

Y02 — The Call List

Tonight you are detectives. By the end of this meeting, your group will have a list of ten real places nearby that need what you make. This is the foundation of everything - a good list makes every later step easy.

Here is what you are hunting for: churches and small businesses, close to home, that are invisible online. And here is how you find them, three ways.

Way one: the map. Open the maps app and search your town for the everyday stuff - barber, bakery, auto repair, florist, plumber, daycare, and yes, church. Tap each result and look for a website link. A lot of them will have nothing at all. Others will have something that is honestly worse than nothing - a link that goes nowhere, hours that say closed when the lights are on, a page that was clearly last touched ten years ago. Both kinds go on your list.

Way two: the people in this room. Your parents, your grandparents, your leader - they know who fixes their car and who bakes the birthday cakes. Ask them: who do you love that nobody can find online? Some of the best names on your list will come from this question, because they arrive with a story attached.

Way three: your own church's bulletin and community board. Other small churches, ministries, the man who does lawn care for half the congregation. These are people who already trust your church, which makes them wonderful first calls.

Now, what makes a GOOD name for the list - because not every missing website is your mission. Three green flags. One: they are local, close enough that someone in

this room could walk in and say hello, because a call from a neighborhood kid lands very differently than a call from a stranger. Two: they are small - a single shop, a single congregation. Big places have marketing departments; small places have nobody, and nobody is who we serve. Three: there is something real to put on a website - service times, hours, what they sell, a phone number. You are not inventing anything; you are organizing what already exists.

And one red flag, write this down: if you cannot figure out what the place actually does, skip it. A website cannot be clearer than the truth it is built from.

As you build the list, for each place capture four things: the name, the town, the phone number, and one sentence about what they do. That is it. Your leader has a call log sheet for exactly this, so use it - this list is going to follow your group for weeks, and a name scribbled on a napkin helps nobody.

When you have ten, do the last and best part of tonight: pick number one. The place your group will actually build for first. Pick with your heart a little - the one where somebody in the room said oh, I love that place. A first project you care about is a first project that gets finished.

A quick word about respect, because detectives can drift into snooping. Everything you are gathering tonight is public - the map, the sign out front, the phone number they printed hoping people would call it. We never dig for anything private, and until the moment we call them, everything we make is practice that stays in this room. We do not put anything about a real place on the internet without their yes. That rule never bends.

Your build for tonight is the meeting itself: ten names on the log, four facts each, and number one circled. Next time, you watch a website with that name on it appear in front of your eyes - and you are the ones who will make it happen.