



MLK Day 2009:
Where will you serve?



And the winner of this issue's free
VISTA hoodie is...

VISTA Viewfinder
Issue 18:
January 6, 2009

VISTA: Volunteers In Service To America
Since 1964, 175,000 Strong



VISTA viewfinder



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ISSUE 18: January 6, 2009

[2009 King Day of Service Expects Record Participation](#)
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2009 King Day of Service Expects Record Participation

The 2009 King Day of Service is just days away, and it is your chance as a national service volunteer to participate.



This year we expect record participation across the country as Americans mark the 80th anniversary of the birth of Dr.

THE LANDSCAPE



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"V is for," visit
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Martin Luther King, one day before the inauguration of the 44th President of the United States. This is a historic opportunity to engage Americans in service to their communities and act on Dr. King's dream of justice and equality.

Given the Corporation for National and Community Service's long history in leading the King Day of Service, we are pleased to be working closely with the Presidential Inaugural Committee (PIC) to support President-elect Obama's call to service, which will give a major boost to our effort to engage Americans in service on the King Holiday and throughout the year.

To help prepare for the King Day of Service, please visit www.MLKDay.gov. This site has a number of valuable resources that can help you including:

- Planning, marketing, fundraising and media tools;
- New radio PSAs featuring Dr. Isaac Newton Farris, President and CEO of the King Center, urging Americans to serve on the holiday.

Recognizing the strong possibility that the number of Americans who will want to serve on the King Holiday will far exceed the supply of existing organized volunteer opportunities, we have launching a series of Action Guides with easy steps that individuals and groups can take to organize their own projects to address issues including hunger, homelessness, energy conservation, and helping children and youth. These "turnkey" action guides are posted on the MLK Day website.

In short, we hope you will take three steps:

1. Plan or connect with a King Day of Service project in your community;
2. Register your project on the PIC website <http://pic2009.org/newevent>; and
3. Encourage your friends, family, coworkers, and neighbors to join your project or get involved.

We encourage every organization planning an MLK project to list your event on the PIC website even if you have already registered your project on our www.MLKDay.gov website and even if you already have recruited all your volunteers. We understand this will require additional effort at a busy time of year, but in this time of transition we believe this new call to service represents a major opportunity to engage more Americans in service on the holiday and throughout the year.

We know this year's King Day is coming at a time when many nonprofits are dealing with both increased demand

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FAQ

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due to the economic crisis and decreased support from the public and private sectors. These pressures may make your participation more challenging. King Day is an opportunity, however, to bring in new volunteers, partners, and funders that can provide resources to support your project throughout the year.

If you have any questions, please email mlkday@cns.gov. And if you need some inspiration, here is a highlight reel of last year's event, showing just how extensive this effort has become:

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And the winner of this issue's free VISTA hoodie is...



Amanda Cowgill

AmeriCorps VISTA Leader
Supporting Ohio Citizen Corps
Columbus, OH

Amanda, e-mail VISTAOutreach@cns.gov with your address and shirt size, and we'll send you a VISTA hoodie!

VISTAs and alumni, keep posting "V is for" photos and stories to enter the contest. Remember, winners are chosen at random so upload a photo today! You only have to post once to be eligible for every issue. For more information, visit the [VISTA Campus](#).

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Frequently Asked Questions:

Q: What is the Viewfinder?

A: VISTA means view-looking out on a broad expanse. The viewfinder, a toy that all generations of VISTAs recognize, was a kind of binocular that focused on points of interest, highlights, and snapshots in living color. The VISTA Viewfinder surveys in the landscape and zeroes in on service.

Q. Why the Viewfinder?

A. Here's your direct link to connecting with other VISTAs, learning what they are doing, and helping to spread the message of VISTA and national service!

Q. How can I contribute?

A. Have a story to tell? Submission ideas? Contact vistaoutreach@cns.gov. Use the Viewfinder to highlight your VISTA service and share your experiences with others across the country!

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