



SERVE DAY PLAYBOOK

Serve Day is set by Central.

TIMELINE

- November: Serve Day Team identified, planning begins
- January 15: Deadline to order Serve Day t-shirts (through Central)
- 8 weeks out: Projects go up. Edit and proof all posts thoroughly.
- 6 weeks out: Serve Day table goes live at campuses during weekend services. Have QR codes so that people can sign up on their phones, consider iPads, etc. Once they have signed up for a project, they can pick up a t-shirt. Each family member must sign up separately to serve.
- SERVE DAY! Cover the day in prayer and encourage people to have fun serving. Details and logistics should be worked out prior to the day of.
- Have extra supplies on hand (garbage bags, paint brushes, etc.) Have a few people assigned simply to run needed supplies to project sites as requested.
- Volunteer hours must be captured the day of. Reporting is requested the same day or following day at the latest. Team leaders should be trained to log volunteer hours or report back to an admin team to log. Each campus can determine what system works best for them as long as hours are logged promptly.

PHOTOS / VIDEOS

Story Capture is a huge part of Serve Day. Media team will coordinate with campus leadership to determine which projects to highlight and in which order. Storytellers should be available at each site, or travel with the media team to capture stories both from volunteers and from those we are serving.

Guidelines:

- Ask permission of any parents or family members prior to taking pictures.
- Take photos of people serving.
- Be sensitive with your wording so that it is life giving and uplifting to those being served. Respect privacy when asked. Always minimize sharing too many details, especially if they would be embarrassing in any way.
- The media team will give you specific instructions on the plan for posting on social media at a campus vs. central level.

WRAP UP

- Make sure all volunteer hours are logged.
- Add a summary tab to your Serve Day planning doc and summarize a recap of the day. This should include the number of projects, number of volunteers, and number of volunteer hours at a minimum.
- Reconcile the budget for Serve Day spend so that you can plan for the following year.
- Inventory t-shirts by size and store for the following year. T-Shirt design is the same every year so volunteers only need one shirt unless a size changes or shirt becomes stained or torn.

QUICKLINKS

- [**SERVE DAY PROJECT IDEAS**](#)
- [**SERVE DAY PROJECT GUIDELINES**](#)