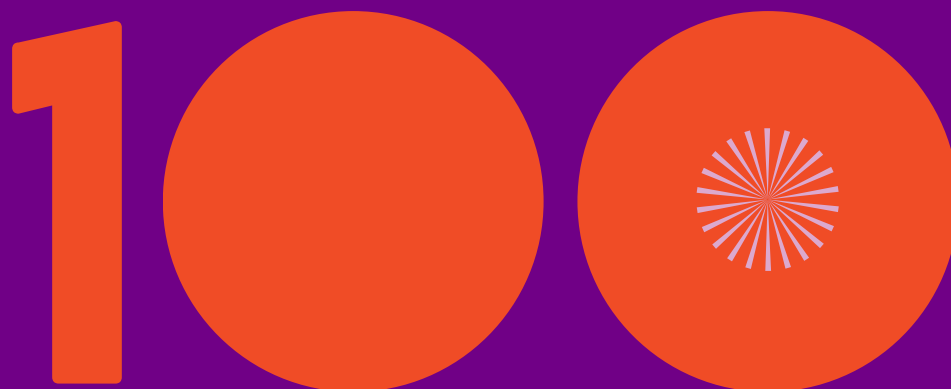
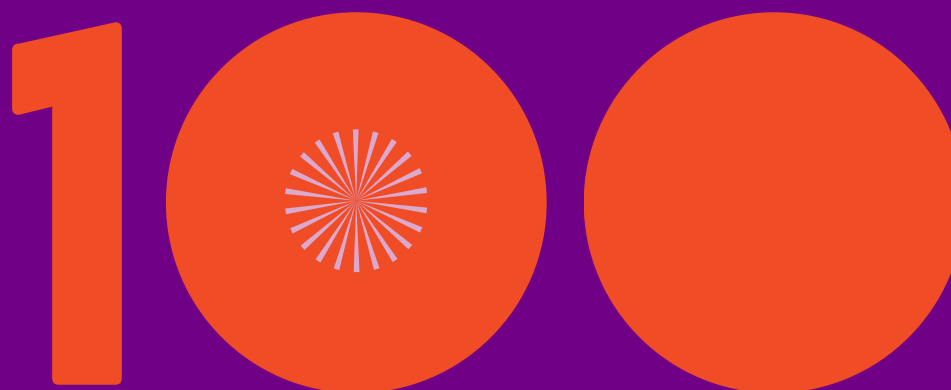


REALIZE
the DREAM



— FOR —



SERVICE PROGRAM

SCHOOL ADMINISTRATOR GUIDE



**EMPOWER YOUR SCHOOL TO HELP CREATE A UNITED,
JUST AND EQUITABLE AMERICA THROUGH SERVICE.**

an initiative of

**MARTIN
LUTHER
KING III
FOUNDATION**

LEGACY+



BE THE CHANGE THAT MAKES A DIFFERENCE.

Realize the Dream is a monumental initiative that incorporates experiential service learning in your classroom to inspire students to become engaged citizens.

Together, we will ignite a nationwide movement through a bold call to action—achieving 100 million hours of service by the 100th anniversary of Dr. King's birth in 2029.

A MESSAGE FROM MARTIN LUTHER KING III



Thank you for joining us in Realize the Dream, a monumental initiative to unite America through service. Martin Luther King III, Arndrea Waters King and their daughter, Yolanda Renee King, are deeply passionate about enriching students' experiences to help them develop into conscientious and well-rounded citizens.

By realizing his father's dream of an equitable and united America through a service-learning model, our goal is to educate, inspire and equip students to gain a deeper understanding of how their actions apply to real-world issues and promote a message of hope and unity, both locally and globally.

In this guide you will find resources to support your school to plan, track, and celebrate experiential service-learning opportunities throughout the academic year.

- Explanation of service learning
- Ideas to get you started
- An understanding of what is involved
- Examples of service-learning activities.
- Tools to support you
- Steps to help the leader get going

Students who successfully engage in the program will be empowered to:

- Become active and engaged citizens while building skills in leadership and critical thinking
- Unite with school district staff, students and families by collectively committing to service
- Fulfill service hour requirements for schools or religious institutions
- Strengthen Social-Emotional Learning (SEL) skills needed to form productive relationships, make responsible decisions and communicate effectively
- Be heroes in their own communities, with the potential to gain local and national recognition
- Embrace Dr. King's nonviolent principles of education, fostering a culture of understanding and empathy in their academic and personal pursuits

On behalf of Martin Luther King III, Arndrea Waters King and Yolanda Renee King, we thank you for considering this exciting and important program. We look forward to supporting your journey and can't wait to hear about the positive impacts your students have on their local and global communities.

Sincerely,

The Realize the Dream Team

**“LIFE’S MOST
PERSISTENT
AND URGENT
QUESTION IS,
‘WHAT ARE YOU
DOING FOR
OTHERS?’”**

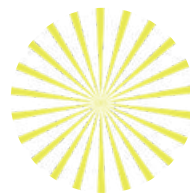


**DR. MARTIN
LUTHER KING JR.**



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BENEFITS FOR STUDENTS, STAFF, AND FAMILIES

Participating in the Realize the Dream movement comes with various benefits for youth, teachers, schools and school districts, as well as for parents, community-based organizations and your larger community!

1. Recognition Opportunities

- a. Opportunity for your school/students and service initiatives to be recognized via Education+ social media channels
- b. Students, parents and school will receive service recognition in the form of certificates, letters, shoutouts
- c. End of year thank-you video from MLK III and King family
- d. Students, staff, and affiliates involved with Realize the Dream will be invited to an end of the year school wide celebration to share reflections and stories of impact

2. Relationship Building

- a. Get inspiration, ideas, and meet other staff members from within the school and around the country
- b. Connect families and PTAs with school service activities
- c. Create ties with organizations and citizens within your community

3. Enriches Student Learning Experience and Skill Development

- a. Students will be using communication, collaboration, and problem-solving skills as part of their service-learning activities
- b. Research, action planning, taking action and reflection are all service-learning components that span all curriculum and connect to writing, speaking and listening, math, social studies and civics skills

4. Program Elevates Existing Service – Be Part of Something Bigger!

- a. Implement and lead service project during the school year
- b. Share their service story with pictures, reflections etc.
- c. Ensure service hours are tracked
- d. Participate in an end of year showcase



GETTING YOUR SCHOOL AND COMMUNITY INVOLVED

Administrator Role:

Here's a high-level overview of how you can support Realize the Dream in your school!

1. Champion the program by introducing Realize the Dream to staff and building enthusiasm.
2. Implementation of a service project where students engage in helping plan and take action.
3. Ensure a system is in place to track the hours of all who participate.
4. Build enthusiasm for service in your community to increase involvement and community pride.
5. Share your service story profile – pictures, videos, student reflections - with key stakeholders in your community.
6. Promote the initiative with your students' families – share opportunities for family involvement.
7. Provide recognition for students, staff and family/parent volunteers.

What is Considered Service?

Service Includes:

- Volunteerism
- Community service
- Civic engagement
- Behavioral change
- Advocacy
- Fundraising
- Material collection
- Self-education

Additionally, our Realize the Dream curriculum resources are designed to support experiential service-learning, a teaching and learning strategy that integrates meaningful community service with content-area instruction and reflection.

Service learning enriches the learning experience while also teaching civic responsibility and strengthening communities.

Recommended Implementation Approaches:

Option #1

Champion existing service projects at your school!

Most likely, you have already been engaging in service learning. Realize the Dream is meant to showcase your school to the community, honoring one dream and forging a new one.

Option #2

Design and implement a new service project!

Whether it's planning something to honor the MLK Day of Service or choosing seasonal projects to meet the needs of your community, the options, both big and small, are limitless! This option opens the door for your students, educators, and community to come together and make the impact they are passionate about!



YEAR AT A GLANCE - ENTRY POINTS

To help make Realize the Dream manageable, we suggest looking at the school year by quarter and start with choosing **just one** project that feels realistic and a natural fit for your school:

1

AUGUST-SEPTEMBER

Community Book Drive

- To increase student reading and accessibility at the beginning of the school year

9/11 Day of Service

- Students send letters/tokens of gratitude to their local first responders
- Event to build positive relationships with law enforcement

Community and Well-being

- Hold a community night centered around well-being practices

2

OCTOBER-DECEMBER

Food Insecurity

- Hold a food drive to donate to local food bank or other organization

Toy Drive

- Hold a toy drive in the anticipation winter holidays

Pumpkin Smash/Leaf Gather

- Collect pumpkins after Halloween or leaves for a composing event

Holiday Cheer in Senior Homes

- Students visit senior living facilities to help brighten their holiday season and build connections

3

JANUARY-MARCH

MLK Day of Service

- Students build an advocacy campaign about diversity, equity, and inclusion
- Students investigate social issues in their community and plan how to take action!

Sweater Weather Drive

- Collect warm clothes to donate to a local shelter

Kindness campaign for February

- February is Kindness Month! Hold a campaign all about taking care of each other

4

APRIL-JUNE

Community Beautification

- Students do a community walk and pick up trash, pull weeds, plant flowers, etc

National Adopt a Pet Day

- Support a local animal shelter with this day in late April!

Hygiene Drive

- Collect hygiene products for a local shelter or students in need

Summer Bash

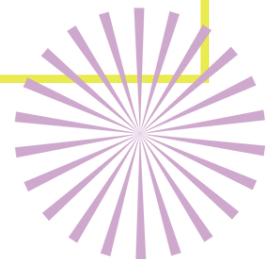
- Plan ways to keep students connected and cared for over summer break

STILL NOT SURE WHERE TO START?

Start with the MLK Day of Service!

By focusing on the MLK Day of Service, you can honor the mission of Realize the Dream and the memory of Dr. Martin Luther King Jr. with one campaign! This can be done in 4 easy steps:

1. Start thinking of ideas and planning in the fall
2. Promote to families in late November/early December
3. Ensure any final organizational/marketing pieces after returning from winter break
4. Hold your campaign during the week of MLK day

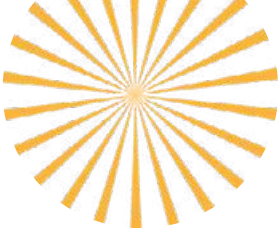


ROADMAP TO SCHOOLWIDE, YEAR-LONG REALIZE THE DREAM IMPLEMENTATION



Phase 1: Preparation and Kick Off Timing: Beginning of school year	• Over Summer break, plan your implementation, reaching out to Education+, as needed • Introduce Realize the Dream at a staff meeting - Handout for Administrators • Designate a point person to reach out to teachers with updates and to help them track hours • Organize a kick-off assembly - student-run if possible • Set up a website or folder where all the information can be obtained easily • Share Realize the Dream Introduction Letter with Parents • <u>Submit Realize the Dream hours quarterly through tracker</u>
Phase 2: Mid-Point Timing: Middle of the year, or as appropriate	• Check in on submission of service hours through tracker • Celebrate achievements with staff, students, and community • Update families and stakeholders on progress • Identify further opportunities for family engagement in Realize the Dream initiative • Share your inspirational stories in your school newsletter, on your website, or with your district. And please share with Education+, too!!
Phase 3: Culmination Timing: End of school year	• Ensure final submission of all remaining service hours through <u>this hours tracker</u> • Recognize students with a Realize the Dream Service Certificate or recognition letter • Recognize students on your school/district social media channels, newsletter, or website • Host a celebration assembly (student led if possible) to showcase and recognize all the incredible acts of service • Students, staff and affiliates involved with Realize the Dream can be invited to an end of the year school wide celebration to share reflections and stories of impact.



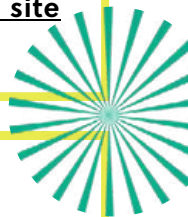


TOOLS TO SUPPORT YOUR SCHOOL TEAM

The Realize the Dream Initiative is a full package program and provides multiple supports including:

Implementation Resources

- Educator Guide
- Campaign Guides
- Issue Cards
- K-12 Lesson Packages
- Promotional Materials
- Recognition Assets
- Videos on our YouTube channel:
 - Training videos
 - Messages from the King family
 - Videos for students
- Service ideas:
 - We offer 1 hour, 2 hours, half day, full day or year-long service activities tied to important social issues.
- All implementation resources can be found through the Education+ Realize the Dream site



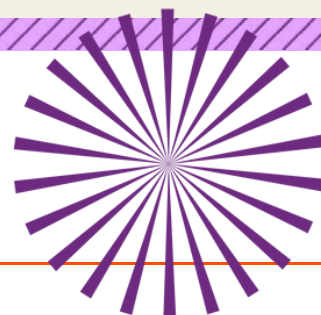
Tracking Service Hours and Stories

- To help capture your school's service hours, you can use this Volunteer Tracker Spreadsheet for each classroom. School staff can easily enter the hours their class engages in planning and carrying out an activity.
- Hours Tracker



PLEASE SHARE YOUR STORIES WITH US!

As you share stories with your community, please also share with us here!





IMPLEMENTATION RESOURCES

Sample Realize the Dream Introductory Staff Meeting Agenda

Objectives

- To introduce the Realize the Dream movement
- Understand the “why” and the national and local social impact
- Outline our involvement as a school

Introducing the Realize the Dream Movement:

1. Introduce the Realize the Dream movement with this short video
2. How Realize the Dream works:
 - Plan a service project
 - Implement the service project
 - Submit hours for each person and share the story

3. Resource Overview Video

Understanding the “Why” and the Social Impact

1. Honoring the legacy of Dr. Martin Luther King Jr. by creating the Beloved Community that he dreamt about
2. 100 million hours of service equates to \$2.9 billion in social value in communities across America
3. Benefits for students
 - Increased well-being
 - Collaboration
 - Leadership skills
 - Academic engagement
 - College/workforce readiness
4. Benefits for teachers, schools, and stakeholders
 - Relationship building
 - Recognition opportunities
 - Community well-being

Our Involvement as a School

1. Overview of approach
2. Teacher’s role
3. Other faculty/staff role
4. Miscellaneous

Wrap-Up

1. Questions/thoughts
2. Next steps



**“IT TAKES AN
ACT OF COURAGE
TO SEE THE WORLD
NOT AS IT IS,
BUT ALL THE
GREATNESS
IT COULD BE.”**



**ARNDREA
WATERS KING**



PROMOTIONAL MATERIALS

We know that in order to have school communities participate and get energized about Realize the Dream, you have to get the word out there! So, we've included promotional materials on educationplus.org that you can download and have printed to help rally your school and community!

Posters Hang these posters around campus to make getting the word out easy!	
Banners To help build excitement and participation, we have banners in two sizes: 6x3 and 4x2.	
T-Shirt Designs Want to take your campaign to the next level? We have t-shirt designs that you can customize and make your own to represent your school and Realize the Dream!	
Stickers A fun and easy way to promote participation and pride is to give out stickers to students and anyone else that chooses to participate!	



PROGRAM RECOGNITION OPPORTUNITIES

We want to recognize youth who are positively impacting and unifying our communities through service. We know every student's journey may look slightly different, but we want young people to see themselves as the leaders they are.

We've curated a few turnkey recognition assets that can be easily customized to celebrate and honor your students' service actions. Available for download on educationplus.org!

Certificate of Recognition

Certificates will be available for 10 hours, 25 hours and 50 hours of service.



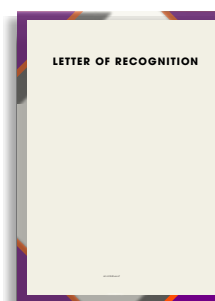
Digital Badges

For students and educators participating in Realize the Dream, they'll have access to the Realize the Dream digital badge, ideal for social media, signatures, school portfolios, resumés, etc.



Letters of Recognition

From Educator/School Administrator attesting to service activities conducted by the student. These templates are downloadable and may be printed on school letterhead or be customized to suit your needs.



Personalized Thank You Recognition Video from Martin Luther King III and his family

For those classes/clubs/schools where educators submit more than 100 collective hours of service during the academic year!

(An accumulative 100 hours must be submitted by May 1st to receive the video.)





IMPLEMENTATION RESOURCES

Letter for Caregivers/Parents/Guardians



Dear Caregivers, Parents and/or Guardians,

Martin Luther King III, Arndrea Waters King and Yolanda Renee King are building a movement, Realize the Dream, to accomplish 100 million hours of service to celebrate the 100th anniversary of the birth of his father, Dr. Martin Luther King Jr. Realize the Dream is a monumental 5-year program that launched in January 2024. This bold initiative aims to uplift and unite communities across America and the globe.

It will include a major celebration, a major celebration at the National Mall, a national tour tied to NFL teams, a special awards ceremony, a year-long activation of service for families, a book series and much more!

We are excited for our students to participate in Realize the Dream and hope you'll support their service aspirations and project goals! We know they'll be excited to share with you how they've served others and positively contributed to a flourishing school and community environment.

Realize the Dream uses a rigorous curriculum framework guiding students to investigate a real-world social issue connected to their course content, with the goal of applying their understanding to a local or global service project.

There are many benefits to service learning:

- Dedicating time as a volunteer expands social networks and enhances social skills.
- Students who volunteer are 66% more likely to be considered "flourishing," a positive measure of overall health and well-being.
- Building an understanding of how they can solve today's problems drives change and demonstrates civic responsibility, critical thinking and analysis.
- Life skills such as relationship building, self-awareness, social awareness and decision making are strengthened.

If you are interested to learn more about Realize the Dream, please visit realizethedream.org.

Thank you,

[Teacher Name or School Name]

“EVERYBODY CAN BE GREAT ... BECAUSE ANYBODY CAN SERVE. YOU DON'T HAVE TO HAVE A COLLEGE DEGREE TO SERVE. YOU DON'T HAVE TO MAKE YOUR SUBJECT AND VERB AGREE TO SERVE. YOU ONLY NEED A HEART FULL OF GRACE. A SOUL GENERATED BY LOVE.”

DR. MARTIN LUTHER KING, JR.

[Click here to download the letter template](#)



IMPLEMENTATION RESOURCES

Letter for Fellow Teachers



Dear Fellow Teacher,

Martin Luther King III, Arndrea Waters King and Yolanda Renee King are building a movement, Realize the Dream, to accomplish 100 million hours of service to celebrate the 100th anniversary of the birth of his father, Dr. Martin Luther King Jr. Realize the Dream is a monumental 5-year program that launched in January 2024. This bold initiative aims to uplift and unite communities across America and the globe.

It will include a major celebration, a major celebration at the National Mall, a national tour tied to NFL teams, a special awards ceremony, a year-long activation of service for families, a book series and much more!

Realize the Dream uses a rigorous curriculum framework guiding students to investigate a real-world social issue connected to their course content, with the goal of applying their understanding to a local or global service project.

There are many benefits to service learning:

- Dedicating time as a volunteer expands social networks and enhances social skills.
- Building an understanding of how they can solve today's problems drives change and demonstrates civic responsibility, critical thinking and analysis.
- SEL skills such as relationship building, self-awareness, social awareness and decision making are strengthened.

We encourage you to consider joining in Realize the Dream with your students, too.

We know how excited your students will be to address real-world issues through service learning and positively contribute to a flourishing school and community environment.

If you are interested to learn more about Realize the Dream, please visit realizethedream.org.

Thank you,

“EVERYBODY CAN BE GREAT ... BECAUSE ANYBODY CAN SERVE. YOU DON'T HAVE TO HAVE A COLLEGE DEGREE TO SERVE. YOU DON'T HAVE TO MAKE YOUR SUBJECT AND VERB AGREE TO SERVE. YOU ONLY NEED A HEART FULL OF GRACE. A SOUL GENERATED BY LOVE.”

DR. MARTIN LUTHER KING, JR.

[Click here to download the letter template](#)



IMPLEMENTATION RESOURCES

Handout for Administrators



Martin Luther King III, Arndrea Waters King and Yolanda Renee King are building a movement, Realize the Dream, to accomplish 100 million hours of service to celebrate the 100th anniversary of the birth of his father, Dr. Martin Luther King Jr. Realize the Dream is a monumental 5-year program that launched in January 2024. This bold initiative aims to uplift and unite communities across America and the globe.

It will include a major celebration, a major celebration at the National Mall, a national tour tied to NFL teams, a special awards ceremony, a year-long activation of service for families, a book series and much more!

Realize the Dream engages students in a national service program involving tens of millions across America of all ages, experiences and perspectives. It uses a rigorous curriculum framework guiding students to investigate a real-world social issue connected to their course content, with the goal of applying their understanding to a local or global service project. Participating in their service project will involve:

- Research and investigation of an issue relevant to their core classroom content and skills
- Analysis of related problems and solutions to a real-world issue
- Developing an action plan and completing a project
- Showcasing their findings to communicate learnings, impacts or make future recommendations

There are many benefits to service learning:

- Students who volunteer are 66% more likely to be considered “flourishing,” a positive measure of overall health and well-being.
- Dedicating time as a volunteer enhances communication and social skills.
- Building an understanding of how they can solve today’s problems drives change and demonstrates civic responsibility, critical thinking and analysis.
- SEL skills such as relationship building, self-awareness, social awareness and decision making are strengthened.
- Working collaboratively with a team to research, plan and execute service projects allows students to express opinions, communicate ideas and present results.

WE HOPE YOU WILL SUPPORT YOUR STUDENTS IN REALIZE THE DREAM!

To learn more about Realize the Dream, please visit realizethedream.org.

[Click here to download the handout](#)

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