

Street Team Campaign & Outreach Playbook

Purpose

To guide the execution of weekly/monthly campaigns tied to featured programs, helping the team actively grow engagement and reach.

Suggested Sections

- Campaign Overview
 - What a “Street Team Campaign” means
- Weekly Program Activation Plan
 - Prayer Focus Days
 - Word Sharing Days
 - Event Push Days
 - Engagement & Giveaway Days
- Outreach Strategy
 - WhatsApp sharing system
 - Instagram/Facebook engagement flow
 - Community & church outreach ideas
- Content Toolkit
 - Pre-written captions
 - Hashtag sets
 - Story/post ideas
- Growth Goals Tracking
 - Engagement metrics
 - Listener growth indicators
- Reporting Template
 - Weekly feedback form
 - Highlights & testimonies section

Outcome

A practical “action manual” that turns your Street Team into a growth engine, not just a support group.