

SERVE BLOCK PARTY

What We Did — Example Recap

Prepared for Buff | Tim Morris, Restored Church

A tight reference Buff can hand his team as a concrete example of one church's block party.

Event Snapshot

- Venue: Coal Street Park, Wilkes-Barre — largest inner-city park, chosen for proximity to the target community
- Time: Saturday, 11 AM – 2 PM
- Planning runway: ~9 months
- Budget: \$5,871.65 total
- Volunteers: 48 (combined Friday + Saturday)
- Partners: ~17 organizations on site
- Attendance: ~2,000 (estimate)
- Grocery boxes given away: 1,000
- Professions of faith: 20

Promotional Postcard

Printed ~2 months out and distributed through every partner's network:



Block Party promotional postcard — simple, bright, free-forward messaging.

Site Layout — Overview

High-level footprint showing how we zoned the field:



Zones: Bike Rodeo on the far side, Bubbles upwind, Inflatables in the open field, Vendors and Food along the main arc, with the Fire Truck near the pavilion arch.

Site Layout — Vendor Placement

Detailed vendor placement so you can see how partners were arranged around the central hydration tent:



Free water station anchored the center of the field, with partners arrayed in a horseshoe. Prayer tent was placed on the high-traffic edge where most gospel conversations happened.

Partners on Site

City Services

- Wilkes-Barre Police Department — squad car, K9, presence
- Wilkes-Barre Fire Department — engine, kid engagement
- Paramedics / EMS on site
- Health Department — screenings

Community Non-Profits

- CEO (Commission on Economic Opportunity)
- Weinberg Food Bank
- Robinson Counseling Center
- AmeriHealth
- Free 2 Be Mom (a program of Geisinger Health System)
- Career Link
- Victims Resource Center
- Pathways

Gospel-Centered Partners

- Bethany Christian Services
- BRN Disaster Relief (with trailer) — food prep and distribution

- Salvation Army
- Local crisis pregnancy center
- Outside prayer team — prayer tent, Bibles, gospel conversations (the most effective spot for professions of faith)
- Other gospel-preaching churches in the city

Attractions & Activities

- Kids Fun Zone — inflatables, obstacle courses, table-top games
- Bubble company + DJ system, placed upwind so bubbles drifted across the field
- Bike Rodeo — ~50 rehabbed donated bikes, numbered, raffled to attendees throughout the event
- Central hydration tent — free water, Gatorade, Propel
- Restored Church table — present but deliberately not the centerpiece

Our Own Ministries Moved ON-Site

- We moved our monthly food distribution FROM the church TO the block party
- Result: 1,000 grocery boxes given away at the event — which also pulled in a large wave of families who might not otherwise have attended
- Principle: bring your existing ministries to the party for cross-exposure

Friday-to-Saturday Feeders

- All Serve Friday projects (soccer/basketball clinics, grill-outs, etc.) promoted Saturday in every interaction
- Friday bike rehab day at a local bike shop — volunteers rehabbed ~50 donated bikes for the Saturday rodeo
- Saturday-morning street cleanup by volunteers around the surrounding blocks — inviting every person they met, then rolling into the party ~30 min after the start

Promotion

- Postcard invites printed ~2 months out, distributed through every partner's network
- Local newspapers and TV engaged
- Mayor in attendance

Hospitality Details

- Vendor gift bags hand-delivered to every partner in the first 30 minutes (cold water, snacks, small gift, church info)
- Every vendor asked: 'Do you have everything you need?'
- Police, fire, and paramedics included in the gift-bag rounds
- Everything at the event was free — nothing sold

Logistics Solved

- Bathrooms: City opened the on-site bathhouses at Coal Street Park — critical and free
- Permits: Required but donated by the city
- Security: Police presence through partnership, not a line item

Outcomes

- ~17 partners on site

- ~2,000 attendees
- 1,000 grocery boxes distributed
- 20 professions of faith (most at the prayer tent)
- Significant relational and credibility capital with city and partners

What We'd Cut Next Time

- Nothing. We were selective on the front end and it showed. Curate up front and you won't need to prune later.

— *Prepared for Tim Morris | Restored Church* —