

GAS POP-UP

A SERVE QUICK GUIDE



THE IDEA

Provide free gas for healthcare workers

VOLUNTEER ROLES

- Sign Holders: volunteer amount varies on size of station and location (we had a minimum of 16 signs) These Serve team members hold signage on main roads leading to the gas station to direct let the community know we are present.
- Traffic/Parking: 1-2 vols needed. This team will be keeping an eye on traffic flow into the gas station and help direct cars to the pumps being used for the giveaway (if not using all)
- Pump Team: 1-2 vols per pump. These volunteers will pump gas, wash windows with the guest's permission, and engage with the guests. Use this time to listen to their story if they'd like to share. And ask if we can pray for them.
- Runners: 1-2 vols needed. The runners help move gift cards from pump to pump if they are sharing a small number of gift cards, and meet any other needs that arise.
- Note: Our local gas stations are strict about children being near the pumps. You'll also want to be aware of the busyness of the roads before assigning families with children to be sign holders. For this outreach, we did not have families with small children serving.

SUPPLIES NEEDED

- Handheld signs
- Pre-loaded gas gift cards



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STEP BY STEP INSTRUCTIONS

1. Identify your budget
2. Coordinate with gas station marketing director and store manager.
3. Print handheld signs.
4. Purchase pre-loaded gas cards (we purchased a few larger amount cards)
5. Promote the event (we promoted sparingly, because Free Gas is an easy sell, and word of mouth was quick)
6. Upon arrival, huddle with your team before getting on the gas pump floor pad.
7. When a vehicle approaches, we let the driver know why we're there and ask if we can fill up their tank. We don't invite to church unless they ask us about it, we wanted them to know we appreciate them with no strings attached.
8. We pump the vehicle's gas till it's full, regardless of cost.
9. When a card is running low or depleted, the pumper raises their hand to let the rest of the team know they are done or wrapping up. The receipts print the remaining balance left on the gas card, so the team can easily spot it.
10. Take sign holders off the roads at least 30 mins before your event ends or before all gas cards are depleted.

SAFETY TIPS

- Guests/drivers don't have to get out of their car when we are pumping.
- Provide masks and gloves for all volunteers.
- Keep the team at a minimum on the main floor, pumping gas.



EXTRA TIPS

- We found that location and time make a difference. Since we were serving healthcare workers, 5-7p was perfect for the in-between shift change.

THE "WIN"

"The guest feeling valued, appreciated and seen."