



Martin Luther King Jr. Day of Service Timeline: Beaver Creek

- **October 2010-**
 - Establish signature project
 - Request for Proposals- due by October 29th, 2010
 - Establish location for kickoff celebration
 - Speakers?
 - Begin marketing event to local civic and community groups
 - Minimum of two (2) planning committee meetings
- **November 2010-**
 - Formally begin volunteer recruitment and registration
 - Solicit for any necessary donations
 - Minimum of two (2) planning committee meetings
 - Create supply list, shop
- **December 2010-**
 - Continue to recruit/assign volunteers
 - Advertising throughout month, letters home with children, community centers, etc.
 - Contact media outlets by end of month, begin running ads, press releases, radio PSAs
 - Walk-through of sites

- **January 2011**
 - Final committee meetings
 - First week of January-
 - Following up with media, heavy promotion
 - Confirm any food service, speakers, transportation
 - Final accounting for necessary supplies
 - Meet with Project Leaders to provide with final schedules, instructions for day's event
 - January 10th-15th-
 - Project Leaders form street teams to recruit volunteers, have individuals sign Pledge of Non-violence
 - January 15th, final walk-through
 - **January 17th—Martin Luther King Day of Service!**

Questions? Contact:

Jacquie Welsh, YCVP VISTA Team Leader/Event Coordinator

Email: jwelsh@ycvp.org

Phone: 928.515.4454