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LOVE FOR HUMANITY: 50 ACTS OF SERVICE OR  
KINDNESS CAMPAIGN  
MONDAY, JANUARY 15, 2018 - TUESDAY, AUGUST 28TH, 2018

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TOOLKIT

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2. How do I Participate?
3. Frequently Asked Questions (FAQs) including EXAMPLES of kindness and service
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## Welcome and Overview

We cordially invite you, your organization, church, mosque, temple, school or corporation to participate in our **Love for Humanity: 50 Acts of Service or Kindness** Campaign. This year marks the 50<sup>th</sup> anniversary since Dr. King's assassination and the founding of The King Center. There are many events planned to recognize this occasion, but none as important or meaningful as our personal commitment to move forward rooted in the ideals of Dr. King's legacy: *Crossing racial and cultural divides, through service and kindness, based on Dr. King's philosophy of nonviolence.*

When you pledge with us, you agree to strive to complete 50 acts of kindness or community service over the coming months, culminating on August 28<sup>th</sup>, the day that Dr. King delivered his "I Have A Dream" speech. Our objective is to raise awareness in ourselves and each other, to remember that our intentional acts--large and small--are significant, meaningful and the best way to connect with our fellow community members to rise-up, seek understanding, and move forward together. We must be inspired **to ACT** and to inspire others to do the same, creating a wave of kindness and service world-wide.

When you register for **50 Acts of Service and Kindness Campaign**, it will allow us to collect and/or update contact information, affirming and growing our beloved community. This community network can then be leveraged as we move forward together with love for humanity.

Our goal is to reach 500,000 pledges by the end of February 28 and 1,000,000 as we culminate the **50 Acts of Service and Kindness Campaign** on August 28th. Will you help us make a positive, impactful difference?

## **Barbara A. Harrison**

Director, External Affairs, Strategic Partnerships & Programs

The Martin Luther King, Jr. Center for Non-Violent Social Change

Contact Della: [djones@thekingcenter.org](mailto:djones@thekingcenter.org) Cell: 404-556-0277 with questions.

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## How Do I Participate?

1. **Make a personal commitment, or a commitment with your organization, to** move forward rooted in the ideals of Dr. King's legacy: *Crossing racial and cultural divides nonviolently, through service and kindness.*
2. **Pledge your act of service or kindness** in honor of The Reverend Dr. Martin Luther King, Jr. by clicking here: <http://www.mlk50forward.org/love-for-humanity-50-acts-of-service-or-kindness-campaign/>
  - Do you want to join an existing project? Review our partner list and sign-up for one of many projects happening across the land. Our partners and their links are listed on the pledge form and can also be found below.
  - Do you want to design your own project? You can design your own act of kindness or service project; see below for examples and ideas.
3. **Spread the word**, grow our network of kindness and service, and together we will make a positive impact in each of our communities around the world. Here's how:
  - ✓ **Pledge:** Forward the link <http://www.mlk50forward.org/love-for-humanity-50-acts-of-service-or-kindness-campaign/>
  - ✓ **Share:** Share your story by posting with the hashtag **#MLK50Forward#50ActsKindness**
  - ✓ **March:** We invite you to march with us during our **March for Humanity** on April 9<sup>th</sup>. For more information, [www.MLK50Forward.org](http://www.MLK50Forward.org)

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## **Frequently Asked Questions (FAQs)**

### **What is an ACT OF KINDNESS?**

Acts of Kindness are things we do or say as individuals or in groups with the purpose of compassion for another. When one is intentional about being kind, it creates a ripple effect—one kind deed can lead to a wave of kindness, uplifting ourselves, the recipient and entire communities. All you need is the awareness, the intention and the courage to be kind. We are asking you to reach across racial and cultural divides with acts of kindness.

### **What qualifies as SERVICE?**

Service can come in many forms, but in this context, The King Center is challenging the community to volunteer to create or participate in a community service project, no matter how big or small. Acts of service take a bit more planning and involve coordinating with the agency or persons being served and joining together with other volunteers on a specific date to complete the project. There are many organizations globally who manage service in their communities; projects are happening every single day that need your help! Create your own, or sign-up to work with a community agency. See our list of partners, below, for links to several groups with projects that need volunteers. We are asking you to reach across racial and cultural divides in your acts of service.

### **What is the age range?**

All ages may participate in acts of kindness! Elementary through 100 years old and beyond may participate in service projects (some specific projects have age restrictions).

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## Can you offer some **EXAMPLES AND IDEAS?**

Acts of kindness ideas:

- Smile at and speak to people you see during your day.
- Offer to help an elder, child, peer carry something they may need help with.
- Young people can notice and reach out to fellow students, troop mates or neighbors who may need a friend.
- Take a few extra minutes to have a conversation with folks you run into during your day; ask questions.
- Make a concerted effort to speak to and find connections with people who are different than you racially, culturally or otherwise.
- Pick up trash that you see on the street or on a trail or playground and throw it away.
- Hold the door for someone! Yield for a pedestrian, allow a car to merge...
- Visit an elder neighbor (or any elder) and ask them questions. Listen to their stories.
- Make and take or purchase and take a meal, a cup of coffee, or a desert to a friend, neighbor (especially new neighbor) or co-worker.
- Offer to escort an elderly person or couple to church/dinner/movie and bring them home, walking them all the way to their door to make sure they are safe and sound.
- Take time to talk with children in your circle; listen to what they have to say. Play with them, read to them or tell a story!
- Take extra time with your own family or close circle of friends. Ask questions and listen. Hug them and tell them you love them. Make a phone call to check-in and share your love with those who don't live nearby. Thank them.
- Be kind to yourself. Slow down and do something that feeds your soul.
- Be self-aware. Stop yourself from any negative thinking and make a list of blessings or create a gratitude journal.

**PLEASE SHARE your ACTS OF KINDNESS** and inspire others to do the same:  
**#MLK50Forward#50ActsKindness**

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Acts of Service ideas:

- Partner Projects: Click on a link next to our partner list on the pledge form or below to view current available projects and sign-up to volunteer! \*If you sign-up with one of our partners, please still fill out the pledge form for **50 Acts of Kindness or Service**.
- Research a local non-profit group or cause that you support and join an ongoing or one-time service project that they manage.
- Develop a service project on your own, with co-workers, a class, your neighbors, your troop, or any group. Remember to focus on bridging the racial and cultural divide in your project planning. You can achieve this by either making it part of the project or by inviting a diverse group of volunteers and connecting during the project.
  - Clean up a local park or trail.
  - Read to children at the elementary school or
  - Volunteer to help in the afterschool program.
  - Clean and redecorate a community center.
  - Beautify a school campus or playground.
  - Hold a neighborhood clean-up; have a sign-up to create a neighborhood group and do projects quarterly.
  - Have a bake sale and raise money for a cause you support—homelessness and poverty, environmental, educational, social justice?
  - Hold a pot luck lunch or dinner and set-up a letter-writing project. Write letters to people in the military, disaster relief personnel, children at the local schools, or anyone who could use a kind word and encouragement.

**PLEASE SHARE your ACTS OF SERVICE** and inspire others to do the same:  
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## What if I cannot complete 50?

It's okay if you do not complete 50 acts of kindness or service, or if you lose track! The point is to challenge ourselves, to heighten our consciousness, to become more collectively aware of the power that EACH ONE OF US has to effect positive change through our own actions. Accept the challenge. Make a pledge. And do the best you can. THANK YOU for anything and everything that you do to make our communities kinder. Inspire others, spread the word **#MLK50Forward#50ActsKindness**

## How is the March on April 9<sup>th</sup> related?

The march on April 9<sup>th</sup> is just one way for us to come together and demonstrate that we are united in our love for humanity. It's an act of kindness and service to ourselves, each other, our communities and the world. Please join us if you can! For more information, see below, or visit our website: [www.MLK50Forward.org](http://www.MLK50Forward.org)

## Can I spread the word even if I don't pledge?

Yes! Please spread the word, grow our network of kindness and service, and together we will make a positive impact in each of our communities around the world. Here's how:

**Pledge:** Forward this link: <http://www.mlk50forward.org/love-for-humanity-50-acts-of-service-or-kindness-campaign/>

**Share:** Share your story with the hashtag **#MLK50Forward#50ActsKindness**

**March:** Wherever your home is throughout the world, we invite you to march with us in Atlanta on April 9<sup>th</sup>. For more information, [www.MLK50Forward.org](http://www.MLK50Forward.org)

## How do I pledge?

Fill out the form (click link below) and give a short description of your plans for acts of kindness or service. Submit the form so we can capture your contact information and your goodwill which will inspire others.

**Pledge:** <http://www.mlk50forward.org/love-for-humanity-50-acts-of-service-or-kindness-campaign/>

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## Sponsors and Partners

Sponsors:

**The Target Corporation**

**Ford Motor Company**

**FedEx**

Partners and Collaborators with Service Projects:

- Habitat for Humanity <https://www.habitat.org/support/beloved-community>
- National Park Service (NPS) <https://www.facebook.com/MartinLutherKingJrNPS>
- Operation HOPE – Global Dignity <https://globaldignity.org/volunteer/>
- Hands on Atlanta <http://bit.ly/50actsofservice>
- Samaritan's Feet [samaritansfeet.org/upcoming-events-calendar/](http://samaritansfeet.org/upcoming-events-calendar/)
- Points of Light [www.pointsoflight.org/sundaysupper](http://www.pointsoflight.org/sundaysupper).
- AmeriCorps <https://www.nationalservice.gov/serve/search>
- Youth Service America (YAS) <https://leadasap.ysa.org/>.
- Corporation for National and Community Service (CNCS)  
<https://www.nationalservice.gov/special-initiatives/days-service/pledge-to-serve>

Partners and Collaborators:

- Ebenezer Baptist Church
- Martin Luther King, Jr. Advisory Council
- Martin Luther King, Sr. Collaborative
- SCLC Women
- The Roman Catholic Archdiocese of Atlanta, Office of Intercultural and Ethnic Diversity
- The Martin Luther King, Jr. March Committee
- Arkansas Martin Luther King, Jr. Commission

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## **The March**

In commemoration of the 50<sup>th</sup> Anniversary  
of the Assassination of Dr. Martin Luther King, Jr. join us in the  
**March for Humanity**

**Monday, April 9, 2018**

*“Whatever affects one directly, affects all indirectly. I can never be what I ought to be until you are what you ought to be. This is the interrelated structure of reality.”*  
*Dr. Martin Luther King, Jr.*

It's time to come together to stand, pray and **March for Humanity**. In recognition of the 50<sup>th</sup> Anniversary of Dr. King's assassination on April 9, 2018, we are inviting people of goodwill across the nation and from around the world to join us in Atlanta, Georgia for the **March for Humanity**. It is fitting that the hometown of one of the world's greatest advocates for nonviolent social change and peace, Dr. Martin Luther King, Jr., served as a catalyst to promote understanding, kindness, respect, and civility on a global scale. Together we will win by assembling in unity to express concern and commit to change the state of our nation and the state of the world through love for our shared humanity.

**March for Humanity** to promote our **Beloved Community**:

- The Beloved Community is a global vision, in which all people can share in the wealth of the earth.
- In the Beloved Community, poverty, hunger and homelessness will not be tolerated because international standards of human decency will not allow it.
- In the Beloved Community, racism and all forms of discrimination, bigotry and prejudice will be replaced by an all-inclusive spirit of sisterhood and brotherhood.
- In the Beloved Community, international disputes will be resolved by peaceful conflict-resolution and reconciliation of adversaries, instead of military power.
- In the Beloved Community, love and trust will triumph over fear and hatred. Peace with justice will prevail over war and military conflict.

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**What:** Invitation to participate in the **March for Humanity**

The march is a time for us to put aside the differences that divide and separate us as a nation and globally, come together and seek connections, and focus on uplifting and celebrating humanity.

**Who:** People of goodwill from around the globe are invited to **March for Humanity**.

**When:** Monday, April 9, 2018 at Noon until 3:00 PM (estimate).

**Where:** Atlanta, Georgia – Meet at Ebenezer Baptist Church and march to the Liberty Plaza at Georgia State Capitol (1.3 miles).

**How:** Register to Participate - FREE (No charge to register or participate) at

[www.MLK50Forward.org](http://www.MLK50Forward.org) or #MLK50Forward.