



The Serve Playbook

JOURNEY OF FAITH OUTREACH

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About -

Groups have limitless opportunities to move beyond the walls of our church and meet tangible needs in our community. Being the hands and feet of Jesus while serving together has a dynamic power that not only strengthens relationships within groups but also expands the relational influence that groups have in our cities. These kinds of relationships are crucial to the bigger kingdom impact we can make. We want serving to be simple so that it can become a consistent part of your group experience, so we have created a Serve Playbook.

The playbook is a step by step guide to setting up your own outreaches right outside your front door. We have covered everything from outreach ideas to recruiting volunteers, social media strategies, logistics, and even prayer cards! We want you feeling fully confident headed into every outreach, so you will also find information on training workshops and mentor options in the playbook. We hope that for one week *this* November, we can have hundreds of Serve Pods making a difference in our community.

We can't wait to see how God uses you right here in the South Bay!

Serving Options -

Option 1. Host a Pop Up Pantry with your Serve Pod

Pop-Up Pantry (PUP) is a fantastic way to meet one of the most critical equity issues facing our nation, food insecurity. Collection and packing outreaches like PUP, are one of the easiest, most efficient ways to meet needs in the community.

RECOMMENDED TEAM SIZE: 8+

Read more about outreach flow and logistics [right here](#).

Option 2. Host a Community Workday with your Serve Pod

Community workdays are an amazing way to unify people of all ages and walks of life to help a community cause. Workday projects can range from cleaning up local parks to landscaping at a community center to painting a neighbor's house. Not only will you show Jesus' love in a tangible way but you'll be able to enjoy a safer, more beautiful community.

RECOMMENDED TEAM SIZE: 12+.

Read more about outreach flow and logistics [right here](#).

Option 3. Pick your own service project to do with your Serve Pod*

**Check out our serving ideas for Option 3: <https://bit.ly/3iS8OFk>*

More ways to serve without tangible action: Invest financially into community groups or you can join the Prayer Team!

Sign Up Form -

Hold on!

Please remember to register your group to become a Serve Pod before going any further: <https://jofsocal.churchcenter.com/people/forms/173387>

Schedule and Key Dates -

Church-Wide Outreach Dates |

Any dates during the week of November 15 - November 22, 2020

The best days would be Saturday, November 21st or Sunday, November 22nd)

Zoom Training Events for Serve Pods |

Tuesday., October 20th

Tuesday, October 27th

Tuesday, November 3rd

Trainings are from 6 pm - 7 pm - You can find the Zoom links and passwords, [right here](#).

Post Outreach Celebration | 1st week of December

Sample Outreach Timeline |

4 Weeks Before Outreach: Cast vision and let your life group know that you will be participating in a church-wide outreach. This is also a great time to reach out to local stores to see if they would be willing to partner with you to provide items for your event (if needed).

2 Weeks Before Outreach: Begin posting and sharing your outreach date and time at local places, on social media, and with your friends, family, and neighbors.

1 Week Before Outreach: At this time, you should be finalizing your Serve Pod, purchasing masks, and hand sanitizer, and going over the COVID guidelines for your scheduled day.

3 Days Before Outreach: All your items should be purchased and prepped and your Serve Pod ready to go.

Post Outreach Celebration | 1st week of December

Next Steps -

Step 1. Choose an outreach and date (*Every aspect can be done while respecting social and health restrictions*)

Step 2. Identify a “captain” to be the key point person for your Serve Pod

Step 3. Complete the “Become A Serve Pod” form.

Step 4. Recruit volunteers

Step 5. Let your neighborhood know

Step 6. Start the serve pod checklist

COVID Guidelines and Recommendations -

When considering COVID restrictions and how to implement them in your outreach it is always good to lean towards tighter restrictions rather than loose restrictions. This not only protects your team, and those around you but also the Church from external criticism

Below you'll find some important COVID guidelines:

- Take the [Serve Pod Health Check](#) (also shown below)
- Avoid touching the same things as others
- Face masks should be worn at all times

- Maintain a 6ft distance
- Have hand sanitizer stations
- Use disinfectant wipes regularly to clean all surfaces that have been touched
- Do not partake in outreach activities if you feel sick, have a fever or have been around someone with symptoms
- If possible, do all of the pre-outreach planning virtually to minimize contact
- In the event that someone does get sick, please follow [these steps](#).

Serve Pod Health Check:

Please make sure to keep track of your team's health status by having each person complete a Serve Pod Health Check (found [right here](#)). This way, you know that everyone onsite during your outreach is healthy! Find a point-person in your Serve Pod to monitor the health check responses. Email olivia.waldorf@journeyoffaith.com with the full name and email of your point-person!

Volunteer Recruitment Tips -

RECRUITING VOLUNTEERS

Recruiting volunteers should be a fun and exciting part of your outreach. Like starting anything new, it is all about the time and energy you put into it. Be sure to have a clear NEXT STEP for anyone interested. Whether they fill out a signup form or text you, make it easy & obvious on how to join the team.

HOW MANY VOLUNTEERS WILL I NEED?

The size of your team depends on the size of your outreach and the capacity of your location. A park beautification will scale up your need for volunteers, where a lawn mowing day on your block would scale back your need for volunteers. How you market your outreach with your friends, family, and community will also have a big effect on how many people show up. What we have seen during COVID, is an outpouring of support when it comes to helping within the community.

MAINTAIN A HEALTHY VOLUNTEER ATMOSPHERE

It is important as the leader to always keep the volunteer perspective at the forefront of your thoughts. Engage your entire team, walk around, talk to them, encourage them, and always welcome feedback. Honor their time by keeping them busy during the outreach. ALWAYS express gratitude, and never pass up a chance to say thank you. When your team feels appreciated and has fun, they will come back to serve again.

GIVE YOUR TEAM MEMBERS THE OPPORTUNITY TO GROW

This outreach can be an incredible time of stretching and growth for your team. Empower each member, give them responsibility, let them make decisions, and watch them grow!

CARE FOR YOUR VOLUNTEERS

This can look many ways depending on your outreach, budget, and margin. Here are some things we recommend:

- Water bottles, coffee, snacks, and possibly meals throughout the day.
- Scheduled breaks for longer days.
- Team Huddle 30 mins before outreach. Recast vision for the day, express gratitude, allow a short window to share prayer requests.
- Fun name tags, headbands, or team t-shirts to make your team feel like they're a part of something big.
- Send handwritten thank you cards to your team after the outreach.

Social Media Guidelines, Recommendations, and Marketing Tools -

Recommendation 1. Before doing anything, please make sure your Life Group is part of our [Outreach FB Group!](#)

Recommendation 2. Use [these logos](#) to brand your social media posts and all promotional material! For example, if you're creating a flyer, graphic, social media post, email blast, etc. for your outreach, you can add this logo to the top or bottom of the page. [Like this!](#) (I can now use this for social media purposes).

Recommendation 3. Please take lots of photos and videos before, during, and after your Outreach. Instruct your teams to do this as well. For a few filming tips and techniques, [check this out.](#)

Recommendation 4. Be sensitive to those who are in attendance, people from the community may not be completely comfortable with being in pictures. Pay attention to body language and always ask if you're not sure.

Recommendation 5. Post the photos to your own social media or ours and hashtag #jofservepod along with #bethechurch #makeadifference. Don't forget to post some pictures in the Outreach FB Group!

Recommendation 6. Make sure to upload your photos and videos to our Dropbox [right here](#). You can label each photo and video as your Serve Pod name or your team leader's name + the outreach option you chose. Here's an example label for a photo: AliciaAllenGroupPopUpPantry (1). For multiple photos/videos, you can just add to the numbers like AliciaAllenGroupPopUpPantry (2), AliciaAllenGroupPopUpPantry (3), etc.

Checklist -

Cast a net with your friends, family, and followers for connections to food, workday supplies, landscaping supplies

- Invite local schools and/or local government leaders to invite their communities, post on community boards, send out emails, and post on their social media channels to invite the community.
- Print any materials you'll need to distribute for marketing your outreach
- Schedule deliveries for any heavy items like canned vegetables, cement, wood, when members of your Serve Pod are available to help
- Create a schedule for your media team to take pictures and videos of the outreach.
- Walk your outreach location and identify cone and/or sign placement for ideal flow and wayfinding
- Print all directional or welcome signage and place orders for all additional supplies at least one week prior to distribution.
- Recruit and train your volunteer teams for each stage of the project
- Review Social Media guidelines for your team. Hashtags, handle mentions, and protocols for photos and phones during the event.
- Confirm meeting times for your volunteer team.
- Print prayer cards for your team members have pencils/pens, and clipboards on standby.
- Obtain snacks and water for your team members.
- Think through what you'll say at your team huddle prior to the start of your outreach.
- Pray for your outreach and the individuals it will benefit. Have an awesome day serving with each other!

Prayer Card -

Remember to pray for those who come to your Outreach event. Here's a simple way to initiate prayer -

You: "Is it okay if I take a moment to pray for you and your family?"

**If you feel led, ask them if there is anything specific that you can pray for them during this time.*

Scenario 1 -

Them: " Yes, of course!"

You can say something like: "Jesus, thank you for bringing _____ here this morning. I ask that you give them the strength to finish 2020 well. We thank you Jesus that you love them and that you are here for them. Be with them and their families, fill their home with peace and joy. In Jesus Name, Amen."

Scenario 2 -

Them: "No, not right now."

You can say something like: "No problem, thank you for stopping by! I hope to see you again soon."

Prayer Request Notes -

Go ahead and print out this [note sheet](#) to take down specific prayer requests. You can then pass these along to our prayer team!

Submit a Prayer Request -

Your team can also encourage others to [submit a prayer request through our website!](#)

Hand Out Prayer Cards -

Feel free to print and hand out [these Journey of Faith prayer cards](#) during your outreach.

Outreach Team Contact List -

Have questions, comments, concerns, or just want to run some ideas by us? Please reach out to us with anything, we're here to help your Serve Pod through this process!

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