



## SERVE DAY CHURCH LIAISON

*As the Church Liaison for your church you will hold the vision for Serve Day. To ensure that Serve Day functions smoothly and to ensure that your church has a positive experience, there are several expectations that participating churches will need to anticipate, and your role is to champion these things at your church.*

### ***Church Liaison Responsibilities***

#### ***Work closely with ACTION***

As the Church Liaison, you will have a close relationship with ACTION. We will help you with the registration process, keep you updated on new information, remind you of deadlines, and answer any questions that aren't answered in this packet or on the website.

#### ***Plan and lead service projects***

We encourage your church to develop service project opportunities within your sphere of influence to ensure that your projected number of Serve Day participants will have enough opportunities to serve. For example, if you expect 50 people to participate in Serve Day, you'll need enough service projects to accommodate all 50 people (i.e. 2 projects for 25 people each or 5 projects with 10 people per project). Your church attendees can participate in any service project sponsored by any church on Serve Day. ACTION will help you facilitate projects in your area if needed.

#### ***Confirm Project Details to ACTION***

You are responsible for getting your project information to ACTION. ACTION will post the project(s) on our website, where volunteers can sign up. Be prepared to provide the following information for projects:

- Project title
- Project address (and city)
- Description of project
- Needed items that the volunteers will need to know (age restrictions, tools to bring)
- Where to meet
- Maximum # of participants
- Number of these spots that are already filled from your church (if appropriate)
- Project (estimated) start and end times
- Organization contact information
- Project leader contact information
- Follow-up project information (if appropriate)

If your church wants to serve together, we still encourage you to leave some openings for those outside your church. People from the community will join us, giving us the opportunity to serve alongside people who may never enter a church on their own.

#### ***Promote ACTION Serve Day at your church (see the next section)***

Your church will be responsible for promoting ACTION Serve Day in a way that is appropriate for your church to receive maximum participation. A promotional video and Serve Day Flyers and Bulletin Insert will be available for your use, accessible through the ACTION website: [www.ACTIONvc.org/resources](http://www.ACTIONvc.org/resources)

### ***Organize the sign-up process at your church***

Beginning several weeks prior to ACTION Serve Day, people from your church will be able to sign up to serve at Serve Day – either online at [www.ACTIONvc.org](http://www.ACTIONvc.org) or through your church sign-up sheet. Serve Day participants can sign up for any project in any city online – not just the projects that their church is sponsoring.

### ***Recruit Project Team Leaders to help you***

Although you may act as a Liaison for your church, we recommend that you recruit and empower at least *one volunteer per project* to plan, lead and implement their respective project. Team Leaders should be good at communication, enjoy people, and be detail oriented. Please see *Project Team Leader* handout.

### ***Care for your Team Leaders***

Your Team Leaders will be your right hand, your helpers, etc. Be sure to check in with them regularly, communicate with them regarding deadlines and other things that might affect their success, pray for them, and encourage them. Ensure that each Team Leader understands his/her role well. Make sure that they are present at the Serve Day kickoff. Finally appreciate them after Serve Day by sending them a thank you note.

### ***Order T-shirts for members of your church***

By wearing Serve Day shirts it shows the unity of the body of Christ. Imagine our cities seeing the same shirts all over town! An order form is available on the website at [www.ACTIONvc.org/resources](http://www.ACTIONvc.org/resources)

### ***Pick Up a Yard Sign from ACTION***

Let us know if a yard sign is appropriate for your project(s). For instance, if your project is visible from the street, a yard sign is a great way to spark conversation. We want people to ask us what we are doing!

### ***Pray***

Pray for your church, the organizations that you will be partnering with, the community at large, and specifically those that will be serving and being served on Serve Day.

### ***Plan and implement follow-up events***

Because Serve Day is a half- day event, some of the projects may not be completed in the set time frame. Consider holding a follow-up day of service at your project site as a way to continue serving & developing a relationship with the organization/individual. This is a great way to facilitate greater community involvement for all Serve Day participants at your church!

### ***Have Fun & Serve!***

## ***How to Promote Serve Day***

*The promotion of Serve Day at your church is critical to engage a good group of people.*

### **Here are some ideas that we've found to be helpful in years past:**

#### ***Tell people to "Save the Date"***

In your bulletin, newsletter, email updates, and website, encourage people in your congregation to set aside the date for ACTION Serve Day.

#### ***Facilitate the Serve Day sign-up process***

Plan to advertise ACTION Serve Day in your bulletin beginning a month before, if not sooner. We encourage you to put an ad in your bulletin pointing them toward the website [www.ACTIONvc.org](http://www.ACTIONvc.org) to sign up. You may want to have laptops and leaders assist in Sunday morning volunteer signups.

### ***Use the Serve Day logo and Serve Day Flyers***

There are many resources available on the ACTION website, [www.ACTIONvc.org/resources](http://www.ACTIONvc.org/resources), that you can use to promote Serve Day at your church! The \*NEW\* Serve Day logo is available to download and utilize for your bulletin, newsletter, email updates, website, and digital announcement slides. We also have digital flyers and bulletin inserts on our website.

### ***Use the Serve Day promotional video***

A promotional video is available for your use at services, small groups, website and Facebook pages.

### ***Plan a Sunday sermon or sermon series on serving & get up front time***

Prior to Serve Day, your church may want to plan a specific morning or an entire series to rally people around the value of serving the local community. If you can, have testimonies from people in your church or in the community that were impacted by prior Serve Day events. Stories are powerful. If you would like a representative from ACTION to come and speak, call the ACTION office and let us know when!

### ***Have an ACTION Serve Day Patio Table/Information Booth***

Have a centralized place for people to ask questions, sign up, and get involved on your church patio/lobby after weekend services. If you have access to a few computers to allow online registration right there, go for it!

## ***ACTION: Your Partner in Serving***

*ACTION will walk alongside you in preparation for Serve Day.*

### **We offer resources and training in how to:**

1. Develop service projects
2. Build a partnership between churches and businesses
3. Equip and train team leaders and volunteers
4. Form a partnership with the community you serve (service agencies, schools, residential facilities, etc.)
5. How to connect with the people you care for

### **Resources**

*ACTION will provide the following resources to you:*

1. ACTION liability forms
2. Mobile Home Parks Toolkit
3. General Bulletin Flyer
4. Serve Day Poster
5. *What is Serve Day?* Flyer
6. Business Sponsorship Form and Letter

### **Materials (optional)**

1. Serve Day shirts are available for purchase.
2. Yard signs to be used at project sites that are visible to our community (if appropriate)

*Please let us know if there is anything else you may need as you prepare for Serve Day.*

*ACTION is here to help you in any way!*