Grow kids



GROW KIDS | VOLUME 6

STRATEGY GUIDE

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A 1-YEAR STRATEGY FOR ANNUAL

PLANNING

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OVERVIEW

In children's ministry, we all know what it's like to leave our planning to the last possible second. Maybe you started planning that big event of yours a few weeks too late, and now you're scrambling to get it all done. Or maybe you're halfway through the school year when you realize . . . *Wait, when's the last time I sent a parent email?* Or maybe it's Saturday morning and you're frantically Googling, "free kids ministry lessons." But how about we try something different this year? **How about we start planning our ministries an entire year at a time?** It only takes one day each year, and it's going to make the other 364 days of your year so much more fun, peaceful, and effective.

WHAT'S INCLUDED

PLANNING

- An **Annual Planning Meeting guide**
- A meeting **planning timeline**
- A **suggested meeting schedule**
- A **shopping list**

CALENDARS

- Editable **annual calendars** in PSD, PDF, and XLS formats
- **Calendar cards** in PDF and PSD formats
- **A physical box of calendar cards,** shipped to you for free

WALK-THROUGH VIDEOS

- *Planning Your **Discipleship Strategy***
- *Planning Your **Teaching Strategy***
- *Planning Your **Weekly Programming Strategy***
- *Planning Your **Events Strategy***
- *Planning Your **Volunteer Strategy***
- *Planning Your **Parent Strategy***

EVEN MORE STUFF

- An annual **font lists** and **shopping lists**
- Weekly and monthly **to-do lists**

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A 1-YEAR STRATEGY FOR YOUR

4 DISCIPLESHIP

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OVERVIEW

When planning your year, we always recommend you start with a **discipleship strategy.** That's because we believe **spiritual growth should be the lens through which we see everything else we do in our ministries.** We believe there are four spiritual habits that help kids (and adults, too) grow closer to God. These four habits aren't anything new. They've been talked about countless ways, by countless numbers of people. Your church is probably already talking about them in your own unique way, so feel free to change the language to fit your context if you need to. The words aren't important, but here's what is: if these four spiritual habits are the behaviors that help kids grow closer to God, **we need a strategy to help kids engage in these four spiritual habits on a regular basis, year after year.** Here they are . . .

SPEND TIME WITH GOD

In the spring, we go deep into the spiritual habit of spending time with God through personal spiritual disciplines, when Easter is on the way and the unpredictability of school and the holidays will have leveled off into some stability for your families and your ministry.

SHARE YOUR STORY

In the summer, we focus on helping kids develop the spiritual habit of sharing their stories while your ministry prepares for VBS and a new school year.

SPEND TIME WITH OTHERS

In the fall, we focus on developing the spiritual habit of Christlike community when kids are beginning a new school year, making new friends, and getting plugged into new small groups.

USE YOUR GIFTS

In the winter, we focus on helping kids develop the spiritual habit of knowing and using their gifts to serve God and others, because during the holidays, there are lots of service opportunities available.

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THIS YEAR IN GROW KIDS

Although we always focus on each spiritual habit at the same time every year, **how we focus on these spiritual habits changes every year.** This year, here's what you can expect with Grow Kids . . .

FALL



Because we always focus on the spiritual habit of **spending time with others** during the fall quarter, this year we're providing a **Spiritual Habit Tracker** app to help kids grow spiritually in community with each other and with trusted adults.

WINTER



To focus on the spirtual habit of **using your gifts** uring the winter quarter, this year we're provding an event called the **Show and Tell Talent Show** to prompt conversations with kids about using and showcasing their gifts.

SPRING



For the spring quarter, when we always focus on the spiritual habit of **spending time with God**, we've created a discipleship activity called the **Musical Memory Verse Challenge** to help kids spend time in the Bible through song, rap, or dance.

SUMMER



With a focus on the spiritual habit of **sharing your story** during the summer quarter, this eyar, we're providing an activity we're calling **My Story Book** to help kids become authors and tell their stories of faith in progress.

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WHAT'S INCLUDED

While every activity in our Discipleship Strategy is unique, **we always provide you with the same core tools and resources to make each one happen.** With each activity, we'll include . . .

GRAPHICS

- **Editable graphics** in PSD format for each discipleship activity
- **Title images** in horizontal, vertical, and square formats, so you can use them easily on all print, online, and social media platforms
- **Background images** in horizontal, vertical, and square formats, so you can use them easily on all print, online, and social media platforms
- **Spiritual habits posters** in PDF, and JPG formats

PLANNING

- **Activity guides** for you, the ministry leader
- **Editable handouts and instructions** for your volunteers in PSD, PDF, and DOC formats
- **Editable handouts and instructions** for your families in PSD, PDF, and DOC formats

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A 1-YEAR STRATEGY FOR YOUR

TEACHING

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OVERVIEW

It's so important to have a strategy for what you will teach your kids. Without a strategy, we run the risk of **missing important ideas**, **teaching only the topics that personally interest us most**, and ultimately **failing to give our kids a full and holistic view of God.** The teaching strategy behind Grow Kids has been created, influenced, and written by hundreds (literally) of real kids pastors, in real kids ministries, from a diversity of church contexts, cultures, sizes, and denominations. Our goal is to **help you help your kids grow spiritually, by teaching and discussing Scripture in developmentally appropriate ways.**

SCOPE & SEQUENCE

The Grow scope and sequence will take kids through **every major Bible story in three years.** At the end of three years, we'll start over! We spend an equal amount of time in the Old and New Testaments. For a detailed look at our three-year plan, check out our Scope and Sequence.

FORMAT

Some churches teach kids with a teaching time followed by a separate small group conversation. Others (especially those with a handful of kids) teach in a format where teaching and conversation happen in one group. With that in mind, every Grow Kids lesson comes in **two formats:** one with discussion questions included in the Large Group Guide, and one with separate Small Group Guides.

AUDIENCE

Grow Kids is **designed with grades pre-K to 5 in mind**, since we know most kids workers are responsible for both preschool and elementary students.

If you're leading a ministry of just preteens or just preschoolers, don't worry! We've got you covered. **Each series comes with a set of "preteen hacks" and a separate preschool track complete with "toddler hacks"** to help you customize each series to whichever age group you're leading. Plus, we also include a set of **"hacks for kids with special needs"** with each series, which will help you adapt your teaching content for kids with physical, developmental, or learning challenges.

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WHAT WE'VE PROVIDED

TEACHING

With each month of curriculum, we provide an elementary and preschool curriculum, both of which align with each other . . .

ELEMENTARY CURRICULUM

- A **monthly overview** detailing the Scripture, Big Ideas, and Memory Verse for the entire series
- One **Lesson Guide** per week
- One **Small Group Guide** per week
- At least six different **engaging teaching techniques** per week (object lessons, activities, music, videos, images, etc.)
- **Hacks for Preteens and Kids with Special Needs** each week
- One **Elementary Teaching Video** per week
- Access to the **Grow Message Builder,** with all Grow lessons pre-built and ready to edit or teach
- A weekly **shop and prep list**
- Weekly **coloring pages** and **Coloring Book**
- Monthly **Memory Verses in sign language**

PRESCHOOL CURRICULUM

- A **monthly overview** detailing the Scripture, Big Ideas, and Memory Verse for the entire series
- One **Lesson Guide** per week
- One **Small Group Guide** per week
- At least six different **engaging teaching techniques** per week (object lessons, activities, music, videos, images, etc.)
- **Hacks for Toddlers** each week
- One **Preschool Teaching Video** per week plus **Bible story illustrations**
- Access to the **Grow Message Builder,** with all Grow lessons pre-built and ready to edit or teach
- A weekly **shop and prep list**
- Weekly **coloring book pages & coloring book**
- Monthly **Memory Verses in sign language**

VOLUNTEERS & FAMILIES

To help you communicate effectively, we provide . . .

- 12 editable **Parent Emails** in HTML format (one for each teaching series)
- 12 monthly **Parent Handouts** and 53 weekly **Parent Handouts** so you can choose your favorite format!
- 53 editable **Volunteer Emails** in HTML format (one for each week of the curriculum)

DECOR, GRAPHICS & VIDEO

For each series, we provide a bundle of Weekly Programming resources (which can be found in your Weekly Programming Strategy) that include . . .

- An **editable PSD** of the series graphics
- A 40-second **bumper video**
- A **title image** and **background image** in horizontal, square, and vertical formats
- Big Idea images for every week of teaching, in horizontal, vertical, and square formats, so you can use them easily on all print, online, and social media platforms
- **Lower thirds images** in horizontal, vertical, and square formats so you can easily add them to your videos or screen
- Style guides with the font names and key colors used in each series branding
- **Memory verse images** in horizontal, square, and vertical formats
- **A social media plan, marketing checklist**, and **social media posts and captions** for each series
- **Promotional cards, posters, and images** to promote each series
- 2 printable **posters** with the series graphics
- Decorating ideas, tips, and tutorials
- Spotify **playlists**

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THIS YEAR IN GROW KIDS

This year, here are the series we'll be covering in Grow Kids. . .



4 WEEKS ON SPIRITUAL HABITS



4 WEEKS ON WORSHIP



4 WEEKS ON THE PROPHETS



5 WEEKS ON DANIEL



4 WEEKS ON ESTHER



4 WEEKS ON CHRISTMAS



5 WEEKS ON JESUS' LIFE & MINISTRY



4 WEEKS ON JESUS' TEACHINGS



4 WEEKS ON JESUS' MINISTRY



4 WEEKS ON EASTER



4 WEEKS ON THE EARLY CHURCH



4 WEEKS ON CREATION & EARLY HUMANITY



5 WEEKS ON ABRAHAM & HIS FAMILY

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WHAT'S INCLUDED

While every series in our Teaching Strategy is unique, **we always provide you with the same core tools and resources to make each one happen.** With each series, we'll include . . .

TEACHING

- **Access to the Grow Message Builder Library** where all of your messages can be created, edited, viewed, and printed online
- **Large group guides** for each week in PDF, DOC, and Message Builder formats
- **Small group guides** for each week in PDF and DOC formats, as well as in the Grow App
- **Activities, object lessons, music, reflection, response, and more** in every week of teaching
- **Hacks for preteens** to help you customize each series for a preteen specific context
- **Hacks for kids with special needs** to help you customize each series to include kids with different levels of physical, developmental, or learning abilities
- **Preschool guides** for each week in PDF and DOC formats, as well as in the Grow App
- **Hacks for toddlers** to help you customize each preschool series for a toddler specific context

MARKETING

- **Weekly volunteer emails** in plain text, MailChimp, and HTML formats
- **Monthly parent emails** in plain text, MailChimp, and HTML formats
- **Weekly and monthly parent handouts** in PDF and DOC formats
- **A social media plan** for kids, parents, and volunteers

GRAPHICS & VIDEO

- **35-second bumper videos** for every series
- **Countdown videos** for every series
- **Editable series graphics** in PSD format
- **Series title slide images** in horizontal, vertical, and square formats, so you can use them easily on all print, online, and social media platforms
- **Series background slide images** in horizontal, vertical, square and lower-third formats, so you can create your own slides and use them easily on all print, online, and social media platforms
- **Big Idea images** for every week of teaching, in horizontal, vertical, and square formats, so you can use them easily on all print, online, and social media platforms
- **Memory verse images** in horizontal, vertical, and square formats

EVEN MORE STUFF

- **Programming Guides** to complement each series' theme
- **Worship song suggestions** to complement each series
- **A font list** of every font used during the year
- **Weekly coloring pages**
- **Monthly memory verses in sign language**
- **Volunteer Devotionals**

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A 1-YEAR STRATEGY FOR YOUR WEEKLY

PROGRAMMING

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OVERVIEW

On top of your weekly teaching time, there's a lot that goes into your weekly programming. Between the decor, graphics, music, games, funny characters and sketches, take-homes, coloring pages — there's a lot to do. But here's a strategic easy way to think about weekly programming: determine a fun monthly theme that complements your teaching. **Our 1-Year Programming Strategy will give you a strategic pairing between your teaching and weekly programming** that makes your weekly teaching time really come alive.

WHAT WE'VE PROVIDED

EACH YEAR

Every year, we'll give you a list of every monthly theme for the entire year ahead of time so you can plan ahead. We've already announced all of those themes for the first year of our scope and sequence, so be sure to check our Grow Kids Scope and Sequence for a full list. Each year, we provide . . .

- A list of all **monthly themes**
- Ongoing access to our **Spotify playlists** so you can find music and sound effect recommendations for the year.
- A **shopping list** for every item we recommend purchasing for a year's worth of programming.

EACH MONTH

With each month of programming, we provide . . .

- Editable **series graphics**
- **Big Idea images** for each week in horizontal, square, and vertical formats
- **Bumper videos and countdown videos** for each series
- **Memory verse images** in horizontal, square, and vertical formats
- Printable **posters** with the series graphics
- Decorating ideas, tips, and tutorials
- **Spotify playlists**
- **Shop and prep lists**

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A 1-YEAR STRATEGY FOR YOUR

EVENTS

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OVERVIEW

Events are a pretty big deal for most kids ministries. They're a way to have fun, connect with kids, get new people in the door, and create some excitement. Events matter, but we've got to keep things in perspective. That's why we're fans of keeping your event strategy really simple, because you can make a bigger impact each year if you choose to do fewer events with more intentionality. Here's our recommendation for keeping your event strategy simple: **do one event each quarter, plus a summer VBS.** Here's what that looks like each year . . ..

FALL

Every fall, we recommend doing an event that aligns with the fall discipleship focus (Spend Time with Others) by helping kids connect with each other, with their families, and with their small group leaders.

WINTER

Every winter, we recommend doing a **just-for-fun event** that gets kids and families together before the busyness of the holidays really kicks in.

SPRING

Every spring, we recommend doing an event that aligns with the spring discipleship focus (Spend Time with God) by creating an Easter experience that gives kids and families an opportunity to engage with the Easter story.

SUMMER

Every summer, we recommend planning a family fun event that gets kids and families together before the busyness of the summer begins.

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THIS YEAR IN GROW KIDS

Although we always use the same rhythm for our events every year, **the events we provide always change.** This year, here's what you can expect with Grow Kids . . .

FALL



This year's fall event, **Trick Shots & Treats**, has a carnival vibe with multiple game stations for kids and adults alike to compete in epic challenges . . . while scoring massive amounts of candy!

WINTER



This year, our winter event is called **Christmas Camp Out**, which brings the great outdoors to you in a cozy, indoor camping experience to help kids spend time together learning about the gift of Jesus.

SPRING



Our spring event, called **The Golden Ticket Tour,** is a Willy Wonka-inspired game day with lots of Easter candy-themed stations and activities for families to enjoy.

SUMMER



This summer, there's no party like a **Cardboard Party** with a variety of games, activities, and stations all based on cardboard creations!

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WHAT'S INCLUDED

While every event in our Event Strategy is unique, **we always provide you with the same core tools and resources to make each one happen.** With each event, we'll include . . .

PLANNING

- **Event guides** with instructions for you
- **Planning timelines** in PDF and DOC formats
- **Suggested schedules** in PDF and DOC formats
- **Shopping lists** in PDF and DOC formats
- **Volunteer roles** in PDF and DOC formats

MARKETING

- **Event flyers** in PSD, PDF, and DOC formats
- **Parent handouts** in PSD, PDF, and DOC formats

GRAPHICS & VIDEO

- **Editable event graphics** in PSD format
- **Event title slide images** in horizontal, vertical, and square formats, so you can use them easily on all print, online, and social media platforms
- **Event background slide images** in horizontal, vertical, and square formats, so you can create your own slides and use them easily on all print, online, and social media platforms

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A 1-YEAR STRATEGY FOR YOUR

VOLUNTEERS

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OVERVIEW

If we want to be effective as children's pastors, we need to get really serious about investing in and empowering the volunteers we lead. When we do that, we multiply our influence, increase the capacity of our ministry, and give kids a better shot at building a lifelong faith. Research shows that young people need not just one pastor, but a community of adults who are all investing in them and in their faith. So, if you want volunteers to invest in kids, it's probably a good idea for you to invest in your volunteers first. **With this 1-Year Volunteer Strategy, you'll learn a system for investing in your volunteers in seven different ways throughout the year.** Here they are . . .

EVENTS

ONCE A YEAR: A major vision-casting opportunity you'd want every volunteer to attend.

MEETINGS

EVERY OTHER MONTH: An opportunity to teach your volunteers about a very specific topic.

DISCUSSION GROUPS

AS NEEDED: A gathering with a small group of volunteers who all serve in a similar role.

CONVERSATIONS

AS NEEDED: A meeting with a volunteer for building relationships and giving and receiving feedback.

CELEBRATION

EVERY MONTH: A celebration is anything that celebrates your volunteers for what they've accomplished or who they are.

COMMUNICATION

WEEKLY: Communication is anything you do to connect or share information with your volunteers outside of your weekly program.

TOOLS

SEASONALLY & AS NEEDED: A tool is any resource you provide to help your volunteers make their jobs happen.

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THIS YEAR IN GROW KIDS

Although the strategy stays consistent every year, each year in Grow Kids, **we provide new resources to help you invest in your volunteers.** This year, here's a preview at what's included in Grow Kids . . .

EVENTS



You'll get everything you need for an incredible **volunteer kick-off.**

CONVERSATIONS



And everything you need for your **volunteer conversations!**

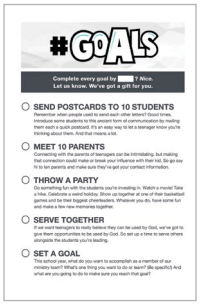
TOOLS













You'll get everything you need to equip your volunteers year-round with **helpful tools.**

MEETINGS



And you'll get all the training content and marketing materials for a year of **volunteer meetings!**

CELEBRATION



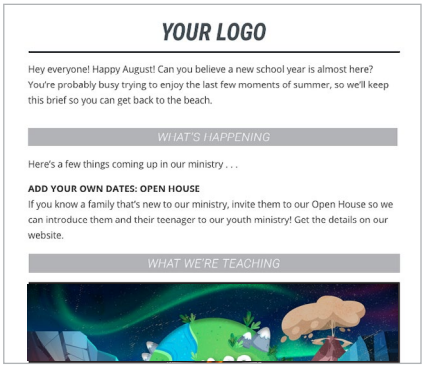
You'll get a year of **volunteer celebration instructions.**

DISCUSSION GROUPS



And everything you need for your **volunteer discussion groups!**

COMMUNICATION



And everything you need for your **volunteer communication.**

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WHAT'S INCLUDED

EVENTS

- **An event guide** with instructions for you
- **Editable event graphics** in PSD format
- **Title and background slide images** in horizontal, vertical, and square formats
- **Planning timelines** in PDF and DOC formats
- **Suggested schedules** in PDF and XLS formats
- **Shopping lists** in PDF and DOC formats
- **Event flyers** in PSD, PDF, and DOC formats

MEETINGS

- **A meeting guide** with instructions for you, the ministry leader
- **3 meeting guides** to cast vision for the Grow strategy
- **3 meeting guides** for small group leaders
- **3 meeting guides** for teachers or communicators
- **3 meeting guides** for worship teams
- **3 meeting guides** for special needs ministry
- **3 meeting guides** for support teams
- **Editable meeting graphics** in PSD format
- **Title and background slide images** in horizontal, vertical, and square format
- **Planning timelines** in PDF and DOC formats
- **Suggested schedules** in PDF and XLS formats
- **Shopping lists** in PDF and DOC formats
- **Flyers** in PSD, PDF, and DOC formats

CELEBRATION

- **A celebration guide** with instructions for you
- **A weird monthly holiday** with ideas
- **Shopping lists** in PDF and DOC formats

DISCUSSION GROUPS

- **A discussion group guide** with instructions for you, the ministry leader
- **A discussion guide** for small group leaders
- **A discussion guide** for communicators
- **A discussion guide** for worship teams
- **A discussion guide** for support teams
- **Title and background slide images** in horizontal, vertical, and square format
- **Invitations** in PSD, PDF, and DOC formats

CONVERSATIONS

- **A discussion group guide** with instructions for you, the ministry leader
- **A conversation guide** for new volunteers
- **A conversation guide** for small group leaders
- **A conversation guide** for communicators
- **A conversation guide** for worship teams
- **A conversation guide** for support teams

COMMUNICATION

- **A communication guide** with instructions for you, the ministry leader
- **50 pre-written editable emails** in HTML, MailChimp, and plain text formats
- **12 volunteer tip videos and scripts** in case you want to film new versions on your own
- A customizable **social media plan** and **social media posts** for each series

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TOOLS

- **A volunteer tool guide** with instructions for you, the ministry leader
- **An Annual Volunteer Survey** in PSD, PDF, and DOC formats
- **An editable Volunteer Handbook** in PSD, PDF, and DOC formats
- **Editable Volunteer Goals** in PSD, PDF, and DOC formats
- **Editable Volunteer Business Cards** in PSD and PDF formats
- **Volunteer T-Shirt Designs** in PSD and PNG formats

PLUS!

With our Hubs tool, you have the ability to create a customizable **Volunteer Hub** to help you communicate with your team every week. It's included in your curriculum subscription! Yay!

HUBS

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A 1-YEAR STRATEGY FOR YOUR

FAMILIES

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OVERVIEW

When it comes to parents, let's be honest . . . we could all do a better job of engaging them. For some of us, sometimes even just acknowledging their existence would be a good step forward. But no matter how new or how seasoned you are at engaging parents in your ministry, we hope this strategy we're about to unpack will give you a framework for your parent strategy that you can replicate and improve year after year. **With this 1-Year Parent Strategy, you'll learn a system for investing in parents in four different ways throughout the year.** Here they are . . .

EVENTS

3-4 TIMES A YEAR: An event for your parents is an environment that provides value to parents and connects them with their child, your church, or both. Each year, that includes . . .

- **Move-Up Day** to begin the school year
- A family **Open House** to begin the school year
- **A Parent and Small Group Leader Breakfast** to connect parents and volunteers
- A **Parent Workshop** halfway through the year

DISCUSSION GROUPS

TWICE A YEAR: A discussion group is a gathering with a small but diverse group of parents or guardians of kids.

COMMUNICATION

MONTHLY: Communication is anything you do to connect or share information with parents.

TOOLS

SEASONALLY & AS NEEDED: A tool is any resource you provide to help parents connect with your ministry or with their kid.

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THIS YEAR IN GROW KIDS

Although the strategy stays consistent every year, each year in Grow Kids, **we provide new resources to help you invest in parents.** This year, here's a preview at what's included in Grow Kids . . .

EVENTS



You'll get everything you need for an incredible **Open House.**



You'll get everything you need for an incredible **Move-Up Day**



And a **Parent and Small Group Leader Breakfast**



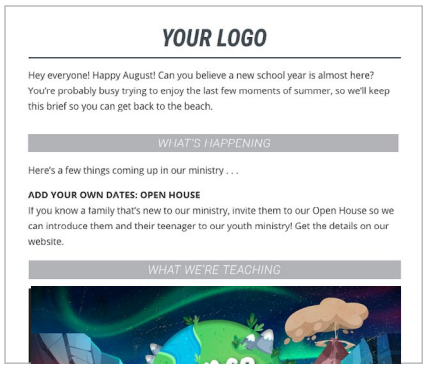
And a **Parent Workshop!**

DISCUSSION GROUPS



And everything you need for your **parent discussion groups!**

COMMUNICATION


YOUR LOGO

Hey everyone! Happy August! Can you believe a new school year is almost here? You're probably busy trying to enjoy the last few moments of summer, so we'll keep this brief so you can get back to the beach.

WHAT'S HAPPENING

Here's a few things coming up in our ministry . . .

ADD YOUR OWN DATES: OPEN HOUSE

If you know a family that's new to our ministry, invite them to our Open House so we can introduce them and their teenager to our youth ministry! Get the details on our website.

WHAT WE'RE TEACHING

And everything you need for your **parent communication.**

TOOLS

You'll get everything you need to equip your parents year-round with **helpful tools.**







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WHAT'S INCLUDED

EVENTS

- **Event guides** with instructions for you, the ministry leader.
- **Editable event graphics** in PSD format.
- **Title and background slide images** in horizontal, vertical, and square formats.
- **Planning timelines** in PDF and DOC formats.
- **Suggested schedules** in PDF and XLS formats.
- **Shopping lists** in PDF and DOC formats.
- **Event flyers** in PSD, PDF, and DOC formats.

DISCUSSION GROUPS

- **A discussion group guide** with instructions for you, the ministry leader.
- **A discussion guide** for the middle of the year.
- **A discussion guide** for the end of the year.
- **Title and background slide images** in horizontal, vertical, and square format.
- **Invitations** in PSD, PDF, and DOC formats.

COMMUNICATION

- **A communication guide** with instructions for you, the ministry leader.
- **13 pre-written editable emails** in HTML, MailChimp, and plain text formats.
- **13 parent tip videos and scripts** in case you want to film new versions on your own.
- A customizable **social media plan** and **social media posts** for each series

TOOLS

- **A parent tool guide** with instructions for you, the ministry leader.
- **An Annual Parent Survey** in PSD, PDF, and DOC formats.
- **An editable Parent Handbook** in PSD, PDF, and DOC formats.
- **Editable Volunteer Business Cards** in PSD and PDF formats.

PLUS!

With our Hubs tool, you have the ability to create a customizable **Parent Hub** to help you communicate with families every week. It's included in your curriculum subscription! Yay!

HUBS

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