



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

- **October 2010-**
  - Establish signature project
  - Request for Proposals- due by October 29<sup>th</sup>, 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 10<sup>th</sup>-15<sup>th</sup>-
    - Project Leaders form street teams to recruit volunteers, have individuals sign Pledge of Non-violence
    - January 15<sup>th</sup>, final walk-through
  - **January 17<sup>th</sup>—Martin Luther King Day of Service!**

Questions? Contact:

Jacquie Welsh, YCVP VISTA Team Leader/Event Coordinator

Email: [jwelsh@ycvp.org](mailto:jwelsh@ycvp.org)

Phone: 928.515.4454