

Call to Action

Martin Luther King Jr. gave his, "I have a dream speech", in 1963. This speech was Dr. King's call for action for those who wanted to end the laws of segregation and overcome the affects of racism. Fast forward to today. It's your turn to write and deliver a "call to action"! In your call to action you will identify current issues of racism and violence against our young black boys and girls and, more importantly, provide solutions that can be acted upon to overcome these issues.

Your "Call to Action" should be written in essay form and will be judged according to the following categories:

Persuasive Voice

- Expressive, professional, engaging, passionate, and sincere writing tone
- Strong, clear point of view
- Demonstrates originality, conviction, and confidence
- Strong, inviting and compelling opening
- Strong and stimulating closing

Solution-Oriented

- Clear and concise action steps
- Clear identification of expectations from intended support personnel

Organization

- Effective logical sequencing
- Clear, smooth, and/or unexpected connections
- Smooth, effective, natural transitions between ideas/sentences/paragraphs

Idea content

- Clearly acknowledges potential opposition
- Resources used provide strong, accurate and credible support of position
- Specific, relevant, and rich details that offer strong, convincing support of position

Things you should consider while crafting your Call to Action:

- "I have a dream speech" - Martin Luther King Jr.
- "What does democracy mean to me?" - Mary McLeod Bethune
- Current events with the deaths of Trayvon Martin, Michael Brown, Sean Bell, and countless others.

Information for submission:

Deadline: December 19th, 2014 9pm

Where: Essays should be submitted to projects@missionincdevelopment.com

Prizes: Special prizes for three contestants. 1st Place will be invited to ready essay at our event on February 28th.

Contact: Jamal Bogle 267.331.5971 Office, 484.469.8668 Cell

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Please join us on social media by sharing positive photos of black men and boys using #LTT2015

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