

TOOL KIT **SERVE YOUR CITY**

*HOW SERVING CAN
GROW YOUR CHURCH*



**OUTREACH IDEAS
RALLY YOUR CHURCH
TELL THE STORY
CREATE AN ARMY
AND MORE IDEAS
FOR YOUR SERVE DAY**



10 SIMPLE ACTS OF KINDNESS TO SERVE YOUR CITY

LOCAL HEROES	Celebrate your local first responders by showing your appreciation for their hard work and that what they do is seen and deeply valued.
ROOMS OF REFUGE	Host dream room makeovers for children who are experiencing life threatening illnesses. Send their whole family on a fun day out while your team creates a space that is sure to fill the atmosphere with peace and joy.
THANK A VETERAN	Thank a veteran for his or her service. It may be a little awkward at first, but you never know how honoring them may lift their spirits. Ask to hear their life story and gain a new friend.
REDBOX OUTREACH	Hit up the Redboxes in your area and sprinkle some kindness around by renting movies, inserting a few dollar bills, encouraging notes like “snacks are on us”, and a church invite card – then return the movie for the next person to be surprised.
GAS BUY DOWN	Knock off \$1/gallon for customers at a local gas station.
LAUNDROMAT SERVE	Visit a local laundromat and offer to pay for people’s laundry and detergent. Also, help carry and fold loads of clothes, offer snacks, and spend time visiting with people as they wait.
NICU OUTREACH	A new mom with a child in the NICU can feel scared, alone, and unsure about the future. Make bags with thoughtful gifts and encouraging notes/prayer cards for these new moms and then deliver to your local hospital.
PORTRAITS FOR SENIOR CITIZENS	Many senior citizens living in nursing homes or assisted living centers rarely have an opportunity to have their picture taken. Take some time to pamper them, get them all dressed up, speak words of life over them, make them laugh, and capture a memory they can treasure.
\$1 CAR WASH	Plan and advertise a “\$1 Car Wash”. When guests have had their car washed, surprise them with a catch – instead of charging \$1, GIVE them \$1. You’ll shock them with kindness and your team will have a blast.
POPS IN THE PARK	Fill a rolling cooler or freezer cart full of your favorite frozen treats and bring to your nearest community park. Bring along some games like corn-hole or ring toss. Spend time giving out free treats and engaging with people who are out and about.

GET THE TOOLS YOU NEED

Click to the right for our free resources to adapt and use for your church.





CRACKING THE CODE

Simple acts of kindness are just the beginning of serving your city. As you serve you'll begin to meet people, discover needs, and uncover ongoing opportunities to help transform and make a lasting impact in your city.

Identify people and places who are already making a difference in your community and partner with them.

PEOPLE

- School guidance counselors
- ER nurses
- Police chiefs and officers
- Firefighters
- City managers
- Addiction counselors
- Social Workers
- Community activists
- Fellow pastors and church leaders

SERVICES

- Food Banks
- Nursing Homes/Assisted Living
- Department of Veterans Affairs
- Local non-profits
- Neighboring churches
- Schools and Colleges
- Government Housing Authorities


Set up a time to grab coffee or meet up. Ask questions like:

- "Tell me about your work. How do you make a difference in people's lives?"
- "What are your biggest challenges?"
- "How are you meeting those challenges now?"
- "How can we participate with you?"

Start by listening and see what opportunities God brings your way. Make a list of specific needs that your church can possibly help with. Offer these opportunities to your small groups and outreach teams to tackle on Serve Day - and beyond.

GET YOUR SMALL GROUPS INVOLVED

People desire **PURPOSE + COMMUNITY**. We know purpose is found in serving and we experience community when we serve together. Host a **SERVE Challenge** through your small groups team.

1. Provide a list of outreach ideas, small group curriculum (that you can find right ) Sunday teachings, and gift cards (\$50-\$100) as needed for supplies.
2. Ask teams to record their dreaming, planning, and execution process and share with you.
3. All groups will be winners - but highlight 4-5 most creative and meaningful serves during Sunday services. Consider even investing in a few of these projects as ongoing ministries of the church. This is a fun way to get your church excited and empowered - and a way to showcase the beauty of what God is able to do through anyone.

SOME OF OUR FAVORITE ONGOING OUTREACH IDEAS



If you're looking for a way to find needs, build relationships, and make a lasting impact, consider launching an Adopt- A - Block site in your area.

- Choose a neighborhood or housing community
- Make regular visits
- Take time to survey and listen to people's stories and their felt needs
- Build relationships
- Show up to make a difference accordingly



Many children who struggle with food insecurity are most vulnerable on the weekends (when they are out of school and do not have access to the free meals provided during school hours). Partner with your local elementary or middle schools to fill book sacks with enough food for the weekend and deliver to students every Friday as school lets out.



HOW TO HOST A SERVE DAY RALLY

We all know that vision brings life! Kicking off Serve Day with a rally is a great way to set the tone of the day together! Whether it be church-wide, campus specific, or at a small group level - gathering and casting vision is a powerful way to get the day started. It also provides a great opportunity to connect your church members to future opportunities to get involved in serving beyond the event.

QUICK GLANCE

► **8:30 AM:** Find your Serve Team, check in, grab some coffee, and pick up a Serve shirt

► **9:00 AM:** Gather everyone together

- Welcome
- Cast vision
- Give important instructions
- Quick devotion
- Prayer
- Worship
- Take a picture!
- Break everyone into serve groups or hand out cards with directions and info on their next step.

► **9:30 AM:** Send-off! Invite teams back for an after party/lunch (*optional*)

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HOW TO HOST A SERVE DAY RALLY

RALLY DETAIL GUIDE

► 8:30 AM-9 AM

- On the morning of Serve Day, gather the troops at a central location.
- Consider serving free coffee and/or a light breakfast
- Have leaders holding up signs ready to help answer questions and direct people to their teams.
- Have Serve Shirts available for anyone who didn't get to pick one up ahead of time
- Have a check in station for each Serve Opportunity
- Give team members a chance to connect with their leader, get checked in, and receive any important information.
- After giving everyone a chance to connect - gather everyone together for THE RALLY!

► 9 AM-9:30 AM

- Welcome your volunteers and cast vision for the day
- Share about why we serve
- Share about what is going on around the globe
- Explain how serving isn't just an event but a culture
- Remind everyone to "find their one". It's not about projects; it's about people.
- Remind everyone how to share their stories
- Make sure everyone knows to use **#SERVEDay19** (and your local Serve Day hashtag) on their social media posts (so we can celebrate both locally and globally)
- Share any other important instructions you may have
- Enter into a time of prayer
- Spend time together in worship (we recommend 1 to 2 songs)
- End on a fast paced hype flow!
- Send off!

OPTIONAL

- Consider inviting everyone back for a Serve Day After Party Lunch.
- Share pictures and video clips that your media team captured or that people tagged on social media
- Share stories from the day
- Have a place for volunteers to connect to ongoing serve opportunities
- Give them a Next Step

SUPPLIES NEEDED



OUTREACH TEAM
SIGNS FOR CHECK IN
STATIONS

OUTREACH INFO SHEET

TABLES AND
DECORATIONS

CHECK IN SYSTEM

NAME TAGS

SHARPIES

LIABILITY FORM

QUICK GRAB
BREAKFAST ITEMS

BOTTLED WATER

COFFEE



SHARE THE WIN

Here are some assets to help you create a buzz and spread the word about Serve Day in your area. We created these tools to make it easier for you to focus on loving people!



GET THE TOOLS YOU NEED Click below for our free resources to adapt and use for your church!





HOW TO GET FREE [& GOOD] PRESS



Press is not a bad thing. In fact, we have been called to be the hope of the world, so let's share the hope. Here are some easy ways to invite your local news to cover your Serve Day efforts.

PREPARE

Write a press release.

1. Be mindful of any national or local needs that are already receiving media coverage and jump in to help as much as possible. Being able to bring hope to the narrative can be a big win.
2. Only have one point of contact from your organization talking to the media. It makes things easier for them and for you.

RESEARCH

Two days before Serve Day, run a search on all local news outlets (radio, print, and TV) in your community.

1. Identify your local news desk contact. Send them a copy of your press release via both email and fax.
2. After emailing and faxing, call to confirm that they were received. This is a great way to bring your story to the forefront of their attention.
3. Repeat the exercise again on the day before Serve Day.

EXECUTE

Have your designated point of contact prepared to interact when press personnel arrive.

1. Be sure to get business cards or contact information from each reporter. This will provide a way to personally connect for your next event.
2. Consider asking your lead pastor(s) to be the spokesperson(s) as much as possible. They will most likely serve as the most familiar faces for people to connect with.
3. Be sure to always follow up with a "thank you".

SERVE

EXAMPLE
PRESS
RELEASE

Brief headline of what you will be doing

When:
8 AM - Noon
July 13th, 2019

Where:
Specify a location to meet your media contact (ideally the location where volunteers will gather for the pre-Serve Day rally). Also consider including addresses and information on a few other serve sites where media coverage would be suitable.

Contact Information:
Name
Phone
Email

Website

**Social Media
Handles**

Sub-headline here with more details on how you will be serving the community.

Describe who, what, when, and why you are serving the community. Be mindful of any national or local needs that are already receiving media coverage and where possible, tie your Serve Day efforts into those needs. Being able to bring hope to the narrative can be a big win.

End your press release with “###” – this is a way to indicate that there are no further pages. If you are sending additional pages, note “more” to indicate continuation.

In an italic font at the bottom of the page, include two to four sentences about your church. This may include when your church was founded, a mission statement, average weekly attendance, and your lead pastor/s' name(s). Share context on why this event is so valuable to your organization.



HOW TO CAPTURE THE STORY

CAPTURE THE SCOPE

- Wide shots - show the big picture scope of the day
- Medium shots - show people interacting and serving in action
- Close Up shots - show up close details and facial expressions
- Once you have all of those shots, have fun and get creative!

SHOTS TO TAKE

- Group Shots
- Close ups of tools or supplies
- Close ups of giveaway items
- Photos of Serve Sites
- Photos that capture emotion and expressions
- Photos of children (with parental consent)
- Shots that convey diversity
- Scenes that show volunteers having fun
- People interacting - hugging, high fiving, praying together, etc.
- With permission, photos of people who are being served

BEST PRACTICES

- Be intentional with your subject focus and shot framing
- If you're taking video - hold each shot for 10-15 seconds

INTERVIEWS

Invite team leaders and team members to share about their experience.

Ask questions like:

- "What's your name?"
- "What campus or group are you with?"
- "How are you serving today?"
- "How or why would you encourage others to join in serving?"

If appropriate and with permission** invite those who are being served to share their thoughts.

Ask questions such as:

- "What is your name?"
- "Tell us a little bit about you and your story"
- "What's going on here today?"
- "What are you feeling or experiencing right now?"



 **Be part of the bigger story!**
Share your story, photos and videos with us here!



CELEBRATE THE WIN

Celebrating together all that God has done and how He used our teams is huge! During your weekend services following Serve Day, make sure you take time to share the wins.

- Run a Serve Day photo reel on your screens during pre and post service times.
- Identify one or two stories to share in your leadership meetings, team huddles, and during your sermon.
- During your tithe and offering segment of service, be sure to connect the dots for people. "Because of your generosity, you helped us reach our city like never before."
- Share stats and stories from the day



- Remember that some of the people who were served yesterday may be attending your church for the first time. As you tell stories, keep in mind to be honoring and instill a sense of dignity toward them.

- Share your highlights and stories on social media
- Some people won't attend your Sunday service, so giving people a chance to still see/ hear all of the wonderful things you experienced together as a church is great.
- Remember, your church is not the hero. The work, those who did it and what Jesus did through those who served are what is special. Keep the focus correct.
- Tag **#SERVEDay19**
- Celebrate the fire out of EVERYONE. Even if someone wasn't able to serve in person - use language that communicates to them that they made it happen. "We just want to show you a small glimpse of what YOU were part of yesterday,"



SHARE YOUR
STORY WITH
US! USE
#SERVEDAY19
ON POSTS

CREATING AN ARMY

One of the best things about serving is doing it together. We know that every week, people show up to church looking for purpose and community.

Purpose is found in serving Christ and others and community is developed when we serve together.

There is nothing more powerful than watching your volunteer groups study the power of serving then go out and put into action the teachings of Jesus. Pastor Dino

Rizzo and the ARC team have created a “HOW TO SERIES” on serving and we would like to invite you to use this curriculum leading up to your next serve event. These books and the small group study are powerful ways to energize your people and help them learn the gift of BEING the church not just attending a service.

We can’t wait to hear the stories of how God moves in your community, grows your church, and changes peoples’ lives because you choose to **SERVE YOUR CITY**.



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WE'D LIKE TO GIVE A HUGE THANKS TO CHURCH OF THE HIGHLANDS AND GROW FOR CONTRIBUTING MANY OF THESE TOOLS AND FOR SUPPORTING CHURCHES AROUND THE WORLD TO MAKE A DIFFERENCE THROUGH SERVING.