MLK Jr. Day of Service
January 20, 2014

Volunteer Project Leader Packet

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What does an MLK Day Project Leader do?

• Recruit volunteers to join your MLK Day project
• Communicate with host organization
• Communicate with volunteers who sign up for your project
• Use the United Way online registration system to sign up, and register group members
• Help frame why this event & your specific service project are important for the volunteers
• Coordinate t-shirt pick for your group members

Why is this role so important?

• Without project leaders, the MLK Jr. Day of Service could not happen. Your service is essential to the event's success… specifically by demonstrating humility and caring to the communities being served, by offering knowledge & insight regarding the event's importance to volunteers, and by serving as a communication liaison so that everyone gets where they need to be.

What do I have to gain?

• Contribute to the local community, demonstrate humility, and show that your group cares about service.
• Meet new people and strengthen relationships through serving with others.
• Demonstrate leadership and have the opportunity to engage others in service.
• Spend some time learning about a non-profit organization in our community.
• Build your resume, portfolio, or general experience in coordinating others toward social action.
Project Leader Checklist

__ Review the details of the service project you selected

__ Recruit and register participants for your project by January 13th (see tips for recruiting volunteers)

- Your service project will be kept private for your own group of friends, family, peers, coworkers, instructors etc. to sign up for. If at any point you would like to make your project open to the general public (you will still be responsible for coordinating all volunteers signed up for your project), contact us at volunteers@uwkc.org.

- Be sure to maintain consistent communication with the volunteers who have registered for your project, especially in the week prior to the event! You can access your MLK Day project and see who has registered for your project and email participants by logging in to your United Way volunteer account at https://volunteer.truist.com/uwkc/user/login/

__ Contact the organization you are volunteering with as early as possible to coordinate details and arrange a site visit (optional).

__ Contact the participants registered for your project via email by Thursday, January 16th to:
  o Remind them of their commitment to participate in the Day of Service on Monday
  o Remind them of any project details—schedule, directions, what to wear/bring, basic information about the host organization, and any other applicable details
  o Coordinate transportation (i.e. carpools or bus directions to the project site).

__ Stress that volunteers should prepare for severe weather! Projects take place rain or shine (within reason of course) so make sure your group members know to dress appropriately.

__ Arrange to pick up t-shirts for your group members (more information will be sent out about t-shirt pick-up closer to the event date)

__ Have all volunteers sign the United Way Liability Release form included in this packet

__ Send signed forms back to United Way via email, fax, or mail

*If you have an emergency that inhibits you from leading your project, please contact the project Primary Contact and volunteers@uwkc.org
Schedule for the day

- **MLK Kick-off Celebration at University of Washington**
  - 8am-9am at the Samuel E. Kelly Ethnic Cultural Center
  - Free coffee and refreshments

- **Arrive at Project Site to begin service**
  - Review the day's agenda with the Host Agency Staff (finalize last minute details)
  - Greet project volunteers as they arrive
  - Have ALL participants sign-in on the acknowledgment of risk form
  - Introduce participants to the Host Agency Staff, encourage team participants to introduce themselves to one another.
  - Host Agency should provide a 10-15 minute introduction about the organization and/or project site and why the work the volunteers are doing is important.
  - Take a brief tour of the site if appropriate and go over the organization's rules.

- **Serve as a leader throughout the day:**
  - Be sure everyone is aware of restroom locations, supplies, refreshments, etc.
  - Let participants know who to go to with questions
  - Encourage breaks, especially if working outdoors
  - Check-in with participants to be sure things are going smoothly
  - Encourage group interaction and big-picture discussion about the work is important
  - BE AWARE OF SAFETY and stop any unsafe activities
  - Motivate & encourage volunteers
  - Take pictures or video to share with volunteers after the project
  - Thank the agency staff for hosting the project

- **Day of Service comes to a close**
  - Make sure you have enough time at the end of the project to clean-up
  - Gather your team for a quick debriefing of the day
  - Encourage those interested in continuing to serve to visit the United Way website ([www.uwkc.org/volunteer](http://www.uwkc.org/volunteer)) for volunteer opportunities with hundreds of local non-profits.
Recruiting Volunteers for your MLK Day Project

Invite family, friends, and co-workers to join your project using United Way of King County’s online invite tool

1. **Login** to your volunteer account
2. Follow the link to your MLK Day project in the “Your Volunteer Projects” section of your homepage
3. Click on “Details” in the Registrations box
4. Click the “Invite Participants” link at the bottom of the resulting page
5. Enter the email addresses of the contacts you want to invite
6. Add a personalized message (optional)
7. Hit “Send Invitation”

When your contacts receive the invite, it will include a description of the project and a link to either “accept” or “decline” the invitation. If a contact clicks to accept the invite, they will be taken to the volunteer login page (they will need to create a volunteer account if they do not already have one) and then to the project sign up page. You can check the status of the invites you have sent by following steps 1-3 above and then clicking the “Check Invite Status” link.

Help spread the word about your project by sharing on Facebook, Twitter, or your website

You can post a link to your project by following the steps below:

1. **Login** to your volunteer account
2. Follow the link to your MLK Day project in the “Your Volunteer Projects” section of your homepage
3. Use the links below the “Registrations” box to **Share**, **Tweet**, or **Grab HTML**

Post volunteer sign-up sheets in your office, lunch room, dorm etc.

Use the MLK Volunteer Sign Up form to make signing up easy!

Ask your group members to invite their contacts

Enlist the help of your group members. If every volunteer brings a friend, you’ll only have to recruit half as much!

Make your project available for public sign ups

By default, your service project will be kept private for your own group of friends, family, peers, coworkers, instructors etc. to sign up for. However, if at any point you would like to make your project open to the general public (you will still be responsible for coordinating all volunteers signed up for your project), contact us at volunteers@uwkc.org.
Using the United Way online volunteer project management tool

Registering Volunteers for your project

You can continue registering volunteers for your project until January 13th. You can either enter information for volunteers who will participate in the project yourself OR have volunteers register themselves via an electronic invite.

**To add participants yourself**
1. Login to your United Way volunteer account at [https://volunteer.truist.com/uwkc/user/login/](https://volunteer.truist.com/uwkc/user/login/)
2. Click on your MLK project listed under “My Volunteer Projects”
3. Click on “Details” on the Project Description page
4. Click on “Add Participant” to enter a volunteer’s name and contact information
5. Click “add” to complete the registration
6. You can add as many participants as you want by repeating the above

**To have volunteers register via an electronic invite**
1. Login to your United Way volunteer account at [https://volunteer.truist.com/uwkc/user/login/](https://volunteer.truist.com/uwkc/user/login/)
2. Click on your MLK project listed under “My Volunteer Projects”
3. Click on “Details” on the Project Description page
4. Click on “Invite Participants”.
5. Enter e-mail addresses for those you wish to invite (listserv email addresses will work as well)
6. Personalize the subject line and include an optional message
7. Click “send invitation”

Note: Project title and description information is automatically included. In your personal message, encourage invitees to either accept or decline the invitation. Invitees will be required to login or create a United Way Volunteer Account to accept the invitation.

Managing Your Project and Participant Registrations

At any time, you can log back in to manage your registration and participants. You can Add Participants, Send Invites and Check Invite Status, Email Participants and edit/erase participants. **IMPORTANT NOTE:** Do Not Click on Erase Registration. This will erase your registration along with all of your group members. If you need to remove yourself as the Project Leader, contact volunteers@uwkc.org

**Managing Participant Roster**
1. Click on your MLK project listed under “My Volunteer Projects” on your homepage
2. Click on “Details” on the Project Description page
3. Click on “edit” or “erase” next to participant name to update or erase entry (please do not erase participants without their approval)

**Emailing Participants**
Just click on Email Participants to send a message to anyone registered for your project. Please keep your project participants up to date on project details and maintain good communication. Be sure to email them prior to January 16th with information about the organization, the project, directions / transportation info, your contact info, and any expectations they should be aware of.
“Make it a DAY ON, not a DAY OFF!”

We commemorate Dr. King’s inspiring words, because his voice and his vision filled a great void in our nation, and answered our collective longing to become a country that truly lived by its noblest principles. Yet, Dr. King knew that it wasn’t enough just to talk the talk, that he had to walk the walk for his words to be credible. And so we commemorate on this holiday the man of action, who put his life on the line for freedom and justice every day, the man who braved threats and jail and beatings and who ultimately paid the highest price to make democracy a reality for all Americans.

The King Holiday honors the life and contributions of America’s greatest champion of racial justice and equality, the leader who not only dreamed of a color-blind society, but who also lead a movement that achieved historic reforms to help make it a reality.” -Mrs. Coretta Scott King

Some History behind Martin Luther King Day

15 years after Dr. King’s death President Ronald Reagan signed a bill into law making the third Monday of January a national holiday celebrating the birth and life of Dr. Martin Luther King, Jr.

It took many years for Congress to decide to celebrate the holiday. In the years leading up to the official decree many African-Americans celebrated the birthday themselves with a few states declaring King’s birthday a state holiday. The bill was finally passed by both the House of Representatives and the Senate and was signed into law on November 2, 1983. The first national celebration of the Dr. Martin Luther King, Jr. holiday took place January 20, 1986 (2014 is the 28 year anniversary!).

In 1994 Congress passed the King Holiday and Service Act, designating the King Holiday as a national day of volunteer service. Instead of a day off from work or school, Congress asked Americans of all backgrounds and ages to celebrate Dr. King’s legacy by turning community concerns into citizen action. The King Day of Service brings together people who might not ordinarily meet, breaks down barriers that have divided us in the past, leads to better understanding and ongoing relationships, and is an opportunity to recruit new volunteers for your ongoing work.

Questions to help frame the day

We hope you can find an opportunity to pose questions to your project volunteers that inspire them to consider why they are participating in the MLK Day of Service (Referenced from the MLKDay.gov website)

• How does the King Day of Service relate to Dr. King and his teachings?
• What would our society be like if Dr. King had never lived?
• If Dr. King were alive today, what issues would concern him? What might he do to address these issues?
• What are some ways you can continue to honor Dr. King throughout the year?

For more MLK Day resources, visit [http://www.mlkday.gov](http://www.mlkday.gov)
LIABILITY RELEASE—I hereby release, indemnify and hold harmless United Way of King County, its officers, directors and employees, and the organizers, sponsors and supervisors of all 2014 MLK Day of Service activities from any and all liability in connection with any injury I may sustain (including any injury caused by negligence) in conjunction with the 2014 MLK Day event on Monday, January 20th, 2014.

COMMUNICATIONS RELEASE—I hereby give to United Way of King County, to its nominees, agents and assigns, my free and unlimited consent and permission, waiving all claims for any compensation by reason thereof or for damages by reason thereof, to use, publish, republish or exhibit in the furtherance of its work, with or without identification of me by name, the photographs, videos, or statements taken on this day, Monday, January 20th, 2014 and to disseminate statements referring to me in conjunction therewith if the United Way of King County so desires and to authorize any newspaper, company or other organization to use, publish, republish or exhibit said photograph with or without identification of me by name and to publish or disseminate statements referring to me in conjunction therewith in the promotion of the United Way of King County and any of its fund campaigns or any of its activities. Please Check Communication Consent Box below to consent to the Communications Release.

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Mail, fax, or email completed forms to United Way by January 27\(^{th}\), 2014

**Mail:**

United Way of King County c/o Carly Bartz-Overman  
720 2\(^{nd}\) Ave  
Seattle, WA 98104

**Fax:** Attention: Carly Bartz-Overman 206-461-3644

**Email:** cbartzoverman@uwkc.org
T-shirt order instructions for Project Leaders

T-shirts (sizes S-XXL) will be available for pick up by Project Leaders in early January. Exact dates and locations for t-shirt pick up will be available in mid-December. T-shirts will be available for pick up on a first come, first served basis, so keep an eye out for your T-shirt pick up site confirmation email.

When you pick up your t-shirt order, please have a list of t-shirt sizes and quantities for your volunteer group. You can use the t-shirt order tracking form provided below to help gather t-shirt information from your group members ahead of time. Please bring the order form with you when you pick up your t-shirts.

**IMPORTANT:** To help ensure that we order enough t-shirts for all MLK Day volunteers, please make sure that your group members sign up for your project online, via the United Way website.

There are two ways* to get your group members registered for your project online:

First, login to your volunteer account, click on your Day of Caring project in the “Your Volunteer Projects” section of your homepage and click the “Details” link in the Registrations box:

1. **Invite volunteers to join your project using the Evite tool:**
   - Click the “Invite Participants” link
   - Enter the email addresses of the people you would like to invite and click send
   - Invitees will receive an email asking them to accept or reject the invite. Volunteers will need to login or create a Volunteer Account to accept the invitation.

2. **Add volunteers manually:**
   - Click the “Add Participants” link
   - Enter the name and contact info for each of your group members and indicate whether or not they want a t-shirt

*By default, your MLK Day project is private, so only people who you invite or add can view it. If your project is public, anyone can view or join your group and you can simply email volunteers a link to the project listing. If you would like your project made public, email us at volunteers@uwkc.org

   - Find the listing for your project on the MLK Day registration page
   - Copy the link to the project title, and share it with anyone you would like to join your project
# MLK Day T-shirt Order Tracking Form

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Total Number of T-Shirts Requested Including Project Leader T-Shirt: ______

Size Tally: _____Smalls _____Mediums _____Larges _____X-Larges _____XX-Larges