



Suggested Activities for Religious Organizations

What can you do to make the most of the **Take Me To Worship** campaign this summer? Here are a few ideas. Don't feel like you have to do them all to make an impact! Pick a few that work best for your organization and run with them! It's not important to do them all...it's just important to do something!

- Do a direct mailing in your area focusing on what you offer 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
- Hold a kickoff for your organization's children's programming at end of campaign
- Start a new series/sermon/speaking plan to coincide with the end of the campaign that focuses on families & kids
- Offer parenting resources and highlight them to members/attendees
- Offer parenting classes
- 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 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 & 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
- 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
- Run articles about the religiosity data in your bulletin, newsletter, blog, website or program (*sample articles are included in this packet)
- 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 out where your closest neighborhood watch or neighborhood association is
 - 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 held on August 2nd.)*

...or dream up your own ideas!

We are excited about this campaign and hope that your organization is too! 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!

