# COMMUNICATION

Your communication plans and strategies should have these common goals:

* Inspire
* Inform
* Engage

**INSPIRE**

* Sunday Service Messages: Your senior pastor shares message on the topic of serving and why we are called to serve. The link below is a sample of a message Pastor Dino Rizzo inspiring our members to Serve prior to Serve Day. [**http://www.churchofthehighlands.com/media/message/the-life-god-rewards**](http://www.churchofthehighlands.com/media/message/the-life-god-rewards)
* Video testimonies about how lives are being changed by those serving.

<http://www.churchofthehighlands.com/serve/questions/>SERVE Day Story

* Post project ideas on your website or email them out to groups. ( See Project Ideas)

**INFORM**

* Use your weekly “church news” video or handout to remind and explain details about event.
* Facebook, Instagram and Twitter can be an effective way to build momentum for the event and also to promote any action that people need to take like registering project, etc.
* Use Press Releases to city officials, local news and papers about Serve Day. (See Sample)

**ENGAGE**

* Track Results and Share: Communicate total number of projects and number of people that served. Have project leaders take counts and report participation number on the day of event. Being able to share these numbers gives your congregation a big picture view of the impact you made together serving. They get to see they were a part of something bigger.
* Ask participants to share their SERVE Day story: Give a specific email address they can send to and/or a place on your website.
* Video/Photo Team: utilize the creative talents in your church to capture various SERVE Day projects on film and then share the story with the congregation the following Sunday. It allows your congregation to see the full scope of what they were a part of. <http://www.churchofthehighlands.com/serve/outreach/>SERVE Day Video
* Outreach Interest: Following SERVE Day, provide a form for members to express an interest in serving in outreach ongoing. These will need to be printed in advance and you can also make available on the web afterwards.  
   <http://www.churchofthehighlands.com/serve/interest-form/>