

# MLK Day Action Guide

PRESENTED BY



POINTS OF LIGHT



**Allstate**<sup>®</sup>  
Foundation

# Welcome

Hello Allstate family,

In partnership with The Allstate Foundation and Points of Light, Inclusive Diversity & Equity is proud to launch MLK Week of Action beginning January 16, 2023. The resources within this guide are a starting point to help you take action during this week of celebration and service. We encourage you to continue serving your local communities, in-person or virtually, in the ways most meaningful to you. If you're looking for more service opportunities, you'll find activities throughout this guide that can help you get involved locally during MLK Week of Action! Together, we'll unite and live into our IDE values, embrace Our Shared Purpose and carry on MLK's impact by pursuing kindness, compassion and selfless giving as he did throughout his life.

In 1964, Dr. King proclaimed "The time is always right to do what is right" when encouraging others to sustain the nonviolent fight for equality. Allstate is a purposeful company with passionate Allstaters like you focused on doing the right thing, making the world a better place through service and inspiring action through our values. We look forward to seeing you at the MLK Week of Action events and learning about what you will do to celebrate Dr. King's legacy.

Thank you,

**Eloiza Domingo**

*Vice President and  
Chief Inclusive Diversity  
and Equity Officer*



# Martin Luther King, Jr. Day

## A Time for Action

[Martin Luther King, Jr. Day](#) celebrates the civil rights leader's life and legacy. Observed each year as "a day on, not a day off," this federal holiday is unique in that it is designated as a national day of service to encourage all Americans to take action to improve their communities. Dr. King was a vital figure of the civil rights movement. He often spoke about strengthening communities by alleviating poverty, ending racism and creating a mutual understanding and love between people.

Service is a powerful tool for strengthening our communities, but there are many ways to be civically engaged. Dr. King once said, "Life's most persistent and urgent question is, 'What are you doing for others?'" Each January, Martin Luther King, Jr. Day is an opportunity to remember Dr. King's life and recommit ourselves to answering that question by taking action to improve our communities.



## Be the Change You Want to See

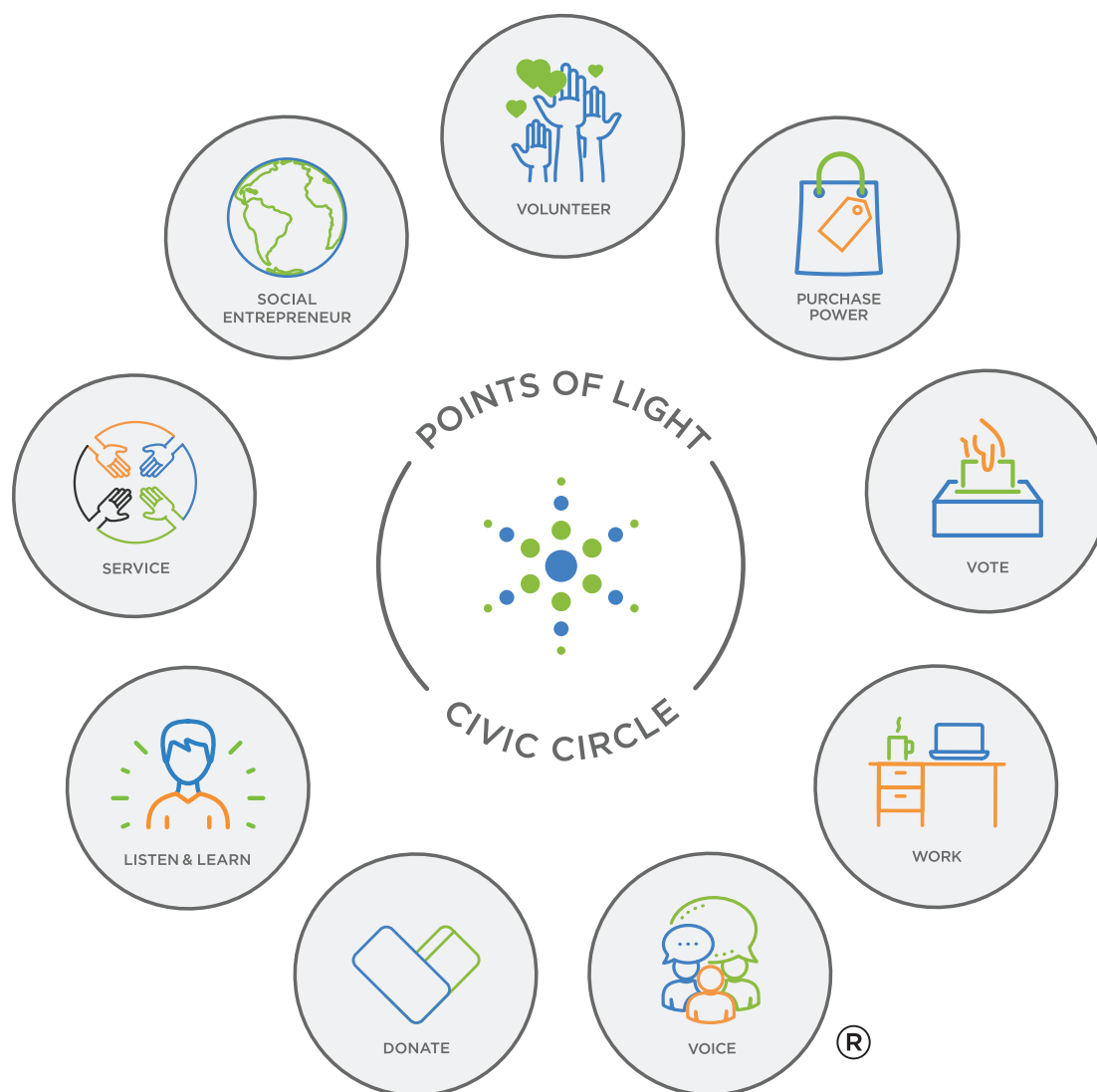
[Martin Luther King, Jr. Day](#) is an excellent opportunity to take action in support of the community where you live and work. We are calling on all of you to get involved to celebrate and honor the legacy of Dr. King.

**Where and how you take action is up to you — the important thing is to get involved. This is your guide to connect you with opportunities in your community to serve. Now, let's get started!**

# Ways You Can Carry On Dr. King's legacy

## The Points of Light Civic Circle®






What if we told you there are many pathways to making the world a better place? Volunteering is one valuable way to contribute, but it's just one option when it comes to supporting the causes that are important to you. [The Points of Light Civic Circle®](#) helps you recognize opportunities and understand that doing good comes in many forms, from listening and learning to using your voice to voting and so much more. It is a framework for a civic life that represents your power to lead, lend support and take action that drives real and sustainable change. By combining elements of the Civic Circle®, you can accelerate change in your community, maximize your unique talent and strengths and reflect your own values.



# Ways You Can Carry On Dr. King's legacy

continued

The Points of Light Civic Circle® includes 9 pathways to get involved. We've highlighted those most relevant to MLK Day below along with some examples to help get you started.

CIVIC CIRCLE® ELEMENT	EXAMPLES
 <p><b><u>Listen &amp; Learn</u></b> is a key aspect of driving social change, namely, the need to stay informed, think critically, and educate yourself before acting. In other words, the more informed you are, the more equipped you are to make decisions about how to best engage with your community.</p>	<ul style="list-style-type: none"> <li>Look for experts on causes you care about. For example, if you are passionate about stopping relationship abuse, you can learn from organizations or subject matter experts who regularly share content and research on that topic.</li> <li>Host thought-provoking <b><u>conversations</u></b> around the dinner table with family, friends, colleagues and neighbors.</li> </ul>
 <p><b><u>Voice</u></b> is your ability to influence your own network, interpersonal connections, and even people you don't know to raise awareness, promote, protest, advocate or advance a cause or social issue.</p>	<ul style="list-style-type: none"> <li>Use social media platforms for creating and sustaining positive social change (i.e., sharing the work that organizations, causes, activists are doing; joining and participating in online communities). Note: please adhere to Allstate's social media policies. Review <b><u>Allstate's digital, social media and multimedia policy</u></b> here.</li> </ul>
 <p><b><u>Donate</u></b> is your power to choose how to best invest your personal resources to promote the welfare of others or to advance a social cause.</p>	<ul style="list-style-type: none"> <li>Contribute money, food, services or goods to a nonprofit organization, advocacy group, mutual aid fund, political campaign, social cause, foundation or individual. There are many organizations focused on racial equity, youth empowerment and relationship abuse, all causes core to The Allstate Foundation's focus. Check <b><u>My Helping Hands</u></b> for suggestions on actions and nonprofits to advance these important missions.</li> </ul>
 <p><b><u>Vote</u></b> is your opportunity to participate in the democratic process for national and local elections, supporting causes and candidates aligned with your positions.</p>	<p>Beyond voting in every local, state and federal election, here are more ways to stay civically engaged around voting:</p> <ul style="list-style-type: none"> <li>Partner with voter advocacy organizations to write letters or make phone calls to registered voters.</li> <li>Sign up to be a poll worker, poll watcher or election protection volunteer.</li> </ul>
 <p><b><u>Volunteer</u></b> is your choice to give your time and talents to help your community or a cause you care about. There are many ways to lend your time and skills.</p>	<ul style="list-style-type: none"> <li>Join a community service project or Day of Service event for <b><u>National Volunteer Week</u></b>.</li> <li>Serve on the board of directors for a local nonprofit and use professional skills to streamline the organization's processes.</li> </ul>



# Volunteering Best Practices & Impact

**Find causes you care about.** One of the most powerful life experiences is to see positive progress with an issue you care about - especially if you can have a hand in making that progress happen. Here are some suggestions on how to identify issues and causes that matter to you:

- Seek a personal connection; find something that matches your interests and values. When you choose a cause area that resonates with you, you're more likely to remain engaged over the long term.
- Consider a community organization tackling a local problem. Focusing on local impact allows you to make a difference where you work or live and see progress as it happens.

**Show up with intention.** How you "show up" in support of the issues and causes you care about is as important as showing up in the first place. What you say about a community and its members is important, especially if you're not from that community or don't have the same lived experience. The words you use matter. Prioritize language that focuses on the strengths and opportunities of a particular community or group of people. When addressing an issue, focus on the systems and other contributing factors that have played a role.

## Make the Most of MLK Day of Service in Your Own Community

Ready to take action? Check out these events, and look online for even more local opportunities. Check the links for full details and registration instructions.

- Search for opportunities in your area using volunteer matching sites such as [VolunteerMatch.org](#), [Idealist.org](#), your local [Points of Light affiliate](#) or [Points of Light Engage](#).
- [Youth Service of America](#) is a valuable resource for helping your children to become more active in planning and participating in volunteer projects around MLK Day.
- [The King Center](#) is hosting a virtual Non-Violence training on January 9-10, 2023. [Learn about upcoming events.](#)
- Take a virtual tour of the [National Civil Rights Museum](#).
- Analyze a lesser-known speech, sermon, or letter by and about Dr. King. Search the online [King Records Access Database](#) archive.

# Honor MLK Day in Charlotte



Dr. King delivered a speech titled, “The Negro and the American Dream,” at the NAACP Annual Freedom Mass Meeting in Charlotte on September 25, 1960. He shared his dream of a nation “...where men of all races, colors, and creeds will live together as brothers...” but warns that American racism has put the country’s international standing at its lowest point. King encouraged the audience to continue to challenge segregation, utilize the freedom Black people currently enjoy, obtain the ballot, “suffer and sacrifice” to achieve freedom, and use nonviolent methods in the struggle. [Portions of the speech](#) reappear in the renowned address at the March on Washington in 1963.

## 2023 Opportunities

- The City of Charlotte lists multiple events and activities throughout January. [Learn more.](#)
- Food Lion Presents Martin Luther King Jr. Day: It Takes A Village. This event honors Dr. King’s legacy by celebrating the Civil Rights Movement’s collective effort and encouraging today’s community to do the same. Join the celebration on January 16, 2023. [Learn more.](#)
- YMCA of Greater Charlotte presents their MLK Holiday Celebration on January 16, 2023. [Learn more.](#)
- Find a complete list of projects and events coordinated by [United Way of Central Carolinas](#) for MLK Day. [Learn more](#) about the 2023 Call to Service event.

*Martin Luther King Jr. addresses a crowd from the steps of the Lincoln Memorial where he delivered his famous, “I Have a Dream,” speech during the Aug. 28, 1963, march on Washington, D.C. SOURCE: Wikimedia Commons.*



# Share Your Story

After you've participated in a community event, what should you do next? Shining a light on the work of your nonprofit partner through social media is a great way to increase awareness of the organization, inspire others to volunteer in the future, and help raise financial support to assist them in continuing to make an impact. Here are some tips.

## ■ Be yourself! Make it personal

- Use a casual tone and be yourself. Aim for authenticity over formality to humanize your post.
- When possible, include personal stories, emotion, etc.
- Was there a reason why you chose to volunteer? What does volunteering mean to you? Share with your followers more on this + the organization.

## ■ Add a creative flare. Consider photos.

- Consider a group photo, or short video of your volunteer day (for social, keep to under 30 seconds).

## ■ Boost your visibility. Use hashtags (#), @ tags

- Tag @AllstateFDN and @Allstate in your post.
- Tag any coworkers or employees in photos (if applicable).
- Consider hashtags for more post visibility (example: #DEI, #sustainability, #leadership, etc.).
- Use #WeAreAllstate to demonstrate your employee status.

## ■ Allstate and TAF handles:

- **Facebook:** @Allstate, @AllstateFDN
- **LinkedIn:** @Allstate, @AllstateFDN
- **Instagram:** @Allstate
- **Twitter:** @Allstate
- **TikTok:** @Allstate

## Spread the Word on AllConnect

Inspire others to get involved by sharing your experience on AllConnect. Post to your AOR or EIG page, and consider topics like:

1. Why you chose to volunteer and what your expectations were going in.
2. What project your team worked on and how you were able to impact your nonprofit partner.
3. What you gained from the experience.
4. What you'd tell a friend who was interested in volunteering at a similar event.

## Double Your Impact

If you'd like to request a match on personal financial contributions or log volunteer hours, view [The Allstate Foundation's guidelines](#) here. **Note:** these programs are only available to Allstate employees, agents and financial specialists.

*March on Washington for Jobs and Freedom, Martin Luther King, Jr. and Joachim Prinz pictured, 1963. SOURCE: Wikimedia Commons.*

