

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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