



# MLK DAY OF SERVICE TOOLKIT

January 19, 2026

## What Is MLK Day of Service?

**MLK Day of Service** is a national day of action honoring Dr. Martin Luther King Jr.'s legacy through volunteerism. It is a powerful opportunity for Americans to come together around purpose and service, turning shared values into meaningful action.

On **January 19**, Keep America Beautiful invites you to take part by choosing a simple, local act of service that helps create cleaner, greener, and more welcoming places right where you live. We've shared a few ideas below to inspire your involvement.

## How to Get Involved

- Take the [#Greatest25 Litter Challenge](#) by collecting 25 pieces of litter and sharing your impact on social media. *(See page 2)*
- Join the Greatest American Cleanup by [pledging](#) to volunteer in your community beyond MLK Day.
- Choose sustainable habits and encourage others to do the same. *(See page 3)*
- Rally friends, family, or neighbors for a [litter cleanup](#) at a local park, nature trail, or around your neighborhood.
- Connect with a local [Keep America Beautiful affiliate](#) to explore upcoming volunteer opportunities near you.
- Text **KABGIFT** to **44834** to [donate](#) to Keep America Beautiful and help create cleaner, more beautiful communities.



# MLK DAY OF SERVICE

## #Greatest25 Litter Challenge



Dr. King believed that “everybody can be great, because everybody can serve.” This Martin Luther King Jr. Day, challenge yourself and others to put those words into action by making a positive difference in your hometown through the Keep America Beautiful **#Greatest25 Litter Challenge**.

## Do good, feel good.

Serving others and caring for our parks, trails, and waterways strengthens our communities and our own well-being. It only takes a pair of gloves, a trash bag, and a few minutes to make a meaningful difference.

## How it works:

1. Pick up **25 pieces** of litter.
2. Take a photo or video.
3. Share your impact on social using **#Greatest25**.
4. Tag **@KeepAmericaBeautiful** to amplify your impact

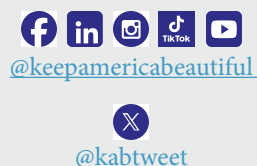
Roll up your sleeves in whatever way works best for you—on your dog walk, at the grocery store, with friends in your neighborhood, or alongside coworkers. It’s that easy! Every bit counts!

Check out this [video](#) for some inspiration!

### HASHTAGS TO USE

[#GreatestAmericanCleanup](#)  
[#DoBeautifulThings](#)  
[#KeepAmericaBeautiful](#)

### KAB SOCIAL HANDLES



## PLEDGE TODAY!

Join the  
Greatest American Cleanup  
[kab.org/greatest](http://kab.org/greatest)







# MLK Day of Service

## Thinking Sustainably

### Ways to Build a More Beautiful Community



Reduce litter where you live



Recycle right



Get involved in your community



Choose reuse when possible



Respect shared spaces



Join the Greatest American Cleanup



KEEP AMERICA  
**BEAUTIFUL**

### Help Make Our Communities Shine!

Simple ways to help:

- Recycle more and correctly to reduce waste and keep materials in use.
- Pick up litter in your neighborhood, parks, or along local streets.
- Choose reusable options over single-use items whenever possible.
- Take part in local cleanups and community improvement projects.
- Treat your local parks, trails, and public areas with care and respect.

Every action matters. Together, we can make our communities cleaner, brighter, and more welcoming.

### Simple Ways to Reduce Waste at Work

- Pack meals using reusable containers and utensils instead of disposable options.
- Sip from a reusable coffee mug rather than disposable cups.
- Bring your own water bottle to stay hydrated without plastic waste.
- Reduce paper use by printing only when necessary.

Small changes like these can add up to a big impact for both your workplace and your community!

### Back-to-Work Sustainability Swaps



Disposable Bags



Reusable Lunchbox



Plastic Cutlery



Reusable Cutlery



Disposable Cup



Reusable Mug



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# Thank You to Our 2026 MLK Corridor Community Grant Funders



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