

# TRANSFORM DALLAS

2022 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, June 18, 2022.

This year, volunteers will work on projects across the City in one day demonstrating help, hope, and compassion without judgment. The projects expand across geographical and cultural boundaries.

Friendship West Baptist Church, Highland Park Presbyterian Church, Prestoncrest Church of Christ, Primera Iglesia Bautista Dallas 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. Dallas churches, corporations and community organizations also back this ongoing campaign.

Taking care of others and reaching across social and political divides creates solutions to long term 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, June 18<sup>th</sup>, and serve. 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:

Friendship West Baptist Church

Highland Park Presbyterian Church

Prestoncrest Church of Christ

Dallas Leadership Foundation

**Primera Iglesia Bautista Dallas**

#### **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, tell an entirely different story. 18.9% of Dallas residents live at or below the poverty line, and 85.4 % of Dallas Independent School students are eligible for free and reduced lunch. ( <https://www.neighborhoodscout.com/tx/dallas/schools#hq>) Too many Dallas neighborhoods are struggling with underperforming schools, crime, blight, and poor access to living-wage jobs. Decades of disinvestment, racial discrimination, and outward migration of better-educated, more stable residents have plagued struggling Dallas neighborhoods. The racial wealth and opportunity gap foster unsafe crime areas throughout the city, putting the whole city at risk, 95% of other US Cities are safer than Dallas.

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 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 Saturday June 18<sup>th</sup>, 2022 from 8:00 am to 3:00 pm.

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:

- 2022 Campaign Goals
- Social Media Activation
  - Event Facts
- Corporate Engagement
  - Media Outreach







## 2022 Campaign Goals

Beyond the 2022 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 people to volunteer and engage in community service projects on a regular basis.
- Complete all 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, 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](http://www.transformdallas.org)



Download social media graphics here. If you are reading this as a printed document, visit [www.transformdallas.org](http://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 June 18, 2022. Register today at [www.transformdallas.org](http://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 September 12, 2020. For details on volunteering, visit: [transformdallas.org](http://transformdallas.org). #transformdallas

Make a difference with neighbors all across Dallas during our citywide workday on June 18, 2022! #transformdallas

### Sample Tweets

Countdown to #TransformDallas. Please visit [transformdallas.org](http://transformdallas.org) to volunteer!

#TransformDallas with us! Volunteers still needed. Visit [transformdallas.org](http://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](http://www.transformdallas.org)

# #transformdallas





## Event Facts

Date: Saturday, June 18, 2022 Time

Frame: 8:00 a.m. – 3:00 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. Children under 12 must attend with their families.

What kinds of volunteer opportunities are available?

- Assemble & Deliver Care Packages
- Installing security packages
- Gardening
- Painting and Beautification

What kind of clothing should volunteers wear?

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





## 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



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For Immediate Release:4/01/22

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

Dallas, TX: The fifth annual Transform Dallas event will take place on June 18, 2022. Hundreds of volunteers will gather to paint homes, 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 Friendship West, Highland Park Presbyterian Church, Prestoncrest Church of Christ, and Primera Iglesia Bautista Dallas. 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 must 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 June 6th. Visit [www.transformdallas.org](http://www.transformdallas.org) for the project locations.

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