project, and goals
- \_\_\_\_\_ Make sure that volunteers have what they need

### **Perform the service project**

- \_\_\_\_\_ Make sure volunteers take breaks and share in the refreshments you have provided
- \_\_\_\_\_ Clean up
- \_\_\_\_\_ Close the day by facilitating a reflection
- \_\_\_\_\_ Thank volunteers!

## **AFTER THE KING DAY OF SERVICE**

- \_\_\_\_\_ Thank everyone who supported your project with supplies, cash contributions, refreshments, or as volunteers
- \_\_\_\_\_ Invite volunteers to continue involvement with your organization
- \_\_\_\_\_ Continue to serve by organizing year-round projects.

- \_\_\_\_\_ Encourage participants to make a pledge to continue volunteering during the year.
  - ⇒ Make and distribute “pledge cards.”
  - ⇒ Ask participants to share their personal pledge for ongoing civic engagement with the group. If there is time, create a “group pledge” for future projects
- \_\_\_\_\_ Discuss the community concern/need that your project addressed. Discuss how the group used Dr. King’s principles (e.g., unity, respect, service, peace, justice, etc.) to successfully complete the project
- \_\_\_\_\_ Consider how you would share the impact of what took place during your project and how this project honored the legacy of Dr. King. Newsletter? Report to the larger group?

## **AFTER The King Day of Service**

### **Step 1: Thank You!**

Be sure to thank your volunteers! Here are some suggestions:

- \_\_\_\_\_ Create thank you notes
- \_\_\_\_\_ Provide certificates or awards
- \_\_\_\_\_ Make a collage/album out of photos taken during King Day of Service to give to each person or post on your organization website
- \_\_\_\_\_ Write a letter and send photos to the editor of the Citizen-Tribune or other local paper if you are outside Hamblen County.

### **Step 2: Give Us your Feedback**

We need your suggestions and support to further improve the King Day of Service. Please make sure to:

- \_\_\_\_\_ Fill out our online survey
- \_\_\_\_\_ Pass along volunteer signups/contact information to us via email
- \_\_\_\_\_ Share project figures and photos with us via email. Make sure we have permission from the people in the photos to post them on our website.

## There Are So Many Ways To Serve!

### \* **Volunteer** to Take Direct, Hands On Action

For example, organize a beautification project, or do work on a Habitat House or consider establishing a community garden.

1. Call or visit the site and find a main point of contact
2. Work with those in charge to plan the tasks and projects volunteers will work on
3. Register your project at [www.morristown-diversity.org](http://www.morristown-diversity.org)
4. Recruit volunteers from the all over the community
5. Obtain supplies by raising money to buy them or by securing them from donors
6. Manage the project on King Day (January 21, 2013)

### \* **Learn** by Expanding Your Knowledge Base.

Plan a service learning opportunity session for your community

1. Invite community members to a brainstorming meeting about an issue facing people in your community.
2. Register your session on [www.morristown-diversity.org](http://www.morristown-diversity.org)
3. Write down all the ideas on a board
4. Think of what strengths can be found in the community and how they might be used to solve the problems
5. Identify community partners to work on problem solving
6. Develop an action plan involving community partners

### \* **Donate or Give** Goods or Funds to Benefit Others.

Host a donation drive for a service organization or other group

1. Get the permissions needed to conduct a drive.
2. Plan drop off procedures
3. Set up Drop off bins/boxes at high traffic areas
4. Advertise donation drive during services, through emails, etc.
5. Schedule donation drop off on or around King Day
6. Register your drive on [www.morristown-diversity.org](http://www.morristown-diversity.org)

## There Are So Many Ways To Serve!

- \* **Advocate** to Inspire Others.

Contact people who can make a difference in an area about which you have concern. Such people might be elected officials, but they could also be people in positions of authority or leadership in the community.

1. Do your homework! Research something thoroughly first. There may be things you do not know which affect the situation or circumstance that concerns you.
2. Write a letter providing positive regard and voicing constructive feedback
3. Register your letter writing on [www.morristown-diversity.org](http://www.morristown-diversity.org)
4. Make certain to send the communication where it needs to go and follow up if there is no response.

- \* **Connect** to other groups doing work in areas of interest for you

This can be done through social events or joint meetings.

### IMPORTANT DATES

**December 13:** Essay entries deadline

**January 12-Feb 25:** Photographic Exhibit at Rose Center open to the Public—  
Free admission

**January 18:** UCMA Commemorative Banquet at Best Western at I-81. Tickets \$25.

**January 19:** UCMA Commemorative Worship Service  
at Young's Temple AME at 4PM

**January 20:** 7:30AM Community Breakfast  
9AM and following **Martin Luther King Day of Service!**

## Posters and flyers:

- You are welcome to download the flyer found on the website of the Morristown Task Force in Diversity. These may be printed on color printers or copiers and posted wherever you think it would be useful.
- Large. 11" x 17" posters are available for purchase at the cost of printing. Just email us at [info@morristowndiversity.org](mailto:info@morristowndiversity.org) and we make those available.

## Morale Builders

- Fact Sheets, MLK Drum Majors for Service Facts Sheets, Bookmarks, Stickers, Door Hangars and wearing apparel may be downloaded or ordered from the national MLK Day website at [www.mlkday.org](http://www.mlkday.org). Look on the menu for promotional materials.

## Written announcements

*Please feel free to use this announcement in any printed material that would help your organization or group.*

### **Martin Luther King Day Breakfast 2014:**

#### **A Call to Celebrate**

A Community-wide Breakfast celebrating the legacy of service of Dr. Martin Luther King, Jr. and sponsored by Morristown's Task Force on Diversity will be held at the Family Center of First Presbyterian Church at 7:30am, Monday, January 20, 2014. *Jersey Girl* will be catering.

This is the Fifth Annual Community-Wide MLK Breakfast that the Task Force on Diversity. has sponsored. The focus of the breakfast is to remember Dr. King and his work, but more importantly, to focus on how that work of justice and service continues today.

The keynote speaker is the Rev. Wayne Purcell, well-known pastor, teacher, chaplain supervisor and community leader from Asheville, North Carolina. School essay winners will be announced and they will read their essays. The Martin Luther King, Jr. Service Award will be presented, based on nominations from the community at large. Inspirational music will be provided by individuals and choirs.

Tickets are \$15. per person. They are available from members of the Task Force, at Rose Center, at the Fret Store (downtown), and at the offices of the Citizen-Tribune. The deadline for purchasing a ticket is Monday, Jan 13, 2014. Please email [info@morristown-diversity.org](mailto:info@morristown-diversity.org) if you miss the deadline.

### **Martin Luther King Day of Service 2013:**

#### **A Call to Celebrate**

Dr. Martin Luther King Jr. once said, "Life's most persistent and urgent question is: 'What are you doing for others?'" Each year, Americans across the country answer that question by coming together on the King Holiday in January to serve their neighbors and communities.

In October 2012, the City Council of Morristown, Tennessee and the County Council of Hamblen County both declared January 21, 2013 to be a regional day of service. The Morristown Task Force on Diversity is charged with promoting the day of service.

MLK Day 2013 is an opportunity for civic groups, houses of worship, schools, clubs and service organizations to declare this coming year as a year of hope and good will by finding a need in the community and by helping address that need. It may be the need of a neighbor, a school, or a park. The focus may be environmental or related to health. The work may be hands on or may involve collecting donations or providing a service.

The only limit in undertaking a project will be found in the limitations perceived by the group.

The day begins at 7:30am with a Community Celebration Breakfast at the Family Center at First Presbyterian Church. The Breakfast is catered by Jersey Girl. Tickets are \$15. per person.

Following the breakfast, all participating groups will be commissioned to go forth to do acts of service all over the Lakeway region. Groups are invited to determine their own service projects or contact one of the local human service agencies in town.

To help coordinate and support this effort, the Morristown Task Force on Diversity has set up a website where outreach committees, service organizations, clubs and schools may find resources to assist them in planning, implementing and sharing their service project with one another.

Our culture is marked not only by generosity but by a sense of religious calling in serving others. Register your group and your project at [www.morristown-diversity.org](http://www.morristown-diversity.org).

**If there are ways we might improve our website or this Project Toolkit,**

**Please be in touch at [info@morristown-diversity.org](mailto:info@morristown-diversity.org)**