

# LOCAL OUTREACH + *Serve Day*

*Why we prioritize serving our city, what we do on a regular basis, and how to launch an effective Serve Day at your church.*



The Power of Outreach

**BE KNOWN IN YOUR  
COMMUNITY**

as the church that

*helps people!*

# STORYTELLING

**1** Dedicated storytellers  
at outreach events

**2** Mining the story

**3** Quotes, pictures,  
video in real time

**4** Permission to share  
in the moment

**5** Stories for weekend  
messages and videos

# **CHURCH** *Culture*

- **Unique Calling**
- **Lead Pastor's Passion, Calling**
- **Biblical Mandates**
- **Evangelistic**
- **Church Member Gifting**
- **Church Member Passion**
- **No Personal Agendas**

*if in alignment  
with leadership*

# MOMENTUM

**1**

**Staff & Key Volunteer  
Outreach Events**

**2**

**“All-Skates”**

**3**

**Brand Recognition**

- **2nd Saturday Serve**
- **Serve Day**

**4**

**Stories**

**5**

**Celebrate**

# SHINE IN *Crisis*



# SHINE IN *Crisis*



# OUR OUTREACH

## *Structure*



**2nd Saturday  
Serve**



**Serve Day**



**Events**



**Seasonal**

# **EVENTS**

- **Single Mom Mother's Day**
- **Back-to-School Party**
- **Fairy Tale Ball**
- **Veterans Celebration**

# Fairytale BALL



# **SEASONAL**

- **Valentine's Flowers for Widows**
- **Thanksgiving Meal Boxes**
- **Christmas Wonder**



**Christmas**  
*Wonder*



# **SERVE** *Day*

- **Big Impact**
- **Huge Momentum**
- **Skilled Projects**
- **City**
- **Schools**
- **Nonprofits**
- **Serve Day Ideas**
- **Serve Day Playbook**

# **MEASURING** *Reporting*

- **Criteria for Outreach Success**
- **Volunteer Hours + Value of Hours**
- **Award Community Service Hours**
- **Gift in Kind Donations**
- **Direct Impact**
  - **500 Thanksgiving Meal Boxes fed 3,000 people**
- **Monetary Impact**
  - **Thanksgiving Meal Box valued @\$50 x 500 = \$25,000**

**CONTACT US**

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