



YOU can make a difference.



VIDEO TOOLKIT

One purpose of CMCA is to equip members to be able to sensitize, train and mobilize the local church to serve and support Correctional Ministry. CMCA has created a “YOU can make a difference” video toolkit for CMCA members to educate and invite churchgoers to partner with you in Correctional Ministry.

The toolkit includes information and examples for:

- **Pre-presentation**
- **Presentation**
- **Post-presentation**



Ministry Ambassadors

Ministry Ambassadors share about a ministry where they serve and help recruit volunteers and/or gain support.

The YOU can Make a Difference Video is designed to educate and motivate churchgoers to participate/support Correctional Ministry. Ministry ambassadors show the video and present ways the audience can participate/support the correctional ministry they represent.

Pre-Presentation

1. Work with the ministry leader/chaplain/pastor to identify specific volunteer opportunities and ministry needs

Example 1: We serve with XX ministry that (insert mission). We need (identify who you need) individuals, couples, friends, and/or small groups to:

- ☐ Pray for us and those we serve
- ☐ Serve a meal on Monday evenings for XX support group
- ☐ Group Volunteering – Clean the residence and paint a room
- ☐ Donate - Shop the ministry gift list
- ☐ Stuff Christmas Packs for the incarcerated who are in XX facility
- ☐ Make XX dozen cookies

Example 2: We have the privilege of providing Christian programming to the men and women at XX jail. We need (identify who you need) individuals, couples, friends, and/or small groups to:

- ☐ Serve on the Worship Service Team. Teach, pray, and/or lead worship singing.
The services are on Sundays from 1:00-2:00 pm.
- ☐ Teach a Bible study to men on Tuesdays, 1-2 pm
- ☐ Teach a Bible study to women on Wednesdays, 6-7 pm
- ☐ Teach a Fatherhood class on Thursdays, 9-10 am
- ☐ Donate Bibles (NIV)

Example 3: We have the privilege of serving families in our congregation who have a loved one incarcerated. We need individuals, couples, friends, and/or small groups to serve in the following areas:

- ☐ Friendship – Journey with families offering prayer and encouragement.
- ☐ Family Advocate – Listen to the families' needs and works with the church and other agencies to meet their needs
- ☐ Family Ministry team (provide practical help – childcare, a meal, transportation for visit, etc.)
- ☐ Mentor Children with Incarcerated Parent
- ☐ Support Group team (provide childcare, meal preparation/clean-up) – Monday nights, dinner and support group for families



- ☐ Friendship for Incarcerated person – Write, visit, pray for them
- ☐ Reintegration Coach – Journey with individuals as they reintegrate into the community from incarceration and helping them assimilate into the Church.
- ☐ Reentry Team - Assist with meeting practical needs – (Transportation and funds to obtain Identification documents, clothes, employment leads, etc.)

<i>List Volunteer Opportunities and Ministry Needs Below (be specific):</i>

2. Create a volunteer sign-up sheet or direct people to the ministry website (if applicable)

Capture the following contact information: name, email, phone number, church name, preferred contact method – text, email, phone call and list of volunteer opportunities and ministry needs (same list as identified in #1).

Example:

VOLUNTEER SIGN-UP SHEET			
Name:	Email:	Phone:	Church Attending:
Preferred Method of Communication:	<input type="checkbox"/> Text	<input type="checkbox"/> Email	<input type="checkbox"/> Call
Opportunity or Ministry that you are interested in:	<input type="checkbox"/> Prayer	<input type="checkbox"/> Serve a Meal	<input type="checkbox"/> Group Volunteering
	<input type="checkbox"/> Donate	<input type="checkbox"/> Stuff Christmas Packs	<input type="checkbox"/> Make XX cookies
Other Information that you want to collect:			



3. Prepare Bulletin Insert/Flyer (Optional)

Name of ministry, ministry description, contact person's name, contact information (Phone and/or website and/or email address), QR code (optional), list of volunteer opportunities/ministry needs (same list as identified in #1).



XX Ministries mission is to provide a safe place to recover and develop skills to rebuild lives.

YOU can make a difference.

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- Serve a meal Monday evenings for XX Support Group
- Group Volunteering--Clean residence & paint a room
- Donate--Shop the ministry gift list
- Stuff Christmas Packs for the incarcerated who are in XX facility.
- Make xx dozen cookies

Contact Caleb
Phone: 999-999-9999
Email: caleb@mychurch.org

4. Prepare Slide (Optional)

Ministry/Organization Name, tagline, ministry contact information (web address, email address, phone number, and/or QR code), and list of volunteer opportunities/ministry needs (same list as identified in #1).

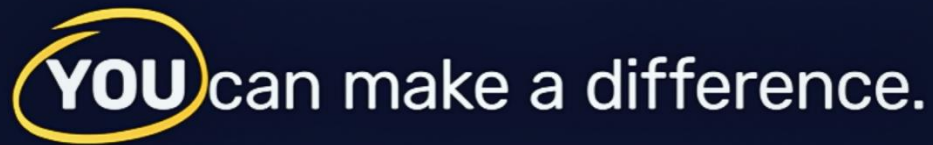


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5. Identify Church/leader to schedule presentation

Identify the audience and leader for the presentation: church worship service, small group, Christian education class, or men's/women's ministry, etc. Pastor, teacher, leader?

Church Leader Name:	
Phone:	Email:
Notes:	

6. Contact leader to schedule a presentation

Identify the audience and leader. Contact him/her to schedule the presentation (worship service, small group, adult education class, or men's/women's ministry, etc.).

Script Example: *Hi, I am Caleb, and I serve with XX Ministries. I know your church's mission is to I can share opportunities with your members to fulfill this mission. I would love to come and present for 8 minutes, sharing a video and the ways your members can serve with XX Ministries.*

Write Your Script:

Presentation Date:	Time:	Location:
Promotional Materials (Video, slide, handout):		Due Date:
Script:		



7. Create your presentation script

Write your presentation script. Your name, name of organization/ministry where you serve, description of ministry, story of how “the ministry makes a difference,” identify ways the audience can volunteer/support.

Script Example: *Hi, my name is Caleb and I serve with XX ministry doing XX. You can make a difference in the lives of those incarcerated and their loved ones, by joining us in (prison, jail, youth, reentry, etc.) ministry. We need individuals, couples, friends, and/or small groups to:*

(insert volunteer opportunities and ministry needs list)

If interested in making a difference in the lives of the incarcerated and their loved ones, contact Caleb at 999-999-9999 or caleb@mychurch.org.

Write Your Presentation Script:



8. Practice presentation

Practice your presentation so you can be comfortable, clear and passionate about the ministry and opportunities to “make a difference.”

9. Provide promotional materials/video to church/leader

Presentation

11. Be early and test video

Be early so you can test the video and know when you will give your presentation.

12. Give presentation

Show the video and share your scripted message. Stay within the agreed time limit.

13. Be available

After the service/class be available to meet with anyone interested in partnering with your ministry.

Post-Presentation

14. Send Thank You Note

Send Thank You Note to church leader.

15. Follow up

Follow up with those who complete the online form or sign-up sheet. Thank them for their interest, answer any questions, and let them know their next step.

Access [You Can Make A Difference Video Here>>](#)