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About us

- This is a “Building the Bridge” initiative under the direction and chairmanship of Rev. Kenneth Stewart with the approval of the General Superintendent, Dr. D. Bernard of the United Pentecostal Church International. Rev. M. Mitchell has provided the foundation for developing this program in celebration of our community officials.
- The appreciation and recognition program’s goal is to establish and maintain a connection within our community; to help preserve, give recognition to ethnic cultures, government officials and other helping agencies in our community.
- We are here to celebrate the prominent and promote multiculturalism.
- We are here to establish a place of worship for all.
- Our purpose is to interact with diverse cultures in our community, to help promote an understanding of each other; and to support harmonious living.
- We undertake spiritual, charitable, humanitarianism, and other welfare activities for our community at large, welcoming newcomers.
- We partner with local community organizations.
- We organize cultural events, which help bring different communities together to enrich working together in a positive, supportive relationship.
- Special appreciation will be given to unsung heroes of the community:
  - Police officers
  - Firefighters
  - Military
  - Educators
  - Medical professionals
  - Entrepreneurs
  - Student of the year
  - Transit workers
  - Postal workers
  - Sanitation workers
  - Volunteers
  - City officials

SYNOPSIS:

We are raising the church to community interaction by connecting cultures and contributors that make it better place to live.

The local UPCI church must be seen as a part of the solution to cultural diversity promoting peace and good will amongst all people in the community. Our image must be one of moving from color to community.

To impact the climate of communal unrest, we are proposing an annual Pentecostal Appreciation Sunday” on September 11th / “911”.

Each year “Appreciation Sunday” will target a specific category of Honorees for recognition. Building the Bridge ministry will be the facilitator of this workshop endeavor upon request.
Appreciation Sunday Vision-Mission

The “Appreciation Sunday” vision is to move away from color to community focus. In redefining Urban Evangelism’s mission, “Appreciation Sunday” presents an unprecedented opportunity for fulfilling “The Great Commission”.

The new vision-mission is the integration of “Appreciation Sunday” in UPCI Urban Evangelism. This program is unique to Pentecost Sunday.

UPCI churches stand to profit “in giving recognition to our community leadership and volunteers” for their exceptional contribution to the betterment of the community. It will open the door for millions of people to become acquainted with the UPCI presence and to connect in their respective cities.

The program will act as a “visitors” guide to the UPCI involvement. This promises an open door potential to many more home bible studies and church growth.

The UPCI can capitalize on these new open doors, for building the bridge across all color and cultures; using “Appreciation Sunday” recognition program annually”.

Media Connecting

Honoring our community achievers: The vision/mission is to reach the next generation, government, volunteers, and professional leadership in the urban community using “Appreciation Sunday”.

Surveys show that in urban cities and communities, a new generation of community engagement is emerging and we must tap into it using the latest communication tools. Appreciation Sunday is one of the new emerging tools for connecting and engaging.

Since technology is the mother of change, it is the new tool for connecting with the message of “Appreciation Sunday” in the community. Use technology to stay in touch and connected outside the walls of the church.

We have at our disposal the following media tools to keep the community updated and informed of the next “Appreciation Sunday” recognition ceremony in the local church:

- Website
- Facebook
- Twitter
- Linkedin
- Various apps are available to assist us “staying in touch”
- A variety of apps are available to access the latest community news
Who is this Program For?
Building The Bridge is ready to turn vision into mission; and theory into action. We offer workshops that are highly practical and user friendly in launching an “Appreciation Sunday” program.

“Building the Bridge” is ready to assist, in making you more effective in your cross culture community outreach. This “Appreciation Sunday” workshop is designed to get better, and quicker results. This workshop is for promoting an engagement strategy. It is designed to accompany and integrate the following:

UPCI local churches that have community engagement as an important part of their mission but are not community engagement specialists.

Many local, urban community professionals, who work as volunteers, not for profit organizations, government, health care, and police officers are not aware of the local churches contribution in the community.

Local churches need to connect with their city councils, boards and executive directors.

Promote awareness and understanding of how critical a place you play in community engagement and advancement.

Get to meet and greet local organizational leaders and use it to promote engagement.

How the Community Benefits
“Appreciation Sunday” will invite for “honor recognition” several entrepreneurs, crisis respondents, civil servants, educators and volunteers who have distinguished themselves in service to their community and municipalities. The honorees will be encouraged to bring family members, work associates, friends and media officials to their award celebration.
### Category of Honorees (Example)

Each year a committee is formed to select the category for honor. A suggested format is presented below.

<table>
<thead>
<tr>
<th>Year</th>
<th>Category</th>
<th>Award Type</th>
<th>Achievements Recognition</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Police officers</td>
<td>Plaque</td>
<td>Drug alert program to schools</td>
<td></td>
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<tr>
<td>2017</td>
<td>Firefighters</td>
<td>Certificate</td>
<td>Rescue mission in community</td>
<td></td>
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<tr>
<td>2018</td>
<td>Military</td>
<td>Watch</td>
<td>Chaplaincy support for P.T.S.D</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>Educators</td>
<td>Cup</td>
<td>Second chance program facilitator</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>Medical Professionals</td>
<td>Plaque</td>
<td>Medical breakthrough for substance abuse users</td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>Entrepreneurs</td>
<td>Lapel pin</td>
<td>Donation made to food bank in community</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>Outstanding Students</td>
<td>Certificate</td>
<td>Role models</td>
<td></td>
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<tr>
<td>2023</td>
<td>Transit workers</td>
<td>Plaque</td>
<td>Keeping clean driving record of the year</td>
<td></td>
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<tr>
<td>2024</td>
<td>Postal workers</td>
<td>Certificate</td>
<td>Long term service of excellence</td>
<td></td>
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<tr>
<td>2025</td>
<td>Sanitation Workers</td>
<td>Voucher</td>
<td>Keeping the community healthy</td>
<td></td>
</tr>
<tr>
<td>2026</td>
<td>Crisis Intervention</td>
<td>Trophy</td>
<td>First respondent to suicide victims</td>
<td></td>
</tr>
<tr>
<td>2027</td>
<td>Others</td>
<td></td>
<td></td>
<td></td>
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</tbody>
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SMART (Specific – Measurable – Achievable – Realistic - Timely) Strategic Planning

S.M.A.R.T planning will avoid delays. It's better to be proactive rather than reactive. Fail to plan is to plan to fail! Establish benchmark meetings leading up to the final date. Have regular team meetings.

10 months away for the ceremony

- **2016 Date, time, place selected for the event**
  - Theme of the ceremony
  - Contact key person for all communications
  - Address, phone, etc

- **Emcee for Ceremony**
  - Emcee named
  - Keynote speaker (?)
  - Contacted 6 months ahead (phone/email)
  - Confirmation response

- **Selection list for honorary appreciation**
  - Total to be honored
    - Letter of invite tailored to the office *(see Rev. Mitchell’s suggestions)*
  - Name / Accomplishments / Biography
  - Contacted 8 months ahead for acceptance of invitation
  - Confirmation response

- **Guest list identified and invited**
  - 5 months contacted for RSVP
  - Invitation cards mailed

- **Public official list for invitation**
  - 4 months for RSVP

- **Members of the press list**
  - 4 months for RSVP

- **Type of award granted**
  - Categories

- **Hospitality summary cost budgeted**

A. **Count down to the date of the ceremony: 5-4-3-2-1-months away**

Evaluate present status on all levels by Chairperson (pastor/delegate)
Master of Ceremony Program

1. Welcome
   a. Meet and greet
   b. Official seating by ushers designate
      i. Head table rectangular
      ii. Use of round tables for guest and those honorees’
   c. Refreshment served
      i. Non alcoholic
   d. A call to order by Master of Ceremony

2. National anthem
   a. Flag of Christian present
   b. Flag of province/state present

3. Pastor reading of chosen text
   a. Prepared to welcome all
   b. Place of his church to the community

4. Hospitality: serve meal

5. Sing-spirations presentations

6. Emcees
   a. Motivational person
   b. Safety housekeeping information
   c. Recognize all dignitaries and officials
   d. Follow order of the day

7. Remarks by dignitaries present
   a. Community present situation and future
   b. Cultural diversities

8. Recognition of awards list read
   a. Short list of achievements
   b. Presentation of Award of Recognition by Pastor
   c. Photo opts

9. Special songs

10. Pastor gives 15 minutes sermon (where are the nine…?)

11. Closing Remarks by Emcees/Pastor
Performance Planning and Review Meetings

Having regular meetings will keep the program on course. Use the SMART plan each time there is a meeting to evaluate the past present and future status of all activities.

Delivery dates for marketing? ____________________________ By 2016?

SMART

S specific
- Goals to be achieved for each stage of planning

M measurable
- Benchmark reached to date

A achievable
- Milestones; Identify critical delays

R realistic
- Where are we to date? Who cannot make it?

T timely
- Delivery date? What are the critical dates and time?

The program can be broken down into 4 areas of leadership

Leadership will keep the program friction free; communicate, delegate and update progress.

POLE

P - Planning
- The design of the manual to be adaptable to the community needs

O - Organizing
- The content of the manual is to be organized and user friendly

L - leading
- Keeping the message as per Bishop Mitchell

E - Evaluating
- Packaging strategies and pricing to be cost effective and readily available on demand
What is to be Promoted to the News Media?

A. **Media:** 911 Sunday “Community Appreciation Recognition” date to be advertised early

B. **Community awareness:** The goal is to assist the local pastor and leaders of the church to interact with the community help agencies, and support them by special recognition awards.

C. **Tell show do:** The program is designed to connect the church with significant others in the community (government and volunteer agencies).
   1. The aim is to:
      a. Implement an effective link with the community
      b. Emphasize community interpersonal relationship
      c. Form an engaging, positive presence with the community
      d. Promote meeting needs in the community
      e. Become connected partners with help agencies in the community
      f. Promote friends, families and agencies coming together, face to face and connecting
      g. Use social media to its fullest/ Facebook to communicate with the community etc.
      h. Send a letter of appreciation to those invited
      i. Award appreciation certificates / plaque
      j. Have a program designed to respect culture

Appreciation Program Launching

1. Get the **right program** in the right place, with **the right packaging**, at the **right time**.
2. Benefit from implementing the program **monitored** by the church.
3. The end user is targeted (**segment advertisement** is key to success)

Promotion Strategies

A. Advertising the right recognition program for community influencers.
B. Monitor often for trend changes.

This is called Performance Planning and Review

To evaluate how the church is promoting the benefits of the program in the community.

**Action 1**

- Define the unique offer and benefits.
- State the value of the program.

**Action 2**

- Target significant community leadership.
- Identify influencers meeting the relevant needs of community.
Action 3
- A user-friendly program available for recognizing community needs.
- Make it appealing to intended users.

Action 4
- Distribution channels access for the program.
- Increase program visibility methodologies.

Action 5
- Focus on benefiting giving community recognition.
- Offer services / user focused

Action 6
- Make it look S.M.A.R.T
- Make the program-sale cost effective.

Action 7
- The program must fulfill needs of the program user.
- End users have a clear understanding of the program benefits.
Key Points of Marketing the Idea

Product (what is it?)

Name: Community Appreciation Sunday training manual

- Having the community in the heart of the church and the church in the heart of the community.

Packaging

Colorful unique training manual

- User friendly steps from invitation to launching the session
- Size T.B.A

Pricing

State the value of the product to the buyer

- Success reports

Promotion

Social media usage

- In-house; outside house media
  - Facebook, twitter, etc.
  - Customer appreciation events
  - After sale customer survey
  - Other social media
Invitation Letter Suggestion
Those selected for honor and recognition will come from, but not limited to the list below.

A sample of invite to the recognition celebration of various agencies

Recognition Basis Ideas:

- Given for thoughtfulness
- Crisis intervention
- Food bank
- Back to school gift programs
- Recognition for generosity
- Service to the elderly
- Young offenders rehabilitation program
- Community service seminars conducted
- Volunteers at soup kitchen
- Community clean up
- Cancer funding programs
- Peace officers
- Firefighters etc.

Dear Community Volunteer:

You were selected for meeting one of the following criteria below, and in the past have impacted the community … (Choose one but not all of the criteria)

1. For the good role model you represent to young offenders
2. For the community you have inspired with your service
3. For the many troubled youth you have helped guide
4. For the needy assisted by your involvement
5. As a source of guidance to those in distress
6. For the hungry fed by your hamper program
7. For the people helped by your agency and the wisdom you shared in the rehab program…
8. Yours for community advancement
Community Recognition Program Selection Criteria Ideas

History

A. The community appreciation program was developed to give recognition and to celebrate the achievements of community contributors and residents who volunteer time and services.
B. The church history is one of partnering; in making a difference on the way of life in the community.

The Process for Recognition Nomination and Criteria

The Community Appreciation Program is designed to identify those who meet the criteria for awards.

The Criteria for evaluating, and nominations for our annual Community Appreciation Award recipients:

- Nominees must represent the community, or have made a significant impact in the community.
- Those recognized as nominees should have impacted the image and quality of life in our community positively.

<table>
<thead>
<tr>
<th>Award Category</th>
<th>Criteria for Recognition</th>
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<tbody>
<tr>
<td>Citizenship</td>
<td>• Select for recognition those well known for outstanding achievements and contributions that have made a positive impact on the quality our life in areas such as but not limited to, community service; volunteering, acts of heroism or bravery (police, firemen, youth program workers, teen parenting programs, emergency services etc.)</td>
</tr>
<tr>
<td>Professional Achievers</td>
<td>• Select for recognition those with outstanding contributions and achievements in a professional capacity that helps others to excel (teachers, nurses, rehabilitation workers, leaders, etc).</td>
</tr>
</tbody>
</table>

Calendar for Annual Awards

- Nominations are year round, with annual deadline set before September 11.
- Recommendations will be made by the committee for the award.
- An award presentation event date will be held as per the program design.
Contacts for Forwarding Nominations for Recognition:

For further assistance please contact:

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<th>Name:</th>
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<tr>
<th>Phone:</th>
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<table>
<thead>
<tr>
<th>Email:</th>
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<td></td>
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<table>
<thead>
<tr>
<th>Mailing Address:</th>
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Types of Awards Available

- Certificate of recognition
  - For engaging our community
- Plaque of achievement
  - For improving our community
- Special Lapel Pin
  - Making a difference to young offenders / reunification
- Trophy for outstanding contributions
  - For leadership quality and mentoring youths
    - Pins
    - Certificates
    - Plaques
    - Prizes
    - Gifts
    - Framed recognition citation
  - Complimentary package
Why a Ceremony?

It's a way of showing gratitude and giving recognition to positive community involvement. The goal is to publicly recognize the person and their achievements.

Prepare to have an award ceremony to seal the recognition of those selected for recognition.

Those selected are there for their outstanding contribution to their community and is being recognized officially by its citizens.

It's time to celebrate. It’s a night or time of achievement recognition. Everyone needs to know and be invited to this great, high profile event.

A. The goal of the ceremonies are as follows:
   - Make them feel appreciated
   - Give them public recognition
   - Be a motivation force for continued involvement
   - Annually celebrate acts of great feats that are reflected upon
   - They are the star for that moment

Planning the Ceremony

- It should be fun and yet significant
  - Presentation preparation by host
- It’s planned
  - Cost of the ceremony
    - Tickets involved?
  - Formal dress
  - Informal dress
  - Audio visual
  - Maximum public notice of events
  - Invite the city press
  - A motivational keynote speaker
  - Seating arrangement
  - Number of guests
  - Food type and service
    - Self help
    - Catering
    - Buffet menu
  - Set up and take down clean up
  - Ushers
  - Waiters
  - Staff
  - Photographers
  - Decoration
    - Flowers
    - Tablecloths
    - Banners
    - Bows
    - Plants
• Candles
• Banners
• Wall Pictures
  ▪ Location of the ceremony
  ▪ Celebrity invited
  ○ Organized
    ▪ Time
      • Morning
      • Noon
      • Evening
    ▪ Place
      • Easy to locate
      • Address
      • Contacts
    ▪ Types of awards
      • Pins
      • Certificates
      • Plaques
      • Prizes
      • Gifts
      • Framed recognition citation
      • Complimentary packages
  ○ Evaluated and launched
  ○ Dress can be either formal or informal
Thank all for participating. Let them know that the church is in the heart of the community and the community is in the heart of the church.

At the end of the ceremony, all must be reminded to be good corporate, fellow citizens by involvement and volunteering.

The church must make use of contact list and do follow up for future bible studies.

All references must be followed up in a professional and positive manner. Not forgetting that the ultimate purpose was EVANGELISM by a new and living way.

Appendix 1 – Sponsorship Program Attached