

TRANSFORM DALLAS

2019 CAMPAIGN TOOLKIT



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 6, 2019.

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

Fellowship Dallas, Friendship West Baptist Church, Highland Park Presbyterian Church, Prestoncrest Church of Christ, Oak Cliff Bible Fellowship, 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 6th 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:

Fellowship Dallas

Friendship West Baptist Church

Highland Park Presbyterian Church

Oak Cliff Bible Fellowship

Prestoncrest Church of Christ

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 benefiting 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 under served 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 6, 2019.

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:

- 2019 Campaign Goals
- Social Media Activation
 - Event Facts
- Corporate Engagement
 - Media Outreach





2019 Campaign Goals

Beyond the 2019 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 our guide and sample messages below, and plug in your organization's identification and be sure to use #transformdallas and #transformdallasday 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

Download social media graphics here. If you are reading this as a printed document, visit www.transformdallas.org. You will find images formatted for Facebook, Twitter, and Instagram for your convenience.

When sharing posts to promote the event or show activity during the event, please use the following hashtags. This helps us tell the many great stories that will be taking place.

#transformdallas #transformdallasday

Sample Facebook Posts

Volunteers from all across Dallas will pull up their sleeves and serve together to bring hope and make an impact on April 6, 2019. Register today at www.transformdallas.org #transformdallas #transformdallasday

Volunteers are needed to go with us in schools, nursing homes, and neighborhoods. Distribute lunches, assemble care packages, and more on April 6, 2019. For details on volunteering, visit: transformdallas.org #transformdallas

Make a difference with over 3,000 neighbors all across Dallas during our citywide workday on April 6, 2019! #transformdallas

Sample Tweets

Countdown to #TransformDallas. Please visit transformdallas.org to volunteer!

#TransformDallas with us! Volunteers still needed. Visit transformdallas.org to register!

Sample Instagram Caption

I registered to volunteer for #TransformDallas with [Your Organization]. Join me in serving Dallas together! www.transformdallas.org

#transformdallas



Event Facts

Date: Saturday, April 6, 2019

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?

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.



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://twitter.com/transformdallas).

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Citywide day of service enters its fourth year with hundreds of volunteers and community projects

Dallas, TX: The fourth annual Transform Dallas event will take place on April 6th. Hundreds of volunteers will gather to paint homes, update school libraries, work in community gardens, and more! Transform Dallas is a collaborative effort spearheaded by Dallas Leadership Foundation, a faith based nonprofit organization, with the support and partnership of Fellowship Dallas, Friendship West, Highland Park Presbyterian Church, and Prestoncrest Church of Christ. Together, the hope is to inspire collaboration and unity that expands across Dallas' geographical boundaries while uplifting those in need.

On the reason for Transform Dallas, Dallas Leadership Foundation CEO, Wil McCall states, "There's so much negativity. The church has to come together. God cares about the city and he's called the church to be witnesses to the city."

Registration is open to all until April 3rd. Visit www.transformdallas.org for the project locations.

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