

PROMOTING COMMUNITY CARE MINISTRIES

Strengthening Visibility, Engagement, and Impact Through Intentional Promotion

Community Care Ministries (CCM) is a vital expression of practical faith, compassion, and service. It strengthens internal congregational life and extends the Corps' impact into the broader community. Promoting CCM effectively ensures it remains visible, relevant, and sustainable, encouraging both corps members and community partners to engage with its mission.

Promoting CCM Inside the Corps

Leadership buy-in and communication

The visible support of Corps leadership is essential. Corps officers should actively promote CCM through sermons, announcements, bulletins, and leadership meetings. Regular updates—such as monthly highlights in church services or newsletters—help keep the ministry present in the congregation's mind. A leadership team can also be formed to champion CCM's visibility, growth, and sustainability within the corps.

Integrating CCM into corps life

CCM should be woven into the spiritual life of the Corps, not treated as a separate activity. Sharing CCM testimonies during Sunday services, praying regularly for CCM efforts, and highlighting acts of care during devotional times helps embed it into the fabric of the congregation. Connecting CCM with existing ministries can expand involvement and create natural crossovers for engagement.

Leveraging existing communication platforms

Bulletins, websites, and social media accounts are valuable tools for promoting CCM initiatives. A dedicated space on these platforms for CCM updates, volunteer opportunities, and success stories helps maintain awareness and invites participation. In addition to digital tools, printed posters, flyers, and brochures outlining CCM's mission and activities can be displayed around the Corps building and community.

Engaging the congregation actively

Volunteer recruitment should be simple and approachable. Clearly outlining CCM volunteer roles, expected time commitments, and the variety of ways to participate encourages broader involvement. Recognizing and celebrating CCM volunteers through appreciation events, certificates, or public acknowledgments reinforces the value of their contribution. Corps members should also be encouraged to use their specific gifts—such as music, prayer, administration, or hospitality—within CCM activities.

Promoting CCM Outside the Corps

Building community partnerships

Expanding CCM's reach involves collaborating with local agencies such as hospitals, nursing homes, shelters, food banks, and local Salvation Army social mission units. Building partnerships with social service organizations, other churches, and civic groups like Rotary or Lions Clubs can

further amplify CCM's presence and foster mutual support. Participating in city events, parades, or community fairs also provides opportunities to showcase CCM's mission to a wider audience.

Using media and public relations effectively

Local newspapers, radio stations, and community Facebook groups are excellent platforms for sharing CCM stories and initiatives. Regularly submitting press releases or community announcements helps maintain a public presence. Personal invitations—through word-of-mouth or personal social media—remain one of the most effective ways to engage new volunteers and partners.

Offering CCM events as outreach opportunities

Public service projects and seasonal campaigns can serve as entry points for those unfamiliar with CCM. Organizing activities such as Care Facility Sing-Alongs, community choir performances, purse drives for trafficking survivors, caregiver support sessions, seasonal kindness campaigns, or neighbourhood clean-up days demonstrates CCM's practical impact in tangible, relational ways. Hosting open houses, information sessions, or community prayer events also creates welcoming environments for individuals to learn about CCM and discover ways they can connect and serve.