

Access the optional short film, promotional graphics, and Bible resources at www.unitethechurch.org/readingmatters-leaders.

Suggested Talking Points

e.g. for an announcement from the pulpit

- When Jesus prayed for Church unity in John 17, he said that it would result in the whole world knowing who he is and that he loves them. We have a great opportunity to do that now.
- Our church is part of a collaborative effort of many churches and organizations across Greater Dallas working together to address the current literacy crisis.
- A staggering 86% of Dallas County students are not receiving the education they need while nearly 60% of jobs require higher education.
- Our goal is to work together and come alongside dozens of elementary schools this school year to help them improve their 3rd grade reading scores by at least 5 points.

Next Steps Options

1. **MOST SIMPLE:** Direct congregants to www.unitethechurch.org/readingmatters for more information including Bible study materials, service opportunities, and more.
2. **EASY OPTION:** Choose from any of these ready-made next steps:

LEARN

So they can personally answer the question, “Does reading matter to God?” direct them straight to the link to one or both of the Bible resources you got when you signed up to participate in the Reading Matters campaign [HERE](#), or you can tell them to find them at www.unitethechurch.org/readingmatters.

PRAY

Direct them to www.unitethechurch.org/ap4c to access the Prayer Guide on education. If you’d like to identify someone from your church to coordinate prayer for this effort or for a specific school, let us know at education@unitethechurch.org.

SERVE

So that they can find a spot convenient to their home, workplace, and/or availability, direct them to www.vomo.org/campaign/readingmatters.

UNITE

Encourage them to spread the word on social media and in conversation. Social media posts can be found at www.unitethechurch.org/readingmatters.

GIVE

Take up a special collection to create a fund for your school ministry.

3. **NEXT LEVEL OPTION:** In combination with any of the options above, you can also create your own next steps for now or longer term:

LEARN

- Direct them to any other Bible resource you believe will help move them to action. Please email your resource to us at bible@unitethechurch.org so we can let other churches know about it.
- You can also create your own devotional. Email bible@unitethechurch.org for information on the Journey Maker platform.
- Consider hosting an education-themed Cost of Poverty Experience. See www.unitethechurch.org/cope for more information.

PRAY

- Consider hosting a prayer walk or gathering for your neighborhood or city schools.

SERVE

- Consider how each of your internal (marriage classes, recovery groups, etc.) and community-facing ministries (food pantry, ESL class, etc.) could serve the children, staff, and parents of a school.
- Equip your members with HelpFinder.org so they can walk alongside neighbors who need help.
- If you already have a school partner, talk with them about events that might help you engage those congregants not yet ready to make an on-going commitment. Examples include classes for parents, parties for staff, field trips, etc.
- If you don't yet have a school partner, contact education@unitethechurch.org to discuss ideas that won't get a school's hopes up. We recommend not doing one-off projects or events, but we can help you create a win-win for your church and your local schools.

UNITE

- Look for things you can do with the other churches in your community. Visit www.unitethechurch.org/communities to see a map of existing coalitions.
- Encourage your members to get their own companies, schools, neighborhoods, and other groups involved.

GIVE

- Consider giving to Unite at www.unitethechurch.org/donate. Every dollar given to Unite is a strategic investment that helps make collaborative projects like this possible as well as resources like HelpFinder and the Cost of Poverty Experience. For churches, businesses, and other organizations we also have a variety of sponsorship opportunities. Contact rebecca@unitethechurch.org for information.