**SERVE DAY PROJECT STRATEGY**

Your Serve Day project strategy begins by deciding what vehicle you will use to drive your SERVE Day initiatives.

**Step 1: Determine Project Strategy**

1. Small Group Strategy - Small groups develop, plan, fund and lead project for their group participants.
2. Church Projects - Church leaders develop, plan, fund and lead projects for congregation.
3. Combination of the above – This is recommended if you have a Small Group structure in place. Emphasis is placed on small groups serving the community. The church projects are for individuals not currently in a small group and are not publicized until a week prior to SERVE Day.

**Step 2: Plan Projects**

1. Engage small groups: See details on Engaging Small Groups
2. Identify church projects, project leaders & develop project budget.

**Step 3: Outreach Project Ideas Development**

1. Partnerships with local ministries: contact local ministries that your small groups can serve (See sample partnership list)
2. Random Act of Kindness Ideas: project ideas to inspire small groups and individuals. (see sample project ideas list)