

Suggested Activities

Wondering how you can be involved in the Take Me To Worship Campaign?

Here are some suggested activities for religious organizations. Don't get overwhelmed by the list - these are just ideas.

Pick a couple that work for you and run with them!

Market yourself to the public!

- Do a direct mailing in your area focusing on what you offer to kids
- Conduct random acts of kindness in your neighborhood during the campaign and promote your organization
- Go door-to-door in your own neighborhood during the campaign to let neighbors know what you offer children and families
- Get signs with your logo on it
- Put **Take Me To Worship** on sign in front of your building
- Plan some form of outreach to those who used to attend your organization but no longer come, or plan special outreach efforts for those who come sporadically to encourage them to start bringing kids weekly
- Keep your social media up to date and post frequently about **Take Me To Worship**

Invest in the community around you!

- Get involved in the neighborhood where your religious organization is located! Data says that grassroots neighborhood efforts are key to transforming our area and decreasing violence
- Find the closest neighborhood watch or neighborhood association
- Start sending a representative to your neighborhood group's regular meetings
- Explore National Night Out activities in your area and look for ways your religious organization can participate or even help host an event!
- National Night Out is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, better places to live. Typical activities involve large neighborhood-based picnics or events.

Focus your programming!

- Hold a kickoff for your organization's children's program at the end of the campaign
- Start a new series/sermon/speaking plan to coincide with the end of the campaign that focuses on families & kids
- Offer parenting classes
- Offer parenting resources and highlight them to members/attendees



Make ambassadors out of the people you already have!

- Hold an internal training or sermon where you educate your own members on how to promote your own entity. Things you might want to make sure your members or regular attenders know:
 - What does YOUR organization offer to kids?
 - What ages/programs do you offer?
 - What is the cost/frequency of these programs?
 - What safety precautions or training do the workers have that would instill confidence and peace of mind in a parent who is hesitant to bring their child?
- Does your average member (even ones without kids or kids at home) know what your organization offers children and teens and how to promote it to their own co-workers, neighbors and friends?
- Educate your members on what the data says about kids and how much better they do when they participate regularly
- Teach members how to share their personal story. Examples of focus areas might be:
 - Why I took my kids
 - Why I wish my kids had gone
 - Why I went as a kid

Get involved formally in the TMTW Campaign!

- Share our **Take Me To Worship** information on social media
- Book a guest speaker from **Take Me To Worship**
- Use videos provided
- Film your own testimonial
- Write a positive letter to the editor

We are excited about this campaign and hope your organization is too! If you have any questions about the above suggested activities, please don't hesitate to contact us and we would be happy to help. Any efforts you can make to raise awareness about your organization and how kids, teens, and families can regularly participate will help to make Erie a better place for us all!

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