

Sample “Day of Giving” Announcement Briefs

Sample 1: Do you remember where you were when Dr. Martin Luther King, Jr. stood in front of the Lincoln Memorial and moved a nation? Now we have the opportunity to stand and move history forward by placing a memorial on our National Mall to honor Dr. King, only steps away from the Lincoln Memorial. Please donate to this project on _____, the “Day of Giving.” All proceeds will benefit the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc.

Sample 2: Every now and then, an extraordinary American changes the world. Thomas Jefferson, George Washington, Abraham Lincoln, Franklin D. Roosevelt and Dr. Martin Luther King, Jr. all helped shape our country and the world. Each of these men has memorials on our National Mall in Washington, DC — except Dr. King. We have the opportunity to help correct history by donating to this project, on _____, the “Day of Giving.” All proceeds will benefit the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc.

Sample 3: A life of struggle, a life of hope. A life of servanthood. A life of giving. This was the life of Dr. Martin Luther King, Jr. Now we have the opportunity to give something to Dr. King; a memorial on the National Mall near monuments of our nation’s forefathers. Please donate to this project on _____, the “Day of Giving”. All proceeds will benefit the Washington, D.C. Martin Luther King, Jr. National Project Foundation, Inc.

Sample 4: You might not remember the March on Washington, but you are the reason Dr. King had a dream. You may not have been in Selma, Montgomery, Birmingham or Memphis, but your basic human rights are the reason Dr. King spoke up and marched on. Isn’t it time for you to do something for him-and for our generations to come? Help build a memorial to Dr. King on our National Mall near the Lincoln and Jefferson memorials. Please donate to this project on _____, the “Day of Giving.” All proceeds will benefit the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc.

Sample 5: Only in our Nation’s Capital can Dr. King be properly immortalized along side other great individuals that defined moments in our history and helped shape our nation. George Washington, Thomas Jefferson, Abraham Lincoln, Franklin D. Roosevelt, the Vietnam War, the Korean War, and the new World War II memorial speak volumes about our democracy and our history. Please give on _____, during the “Day of Giving” to help build the memorial to Dr. King on our National Mall near the Lincoln and Jefferson memorials. All proceeds will benefit the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc.

Sample 6: Monuments and memorials are important symbols. They remind us of our history - how far we have come and how far we have to go. What we choose as a nation to memorialize defines our values as a people. The memorial to Dr. King will be more than just bricks and mortar; it will stand as a testament to the achievements and humility of a remarkable man who held steadfast in his beliefs. Please give on Sunday, _____, during the “Day of Giving.” All proceeds will benefit the Washington, D.C. Martin Luther King, Jr. National Memorial Project Foundation, Inc.