

7 STRATEGIES

to Multiply the Impact of a Meal Pack Event





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A meal pack event with Lifeline Christian Mission will change the lives of thousands of people facing food insecurity around the world. And your church is ready and eager to serve in this way.

But you may be asking, “How can we be strategic about our meal pack event?”

Here are seven effective strategies to make your meal pack event with Lifeline Christian Mission meaningful for those who receive the meals AND for your church and community!

1. Distribute Lifeline meals locally

Bonus benefit: Stronger local partnerships

Share some love in your community by distributing Lifeline meals to local ministries and food banks. Many organizations in your area will be delighted to receive these meals for their clients and to allow them to use their resources more effectively. This fosters goodwill with leaders in your community!

Who has done this? Eastside Christian Church (Anaheim, CA)

2. Host a session at a community gathering space

Bonus benefit: Exposure for your church to the greater community

Open your meal pack event to the community by renting out a community gathering space. Examples of such spaces include: sports activity centers, YMCAs, and convention centers. With foot traffic in these spaces during the event, you can also earn positive goodwill in the community.

Who has done this? Compass Christian Church (Colleyville, TX)

3. Host a session at a school

Bonus benefit: Deeper relationships in the community

Take the event to the community by sponsoring a packing day with a local school. This works great especially for churches that already have a partnership with an area school. For students, it provides opportunities for classroom learning and for service experience, and for you, it's another way to interact with school leaders.

Who has done this? Southeast Christian Church (Louisville, KY)

4. Add muscle with local sports teams

Bonus benefit: Connections with people who want to do good

Meal pack events involve movement of supplies and finished meals that weigh up to 50 pounds each. When you recruit a local sports team to partner in the event, you engage the community and connect both with students and adult leaders! And the athletes get an opportunity for personal development through service work!

Who has done this? Southland Christian Church (Lexington, KY)

5. Invite the community to you through local ads and radio

Bonus benefit: Visitors to your church campus

A meal pack event can be used as an advertisement opportunity to invite people onto your church campus for a big-time service project. You can advertise to a market of people, such as on a local sports or Hispanic channel or by spreading the word on social media.

Who has done this? Eastside Christian Church (Anaheim, CA)

6. Equip others for event leadership

Bonus benefit: Stronger young leaders in your church

Train up the next generation of leaders as you plan your next meal pack event. By inviting select teens to help plan the event, you can start to train, mentor, and equip the next leaders in your church. Invite them to fill various roles for a more smooth and successful event.

Who has done this? Compass Christian Church (Colleyville, TX)

7. Engage businesses to help fund the event

Bonus benefit: More local connections for your church

When you partner with local businesses for your event, you not only gain funding support for it, but you create goodwill with the business. The business can gain exposure if their logo is added to the event registration page, t-shirts or banners. And your church will benefit by the new connections that are made!

Who has done this? Connect Christian Church (Concord, NC)

We look forward to working with you!

Discover more about meal packing at lifeline.org/mealpack
or reach out to our team at mealpack@lifeline.org.



LIFELINE CHRISTIAN MISSION

**Transforming the tomorrows of children,
families and communities around the world**
through holistic, locally-led ministries that restore
health through nutritious meals and healthcare,
empower youth through education, equip church
leaders so their churches thrive, and stabilize family
incomes through business training and loans.



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