

# TRANSFORM DALLAS

2018 CAMPAIGN  
TOOLKIT



# Transform Dallas Campaign Toolkit

Serving our Community Together

## Table of Contents

Introduction .....	3
Event Background .....	4
2018 Campaign Goals .....	5
Social Media .....	6
Event Facts .....	7
Corporate Engagement .....	8
Media Outreach .....	9-10



TRANSFORM DUL  
Serving Our Community



TRANSFORM DUL  
Serving Our Community



#transformdul

TRANSFORM DUL  
Serving Our Community



TRANSFORM DUL  
Serving Our Community

## **Transform Dallas seeks to bridge social divides and unite communities.**

Performing acts of kindness, reading to young children, writing letters to veterans and clearing debris will bridge racial, political and social divisions during the third annual Transform Dallas Citywide Community Service Day on Saturday, April 21, 2018.

This year, over 3,000 volunteers will work on more than 250 projects in one day demonstrating help, hope, and compassion without judgement. The projects, with an estimated value at \$400,000, crisscross geographical and cultural boundaries.

Concord Church, Fellowship Dallas, Friendship West Baptist Church, Highland Park Presbyterian Church, Prestoncrest Church of Christ, Oak Cliff Bible Fellowship, Park Cities Baptist Church together with Dallas Leadership Foundation, have teamed up to launch the community service event.

These core churches have inspired others to join the Transform Dallas movement. Over 100 churches, corporations and community organizations also back this ongoing campaign.

Taking care of others and reaching across social and political divides creates solutions to longterm community problems and builds the foundation for stronger communities. No one wants to live in crime-ridden neighborhoods, suffer from the effects of generational poverty or be voiceless and victimized.

A unified church leads toward a unified community. We invite you to step out of your comfort zone with your family, your friends and your neighbors to mobilize. Step up on Saturday, April 21 and serve food to the homeless, help a veteran, comfort a refugee or paint a house. Volunteer opportunities exist for all skill levels and ages.

Together, we will blow out the flames of fear, division and distrust.

In August 2015, several Dallas churches formed an alliance with Dallas Leadership Foundation to create an effective means for church congregations to **bring positive impact and hope to the city.**

Subsequently, a core team of churches and Dallas Leadership Foundation launched a community service campaign and called it Transform Dallas. The workday would serve as a springboard for expanding the campaign annually and throughout the year.

The core planning team includes:

**Concord Church**

**Fellowship Church Dallas**

**Friendship West Baptist Church**

**Highland Park Presbyterian Church**

**Park Cities Baptist Church**

**Prestoncrest Church of Christ**

**Oak Cliff Bible Fellowship**

**Dallas Leadership Foundation**

## Why Transform Dallas?

Although Dallas County is one of the most prosperous regions in the country, our research shows that not everyone is benefitting from Dallas' prosperity. In fact, the neighborhoods we frequent regularly tell an entirely different story.

Research suggests that residents living in neighborhoods with 20 percent or more people living below the poverty line experience additional challenges affecting educational opportunities, health, and social mobility. With a 3.3 percent unemployment rate, Dallas is experiencing an economic boom not seen since 2007. However, this prosperity masks the stark unemployment reality for Dallas County's impoverished neighborhoods. Across the neighborhoods in Dallas County, 16.3 percent of the residents live in poverty. Residents in underserved Dallas neighborhoods are less educated, with 60 percent of adults having obtained a high school diploma or less. In 2016,

the unemployment rate in DLF target Dallas neighborhoods was an average of 9.2 percent - almost three times Dallas County's overall average of 3.3 percent.

With citywide transformation being the goal, the core planning team is initiating a dialogue on the importance of local churches serving the community together outside the church walls.

This collective effort will result in thousands of volunteers from different backgrounds working together on over 100 projects in areas such as landscaping yards, painting, cleaning alleyways, and assembling and delivering care packages.

During the Transform Dallas workday, local leaders of faith-based and community-based nonprofits will receive needed support and resources.

Our core planning team is developing a cohort of diverse leaders to prepare for the work prior to the event. The workday will be held on April 21, 2018.

The strategy is to position unity as a critical component in transforming our city. The overarching theme carried throughout the campaign is:

**"Serving our community together,"  
which allows us to talk about the powerful  
benefits of residents working together  
despite denominational, racial, class, or  
political differences.**

In this toolkit you will find:

- 2018 Campaign Goals
- Social Media Activation
  - Event Facts
- Corporate Engagement
  - Media Outreach





## 2018 Campaign Goals

Beyond the 2018 Transform Dallas workday our collective efforts can help achieve the following goals:

- Create a vehicle where the Church in Dallas can demonstrate its collective ability to bring positive impact and hope to the city.
- Bring much-needed help and support to community-serving organizations across the city of Dallas.
- Engage new stakeholders among churches, faith-based organizations, community organizations, and businesses.
- Inspire over 3,000 people to volunteer and engage in community service projects on a regular basis.
- Complete over 250 projects addressing community challenges such as gentrification, blight, and hopelessness.

## Social Media Sample Messaging

Social media provides endless opportunities to share key messages leading up to our event. By using it each week to focus posts on a specific theme or message, we amplify the effect of our efforts. Spread the word about Transform Dallas and how people working together can make an impact in our city.

Use the calendar guide and sample messages below, and plug in your organization's identification and be sure to use #transformdallas and #ServingTogether throughout the next few months. You can use the sample messaging below to promote the campaign and invite your fans and followers to participate on the workday.

[www.transformdallas.org](http://www.transformdallas.org)

## Social Media Calendar Guide

### FEBRUARY

Sample Facebook Post: The world is looking for hope! Let's give it to them. Serve with neighbors from across the city on April 21 2018. #transformdallas #ServingTogether <http://t.co/TiLhVbfy>

Sample Facebook Post: Volunteers from all across Dallas will pull up their sleeves and serve together to bring hope and make an impact on April 21, 2018. #transformdallas #ServingTogether <http://t.co/TiLhVbfy>

Sample Tweet: Recruiting 3K volunteers to serve their neighbors across the city of Dallas on April 21, 2018. #transformdallas #ServingTogether <http://t.co/TiLhVbfy>

Sample Tweet: Gearing up to paint, landscape, clean alleys and more across Dallas on 4/21/18. Join us! <http://t.co/2CwghVoX>. #transformdallas

Sample Tweet: @TwitCause Local churches host workday to serve Dallas communities. <http://on.fb.me/iCM42r>

host workday to serve Dallas communities <http://on.fb.me/iCM42r>

Sample Tweet: Be part of the change you want to see. #transformdallas.org #ServingTogether

### MARCH

Sample Tweet: Spec. thanks to our #transformdallas Sponsors and more. Thanks for investing #hope in our city.

Sample Facebook Post: We are so grateful for those companies that are sponsoring our second annual Transform Dallas citywide workday next month. Learn more about the upcoming event at [transformdallas.org](http://transformdallas.org). #ServingTogether

Sample Tweet: We live in a time when we don't know our neighbors. #transformdallas is about restoring neighborhood goodwill <http://t.co/kl55WLdO>

Sample Facebook Post: Coming next month: Transform Dallas! Make a difference with over 3,000 neighbors all across Dallas during our citywide workday on April 21! Read more here: [transformdallas.org](http://transformdallas.org). #ServingTogether

### APRIL 14 – WEEK BEFORE EVENT

Sample Tweet: Looking forward to partnering with local churches next Saturday 4/21. #transformdallas <http://t.co/RRx7gBUW>

Sample Tweet: Countdown to Transform Dallas. Please visit [transformdallas.org](http://transformdallas.org) to volunteer!

Sample Facebook Post: Volunteers are needed to go with us in schools, nursing homes, and neighborhoods. Distribute lunches, assemble care packages, and more on April 21, 2018. For details on volunteering, go to: [transformdallas.org](http://transformdallas.org).

Sample Tweet: Coming one week from today: "Transform Dallas" citywide workday. Volunteers are still needed.

Sample Tweet: Transform Dallas with us! Volunteers still needed. See our website for more info. #transformdallas.org

### APRIL 20 - DAY BEFORE EVENT

Sample Tweet: Our leaders are busily preparing to offer hope tomorrow! It's not too late to sign-up. #transformdallas.org #ServingTogether

Sample Tweet: Stand by for updates beginning at 7:00 a.m. Goodnight! #transformdallas

Sample Tweet: Busily preparing to offer hope tomorrow rain or shine! #transformdallas

Sample Tweet: Transform Dallas with us! Volunteers still needed. See our website for more info. #transformdallas.org

Sample Facebook Post: Tomorrow is the big day! Enthusiastically preparing to link arms with neighbors and serve Dallas residents together. It's not too late to join us! Visit [transformdallas.org](http://transformdallas.org) to sign-up. #transformdallas.org #ServingTogether

#ServingTogether Read our blog here: <http://t.co/suvF15oD>

# #transformdallas





#### APRIL 21 – DAY OF EVENT

Sample Tweet: Good morning, Dallas! Let the work of transformation begin! #transformdallas

Sample Facebook Post: We have an opportunity to make a positive difference today. Let's seize it! #ServingTogether #transformdallas

Sample Tweet: Registration is off to a good start. Hundreds are arriving to their worksites. #ServingTogether #transformdallas

Sample Facebook Post: Here's the list of work sites receiving extreme makeovers right now! #transformdallas

Sample Tweet: Prayer team vols. have plenty of customers at #transformdallas

#### APRIL 22 – DAY AFTER THE EVENT

Sample Facebook Post: 1,000 volunteers and counting are making a difference and bringing hope all across Dallas right now! Check out these early pictures. #transformdallas #ServingTogether

Sample Facebook Post: The numbers are in! The following service projects were completed yesterday.

Sample Facebook Post: What a difference a day can make! Thank you to everyone who served at yesterday's Transform Dallas. Here are some pictures. Feel free to tag and download them.

Sample Tweet: #transformdallas was a huge success! Good vol turn-out across the city. Thanks 4 bringing hope w/us!

Sample Tweet: Thanks to all #volunteers who came out to #transformdallas yesterday!

## #ServingTogether





## Event Facts

Date: Saturday, April 21, 2018

Time Frame: 7:30 a.m. – 4:00 p.m.

Location: Worksites across Dallas

### What kind of refreshments will be provided during the workday?

- Lunch, Beverages, Snacks (Not all locations will provide lunch)

### Who can volunteer for the workday?

Everyone. As a family-friendly environment, volunteers of all ages can participate. However, an adult must accompany children under 16. Children under 12 must attend with their families.

### What kinds of volunteer opportunities are available?

- Assemble & Deliver Care Packages
- Serve Meals
- Farm Work
- Painting and Beautification

### What kind of clothing should volunteers wear?

- Cool and comfortable
- Clothes that you don't mind getting soiled

For an extensive list of opportunities, visit: [transformdallas.org](http://transformdallas.org).



## Sponsorship Opportunities

Transform Dallas provides a unique opportunity to reach potential corporate partners and re-engage existing ones.

By getting involved, you can share the value of community service with companies that have expressed an interest in neighborhood revitalization. Some of the possibilities you can expect:

- Community development can connect the private sector to the communities it serves. You can facilitate volunteer opportunities for your staff by bringing hope and physical improvements to their neighborhoods and communities. Help your employees understand the value of being someone who gives back to his or her community.
- Corporations that support community service projects have found that employee morale is enhanced and that volunteerism is an excellent complement to staff training on "soft skills" such as communication, teamwork and problem solving.

Here are five ways corporate partners can engage in Transform Dallas:

1. Encourage volunteerism among employees.
2. Contribute to the funds needed to purchase supplies for the event.
3. Spotlight Transform Dallas efforts on your company website and/or in an e-newsletter.
4. Submit an op-ed to a local news outlet or blog describing the return on investment revitalizing communities has provided the company.
5. Share examples of the company's support for Transform Dallas on social media using [#transformdallas.org](https://www.instagram.com/transformdallas.org).

## **Local Churches Team Up To Transform Dallas**

More Than 3,000 Volunteers Will Be Mobilized  
To Perform Over 250 Projects Across the City

Dallas, Texas – Feb. 13, 2018 – Local churches in partnership with Dallas Leadership Foundation are mobilizing their congregations to go outside the church walls and serve their communities together with neighbors from different denominational, racial, class, and political backgrounds. With the intention of creating an effective means for church, non-profits, and businesses to bring positive impact and hope to the city, the group launched a community service campaign and named it Transform Dallas, a citywide workday to be held on Saturday, April 21, 2018.

The core campaign planning team includes Concord Baptist Church, Fellowship Church Dallas, Friendship West Baptist Church, Highland Park Presbyterian Church, Oak Cliff Bible Fellowship, Park Cities Baptist Church, and Prestoncrest Church of Christ working in partnership with Dallas Leadership Foundation.

**“The goal is for us to serve our community together, which allows us to talk about the powerful benefits of working together despite denominational, racial, class, or political differences.”**

**- Wil McCall, President of Dallas Leadership Foundation**

Over 3,000 volunteers will be recruited to pitch in with construction and labor, human and social services, prayer and worship services, block party planning and hosting, hospitality and registration, and more for the April event. This collective effort will result in thousands of volunteers from different backgrounds working together on over 250 projects.

### ABOUT US

Transform Dallas launched in August 2015 when several Dallas churches formed an alliance with Dallas Leadership Foundation to create a practical project to serve the Dallas community. They didn't stop there. Participating church leaders decided the workday would be part of an ongoing community service campaign expanding projects throughout the year and annually.

FOR IMMEDIATE RELEASE

KILL PSA APRIL 22, 2018

Contact:

Stephanie Howard

21.777.5520

Local Churches Team Up To Transform Dallas  
Recruiting More Than 3,000 Volunteers To Perform Over 250 Projects Across the City

30-Second Public Service Announcement

ANNOUNCER: LOOKING FOR COMMUNITY SERVICE OPPORTUNITIES?

HERE'S YOUR CHANCE TO LINK ARMS WITH MEMBERS OF LOCAL CONGREGATIONS AND OTHER RESIDENTS AS THEY TEAM UP TO SERVE THE DALLAS COMMUNITY TOGETHER. OVER 3,000 VOLUNTEERS ARE EXPECTED TO PARTICIPATE IN TRANSFORM DALLAS, A CITYWIDE WORKDAY BEING HELD ON APRIL 21, 2018. DURING THE WORKDAY VOLUNTEERS WILL PAINT, CLEAN UP SITES, DISTRIBUTE CARE PACKAGES, AND MORE, FREE OF CHARGE. Over 250 MINOR AND MAJOR IMPROVEMENT PROJECTS WILL BE PERFORMED SIMULTANEOUSLY ACROSS DALLAS. FOR MORE INFORMATION PLEASE CONTACT STEPHANIE HOWARD.

###