

Love
LOUISVILLE

God's Love...No Strings.

Information for Participating Groups

Love Louisville Day - Saturday, May 21, 2011

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If you're a Point Person...read pages 3-14.

(A Point Person is the individual taking charge of Love Louisville Day activities for an entire church, business, or organization.)

If you're a Team Leader...read pages 9-14.

(A Team Leader guides a small group of 8-12 people during their kindness outreach on Love Louisville Day.)

If you're a Team Member...read pages 11-12.

(A Team Member performs Random Acts of Kindness on Love Louisville Day, but does not lead a group.)

About Love Louisville Day



God's Love . . . No Strings.

Imagine a day when people all over Louisville take to the streets with a single purpose: *Love*. Churches, businesses, and organizations will spend one Saturday this spring showing kindness across our city. We'll demonstrate God's love for Louisville through simple acts of service, giving, and mercy . . . all with no strings attached.

We'll send as many as 100 teams into the streets with a simple mission: to give stuff away! We might wash someone's windows for free, leave a bag of groceries on the doorstep of a family in need, or hand out free Cokes at a traffic light. Just like the things we give away, the love of Jesus is a free gift. Our motivation is simple: We believe that small things done with great love can change the world.

No matter where you are in your faith journey (and whether you go to church or not), Love Louisville Day is for everyone! On May 21, 2011, join us to change our city with love.

Getting Involved

Thanks for your interest in showing God's love to the people of our city! If your church, business, or organization would like to gather a team to participate in Love Love Louisville Day 2011, here's an overview of the process.

- 1. Register Your Group.** Sign up for Love Louisville Day at www.lovelouisville.org/register.php. If you need more information before you register, visit www.lovelouisville.org/faq.php.
- 2. Come to the Meeting.** This spring, we'll hold a short but important meeting to give you the information you need to lead a successful kindness outreach.
- 3. Follow the Checklist.** On pages 4-6, you'll find a detailed list of tasks that need to be completed by the Point Person (the individual taking charge of Love Louisville Day activities for an entire church, business, or organization). If you follow the steps, you'll have everything you need for a successful kindness outreach!
- 4. Show God's Love in Louisville.** On Saturday, May 21, 2011 at 10:30 am, you and your team will hit the streets for two hours to commit Random Acts of Kindness. Afterwards, gather your team for a free lunch to celebrate what God has done through you on Love Louisville Day. (For a complete schedule of the day's events, see page 11.)

Point Person Checklist



Are you willing to take charge of your group's participation in Love Louisville Day? Here's a checklist for the six weeks leading up to our Main Event.

4-6 Weeks Before the Event

- Start Praying.** Ask God to bless your outreach on Love Louisville Day.
- Decide on Your Group's Kindness Project(s).** See pages 13-14 for a list of ideas.
- Choose an Outreach Location.** Pick a place that is suited to your project – for example, a busy streetcorner if you'll be handing Cokes to people stopped at a traffic signal, or a low-income neighborhood if you'll be passing out bags of groceries. Ideally, find a spot that's close to your organization's location, so that your team will have an easy time getting there. (Note: We're praying for sunshine on Love Louisville Day! However, we suggest that you have a "Rain Plan" just in case.)
- Think About Your Meeting Time and Location.** Depending on your outreach location, you may want to have everyone gather someplace else – say, your church parking lot – before they "hit the streets." You can pray together, pass out materials, and give instructions without distractions. We suggest gathering at 10:00. *Regardless of where you meet, all teams should be "on location" to begin their outreach at 10:30 am on Saturday, May 21, 2010.*
- Submit Your Information Form.** Fill out and submit the form on page 8 by *Friday, April 22, 2011.*
- Recruit Team Leaders.** If your organization will only be participating in one project at one location, then you can be the Team Leader. If your group will be fielding multiple teams (we suggest that each team be composed of 8-12 people), you'll need to find someone to take charge of the other groups. Recruit your Team Leaders, then use the material on pages 9-12 to equip them for success. They'll need your knowledge and encouragement!
- Arrange for Funding.** Figure out how much money you need to purchase the supplies for your project. If you'll be handing out groceries, how much will it take to pack grocery bags for, say, 20 needy families? If you'll be distributing free cans of sodas at a traffic signal, how much will it cost to buy 300 cans? Most Love Louisville projects cost between \$50-200. During past Love Louisville Days, the churches and businesses that sponsored kindness outreaches also provided the necessary funds from their budgets. If you explain to your organization's leadership what Love Louisville is all about, there's a good chance that they'll do the same! *(We suggest that if you can't obtain organizational funding, you choose an inexpensive project and ask each member of the team to contribute \$5-10.)*

2-4 Weeks Before the Event

- ❑ **Keep Praying.** Don't stop now!
- ❑ **Promote Love Louisville in Your Organization.** Visit www.lovelouisville.org/resources.php. There, you can download printable posters, fliers, and other materials to promote your outreach. If you're part of a church, we suggest beginning to promote Love Louisville on Sunday, May 1. In each of your worship services leading up the Big Day, do an energetic verbal announcement and insert Love Louisville fliers (available from the website) into your church bulletins. Whatever you do, don't forget to invite your friends! A personal invitation is always the best way to recruit people.
- ❑ **Sign People Up.** You can use the sign-up sheet we provide at www.lovelouisville.org/resources.php. If your organization is fielding multiple teams, put out a separate paper for each team. We suggest that churches place their sign-up sheets on a table in the sanctuary or foyer, where people will walk by them on the way out. Having a knowledgeable volunteer at the table really helps!
- ❑ **Check In with Your Team Leaders.** If you have multiple Team Leaders and they're also recruiting volunteers, check in to see how they're doing a few weeks before the event. Encourage them not to wait until the last minute to find team members!
- ❑ **Order T-Shirts.** Place an order for your team's Love Louisville t-shirts, using the size information recorded on your signup sheets. *We strongly suggest that you collect t-shirt money when people sign up, or you may find yourself funding part of the order yourself.* You'll distribute shirts to your team on Love Louisville Day. (Note: Order forms with current pricing will be distributed at our April informational meeting. We anticipate that shirts will cost \$5-7 each.)



1-2 Weeks Before the Event

- ❑ **Pray Some More.** Continue asking God to bless your kindness outreach.
- ❑ **Evaluate Your Signups.** Do you have enough people and funds committed to each of your teams? If not, you might consider doing less projects so that you have adequate resources for everything. It's better to do one quality project than three substandard projects. Or perhaps you have the wonderful problem of too many volunteers! If that's the case, consider adding an additional project, so that everyone can play a meaningful role in showing God's kindness.
- ❑ **Purchase Supplies.** If your outreach requires supplies – whether it's squeegees to wash windows or bottled water to hand out in a park – you should purchase them a few days before your outreach.
- ❑ **Make Kindness Signs.** If your team will be doing a “stationary outreach,” we recommend that you make an attractive sign or two for your volunteers to use. (A “stationary outreach” is one where your team stays in one place, because people will be pass by your location. For example, if you're handing out bottled water to joggers in the park, you can station yourself near the trail, and joggers will come to you.) Your signs don't need to be professional-quality, but make them attractive. Remember, they're the first impression that people will have of your team! You can see a sample sign being held by a Love Louisville volunteer at the bottom of page 5.
- ❑ **Check Your Love Louisville Cards.** Make sure that you have enough Love Louisville cards for your team(s). These business card-sized fliers should be handed to anyone who receives a Random Act of Kindness. They tell people why you're doing the outreach, and allows them to connect with a participating Love Louisville church if they'd like. We'll give you all the Love Louisville cards you need at our spring informational meeting. If you need more after that date, contact Love Louisville Director Robert Pitman: rpitman@yourspiritualhub.com.
- ❑ **Get the Supplies to Your Team Leaders.** About a week before the Big Day, make arrangements with your Team Leaders to pick up their supplies. They may need Kindness Signs, Love Louisville Cards, Love Louisville T-Shirts, and Outreach Supplies (the items they'll be giving away, like cans of soda or bags of groceries). Meanwhile, check in with each Team Leader to make sure that he or she is mentally and logistically prepared for the Big Day! Answer any questions your Team Leaders have and pray with each person.

A Love Louisville Example

Here's an example of how you might prepare and execute a simple Love Louisville event.

You're planning to form a Love Louisville Team from people at your church, so you choose to do a bottled water giveaway at a park nearby. You decide that everyone will meet in your church parking lot at 10:00 am for instructions, then caravan to the park. You know that at 10:30 on a Saturday morning in May, there will be plenty of thirsty joggers there who could use a cold drink!

You fill out the information form on page 8 and submit it to the Love Louisville office. You won't need to recruit any team leaders, because you come from a small church. (Chances are, you'll only have enough volunteers for one team of 8-12 people, and you can lead them.) Meanwhile, you talk to your pastor, and he agrees to give you \$100 from the budget. You'll use those funds to purchase 200 bottles of water.

You download some signs and fliers from the Love Louisville website to promote the event at your church. On three consecutive Sunday mornings, you make an announcement during the worship service and take signups in the back. By the second Sunday, you already have enough people to fill your team!

You place an order for your team's Love Louisville t-shirts. Meanwhile, you buy the bottled water (which your team will distribute at the park) from Sam's Club. You also make a couple of simple signs on posterboard that say "FREE BOTTLED WATER – NO KIDDING," and pick up a bag of rubber bands (more about those later).

At this point, you have all of your supplies and team members in hand. You grabbed plenty of Love Louisville Cards (business card-sized fliers to distribute along with the water) at the spring informational meeting. You've made your signs; you've purchased your bottled water; you have rubber bands to attach Love Louisville Cards to the bottled water. Your t-shirt order has come in. Now, all you need to do is call your team and remind them about your meeting time and location on Love Louisville Day.

When your team gathers on Saturday morning, you go over the information on pages 11-12. Everyone pitches in to attach cards to the bottles of water. Then, you designate two people to hold the "FREE BOTTLED WATER" signs alongside the jogging trail. The other six members of your team will stand nearby to hand out water with a smile.

You pray for your outreach, then head for the park. The time passes quickly as you hand out your water. A few people turn you down, but most are pleased (and surprised) to receive your gift. Many of them ask why you're doing this, and you tell them you're showing God's love. A few of them even want to have a conversation or pray with you.

Before you know it, it's time to pack up! You and your team have touched 200 people with a taste of God's kindness in less than two hours' time. You thank God for a successful outreach, and your team heads for lunch.

Remember: "Small things done with great love can change the world."

Point Person Information Form



Please return this form by Friday, April 22, 2011 to:
Love Louisville, Robert Pitman, Director, 7710 Briarwood Dr., Crestwood, KY 40014

Contact Information

Organization _____

Your Name _____ Your Position/ Title _____

Your Phone Number (____) _____ Your Email _____

Organization's Full Address _____

Neighborhood (e.g., Highlands) _____ Organization's Website _____

By submitting this information, you give Love Louisville permission to publish (on our website) the contact information you have provided. You also agree that we may identify your organization as a Love Louisville Day participant in our promotional materials.

Kindess Project Plans

Please tell us what your group is planning to demonstrate God's kindness! This information will assist us with our public relations and help to avoid any location conflicts between groups. You can undertake as many projects as you have teams (each team should consist of 8-12 people). If you need more space, continue on the back.

1. Project Description _____
(e.g., Pass Out Free Bags of Groceries – for ideas, see page 13)

Project Location _____
(e.g., Neighborhood Around Shawnee High School)

2. Project Description _____
(e.g., Pass Out Free Bags of Groceries – for ideas, see page 13)

Project Location _____
(e.g., Neighborhood Around Shawnee High School)

3. Project Description _____
(e.g., Pass Out Free Bags of Groceries – for ideas, see page 13)

Project Location _____
(e.g., Neighborhood Around Shawnee High School)

4. Project Description _____
(e.g., Pass Out Free Bags of Groceries – for ideas, see page 13)

Project Location _____
(e.g., Neighborhood Around Shawnee High School)

Team Leader Checklist



Thanks for leading a team on Love Louisville Day! Here are some things you'll need to think about as you prepare for the event.

Before the Event

- Catch the Vision.** Read pages 11-12 in this booklet to get an idea of what Love Louisville is all about. (You can also visit our website at www.lovelouisville.org.) As a Team Leader, you'll be guiding a small group as they commit "Random Acts of Kindness" in our city – demonstrating God's love with no strings attached!
- Start Praying.** Ask God to bless your team's kindness outreach on Love Louisville Day.
- Meet with your Point Person.** Get together with the person who's coordinating your entire organization's participation in Love Louisville Day. She will tell you what kind of project you're leading (and where). She will probably suggest that you gather in a central location (say, your church parking lot) before you head out for your kindness outreach. That will enable you to pass out supplies and give directions to your team without distractions.
- Recruit Your Team.** Your team should be made up of 8-12 people. You can use the resources we provide at www.lovelouisville.org/resources.php to help in finding people – but remember, personal invitations are the best recruiting technique. We suggest that you begin recruiting *no later than* April 30, 2011.
- Pick Up Your Supplies.** A few days before Love Louisville Day, make arrangements with your Point Person to pick up the supplies you need for your Kindness Outreach.
- Print Directions.** Print directions for your team from the place you'll be meeting (say, your church parking lot) to your outreach location (for example, Cherokee Park). We recommend using an internet resource like www.mapquest.com or www.google.com/maps. Also, be sure to write your cell phone number on the map: If anyone gets lost, they'll appreciate that.
- Send Reminders.** 2-3 days before the event, call or email everyone who signed up for your outreach. Remind them about Love Louisville Day – including the meeting time and place for your project.
- Arrange for Lunch.** We recommend that Team Leaders arrange to serve their group a simple free lunch after their kindness outreach. You can feed them at your organization's building, at an inexpensive restaurant, or at your home. Enjoying lunch together will allow your team to celebrate what God has done!

On Love Louisville Day—Before You Begin

- Meet Your Team.** Arrive at least fifteen minutes early at your team's gathering place (for example, the church parking lot). Once everyone has arrived, use the information on pages 11-12 to give your team an overview of what they'll be doing. (And don't forget to pass out directions to your outreach location!)
- Attach Love Louisville Cards.** If possible, attach the business cards provided by your Point Person to the items you'll be giving away. (For example, you can use a rubber band to attach cards to bottles of water.) If it isn't feasible to fasten the cards to your giveaway items, make sure each team member gets a small stack to distribute by hand.
- Distribute Supplies and Responsibilities.** Make sure each team member gets a Love Louisville t-shirt and whatever supplies are needed for your outreach. If your team members will be taking on different roles, assign jobs to individuals. (For example, if you're passing out cans of soda at a traffic light, a few people will need to hold signs. Their teammates will approach cars and offer sodas to the drivers.)
- Pray.** Don't forget to ask for God's blessing on your project.
- Go to Your Location and Start Loving Louisville!** Your team should be committing Random Acts of Kindness by 10:30 am. Wrap things up no later than 12:15 pm. (Coordinating the time for Love Louisville outreaches is a key part of our strategy. We hope that people will receive acts of kindness from multiple teams in a short time span, multiplying our impact.)

On Love Louisville Day—After Your Outreach

- Gather Your Team to Debrief and Pray.** Ask people to share stories of anything significant that happened during the outreach. Pray that God will work in many people's lives in a positive way because of your team's work.
- Clean Up.** Don't leave any trash behind.
- Go to the Free Lunch.** Gather your team together for a free lunch! Perhaps you'll meet at your organization's building, your own home, or an inexpensive restaurant. Whatever the case, celebrate what God has accomplished on Love Louisville Day through your team.

Information for Team Members



About Love Louisville

On Love Louisville Day, we'll be demonstrating God's love through Random Acts of Kindness. In other words, we'll do nice things for anonymous people we meet on the street . . . with no strings attached. Random Acts of Kindness are so easy that even children can do them. But they're so rare that if you join us for Love Louisville, you're guaranteed to blow people's minds!

Seriously, wouldn't you be shocked if – for no apparent reason – somebody handed you a free bottle of water while you were jogging at the park? Or what if someone offered to wash your car – and wouldn't take a donation? It would probably make your day! It might even make you think: An experience of "practical love" can open people's hearts to God's love.

So on Love Louisville Day, we hope you'll join a team to show God's kindness to our city. Whether you hand someone a free bottle of water or wash his car, you couldn't find a more meaningful way to spend two hours of your Saturday. Thanks for being a vital part of Love Louisville!

For more information about Love Louisville Day, visit our website at www.lovelouisville.org. To find out what kind of kindness project your group will be undertaking, ask your Team Leader.

Love Louisville Day Schedule (Sat., May 21, 2011)

10:00 am: Meet at your church, business, or organization to join a Love Louisville outreach team. Get ready to go out and love somebody!

10:30 am: Hit the streets with your team to perform Random Acts of Kindness, demonstrating "God's love...no strings." Groups from all over Louisville will be doing the same. Our city is going to experience a Kindness Explosion! *All teams should be "on location," committing Random Acts of Kindness, promptly at 10:30 am.*

12:30 pm: Meet back at your church, business, or organization. Celebrate everything good that happened during your "Love Louisville" outreach by enjoying lunch together.

Important Pointers

- ❑ **Be on Time.** Show up at the time and place designated by your Team Leader on Love Louisville Day. Then hit the streets to show God’s love!
- ❑ **Safety First.** Stay with your group and remain conscious of your surroundings. Carry a cell phone in case you become separated or find yourself in an uncomfortable situation. If you’re participating in an outreach near a busy street—for example, handing out cans of soda to cars stopped at a traffic light—stand at the *edge* of the road, and do not run between cars. Wear bright colors or a fluorescent safety vest. *Never walk into the flow of traffic.*
- ❑ **Hand Out Love Louisville Cards.** When you hand someone a gift or provide him with a free service, always accompany it with a Love Louisville Card. These small handouts tell people why we’re performing these Random Acts of Kindness, and give them an opportunity to connect through our website. When you approach someone, hand them the card with the logo side up.
- ❑ **Approaching People.** Don’t be shy! Just smile, walk up to someone, and offer your gift. You might say, “Free soda, sir?” or “We’re giving out free bottled water today—have you gotten yours yet?” Most people will cheerfully take you up on your offer! Unfortunately, our culture is so suspicious that a few people will assume there must be a “catch” to your gift. Don’t be offended if they turn you down: Just keep smiling and move on to the next person.
- ❑ **Answering the “Why?” Question.** Some people will ask you why you’re giving things away. You might reply, “We want to show you God’s love in a practical way,” or “We want to give you something free, because God’s love is free.” You don’t need to give a long explanation—one sentence is enough for most people. It will still give them something to think about!
- ❑ **The Art of Conversation.** Occasionally, you’ll run into someone who wants to talk further. Don’t hesitate to listen to their concerns and/ or pray with them. However, don’t pressure anyone into a conversation: If they show signs of wanting to leave, that’s okay. Remember, this is not a marketing opportunity for your church, business, or organization. It’s a chance to show people God’s kindness with no strings attached.
- ❑ **If Someone Offers You Money . . .** Politely turn down the funds. Donations are not accepted on Love Louisville Day. You can’t pay for God’s love, and you can’t pay for a Love Louisville gift, either.
- ❑ **Have Fun!** Chances are that you’ll genuinely enjoy your Love Louisville experience. Most people find that they “get” far more than they “give” from their day of service.

Kindness Project Ideas



There are four basic types of Kindness Projects that we use for Love Louisville Day.

1. Mercy. Projects that meet basic physical or psychological needs.

Examples: Distributing groceries in a low-income neighborhood or visiting a nursing home to spend time with the residents.

2. Kindness. Projects that demonstrate kindness in a small but tangible way.

Examples: Handing out free bottled water to joggers in a park or giving away free TARC tickets to people at a bus stop.

3. Service. Projects that fill a need for someone else through a donation of time and energy.

Examples: Cleaning the restrooms for a small business or washing people's windshields at a gas station.

4. Children. Projects that are focused on children and youth.

Examples: Giving away bottled water at a skate park or handing out school supplies door-to-door.

Regardless of the method, a Kindness Project is always designed to demonstrate God's love for people with no strings attached.

Project Ideas

Where You Live

- Take the neighbors' trash to the curb for them.
- Hand out bottles of water to people walking (works great in parks).
- Do yard work for senior adults or families.
- Throw a free block party.
- Give away potted plants.
- Hand out light bulbs or smoke detector batteries door-to-door.

Where You Notice Poverty

- Pass out free groceries.
- Give away clothes or hold a free "yard sale."
- Grill free hot dogs.

Where You Shop

- Offer to clean a small business's bathrooms.
- Pass out small bags of goodies to the employees (things like candy and chips).

Where You Buy Gas

- Give someone \$2 (or \$5) toward their purchase.
- Offer to wash windshields for free.

Other Ideas

Ask a leader in your community (school principal, neighborhood association president, mayor, etc.) how you can help them. Chances are, they'll be pleasantly surprised to hear from you – and give you some good ideas!

Even More Ideas

Find a much longer list of kindness projects at www.servantevangelism.com/matrix/matrix.htm.

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