

Serve One, Worship One Campaign

A “Serve One, Worship One” campaign is a clear, simple discipleship and volunteer-culture initiative that calls every active volunteer to do two things on Sunday: serve in one ministry role and participate fully in one worship service.

At its heart, it’s about forming healthy rhythms—not filling slots.

What it means in practice

Serve One

Each person commits to serving in one defined role on a regular rotation (for example, once or twice a month), with clear expectations and healthy limits. The emphasis is on faithful, sustainable service rather than over-functioning or burnout.

Worship One

Every volunteer also commits to attending one full worship service as a participant—not as a worker. This protects spiritual formation, reinforces worship as central, and prevents Sunday from becoming “work only.”

What the campaign is trying to address

- Volunteers who serve every Sunday but rarely worship
- Burnout caused by unclear expectations or over-scheduling
- A consumer mindset toward worship or service
- Fragmented Sunday commitment

Serve One, Worship One reframes Sunday as both offering and receiving.

Why churches use it

- It communicates that worship is not optional for leaders
- It honors volunteers as disciples first, not just helpers
- It creates sustainable serving patterns
- It encourages broader volunteer participation rather than relying on a few people

How it’s usually rolled out

- Cast vision from the pulpit and in leadership meetings
- Clearly define serving roles and time expectations
- Build rotations so volunteers can serve and worship on the same day or alternate weeks
- Invite people into a season-long commitment (often 3–6 months or a full year)
- Celebrate faithfulness rather than sheer volume of service

The deeper discipleship goal

Serve One, Worship One teaches that Christian life is both doxological and missional—receiving grace in worship and offering ourselves in service. It reinforces that Sunday is not about convenience or consumption, but about covenant faithfulness.