

# Street Team Training & Engagement Handbook

## Purpose

To equip every Street Team member with clear guidance on how to serve, represent, and engage effectively in all Global Worship Radio programs.

## Suggested Sections

- Welcome & Vision
  - What Global Worship Radio stands for
  - Heart behind the Street Team mission
- Core Values
  - Prayer • Word • Love • Global Reach
- Understanding the Programs
  - Prayer Requests Program (how to respond & engage)
  - Word/Teaching Content (how to share responsibly)
  - Events Promotion (how to invite and mobilize people)
  - Ticket Giveaway Engagement (how to drive participation)
- Communication Guidelines
  - Tone of voice (encouraging, respectful, faith-centered)
  - Social media dos & don'ts
- Street Team Roles
  - Online ambassadors
  - Community connectors
  - Content sharers
- Basic Tools
  - WhatsApp groups
  - Social media templates
  - Response scripts

## Outcome

A unified team that knows exactly how to act, speak, and represent the brand everywhere.