Grow

2025

WEEKLY PLANNER

FOR FAMILY MINISTRY

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2025

WEEKLY PLANNER

FOR FAMILY MINISTRY

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WEEKLY PLANNER

A BRIEF INTRODUCTION

In ministry, it's easy to let the urgent keep you from the important. How many times have you started a week with intentionality, only to reach the week feeling unaccomplished and still unprepared for your week of ministry?

That's why we partner with Church Fuel to bring you this planner every year! There's one page for each week, with plenty of space to help you to focus on what matters and give you insights about what's coming up in your church. Here's a quick rundown of each section and how to use each one:

KEY TAKEAWAY: Simply reflect on the previous week and capture a lesson you learned.

THREE OUTCOMES: When you get to the end of the week, what results do you want to celebrate? Remember, these outcomes aren't tasks — they're achievements!

ACTION ITEMS: Jot down a few key tasks for the week, making sure they're clearly connected to your desired outcomes for the week.

PEOPLE: Remember, ministry is about people, so ask God to bring three people to mind you want to connect with — maybe a kid, family, volunteer, or coworker.

THINK ABOUT THIS: This short challenge is time-sensitive. It's meant to let you know what's coming up and give you something important to work on each week. Each page of this planner is similar, but in this section, you'll notice timely advice matched to the season of ministry. If other staff members at your church are using the Grow Weekly Planners in their various areas of ministry, **these challenges will align across ministries so you'll all be learning (and growing) in the same ways.**

VERSE OF THE WEEK: Think and meditate on this verse as you move throughout your week. And if you're following the scope and sequence from Grow Kids or Students Curriculum, **these verses will align with what you're teaching each week!**

What you do matters so much — so we hope this planner helps you make the most of your time. We can't wait to see what you do to make this year of ministry really matter.

The Stuff You Can Use Team

P.S. In case you haven't heard, Grow Curriculum **is now available for kids and students!** Plus, we've got handy tools to make ministry easier, like Grow Hubs, Grow Slides, and Grow Numbers. Let us know how we can help!

WEEK OF
DECEMBER 29, 2024

HAPPY NEW YEAR!

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VERSE OF THE WEEK: LUKE 1:46–47

"And Mary said: "My soul glorifies the Lord and my spirit rejoices in God my Savior."

THE WEEKLY PLANNER

THINK
ABOUT THIS

Bring in the new year by taking time to revisit your calendar to make sure you're prepared for the year ahead. If you've already created an Annual Strategy Calendar for your ministry, take a look at it again. Make sure you're still on track, or make adjustments if needed.

If you haven't already planned the upcoming year, it's not too late! Just visit growcurriculum.org/meeting for a free video that will walk you through how to create your Annual Strategy Calendar by breaking your ministry activities and initiatives into six key categories:

- Discipleship
- Teaching
- Environment
- Events
- Volunteers
- Families

Grow

WEEK OF
JANUARY 5, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

1 KEY TAKEAWAY FROM LAST WEEK

3 MOST IMPORTANT OUTCOMES FOR THIS WEEK

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VERSE OF THE WEEK: 1 JOHN 4:9

"This is how God showed his love among us: He sent his one and only Son into the world that we might live through him."

THE WEEKLY PLANNER

THINK
ABOUT THIS

In ministry, just about everything you need to do can be broken down into six areas:

- Discipleship
- Teaching
- Environment
- Events
- Volunteers
- Families

So this year, what could happen if you decided to strategically pursue growth in just one of those areas? We don't just mean higher attendance numbers—we mean greater depth, health, and effectiveness.

What would you want to see grow? Your volunteer team? Your parent engagement? The effectiveness of your teaching or events? The quality of your weekly environment? Your discipleship efforts? Which area will you choose?

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WEEK OF
JANUARY 12, 2025

JANUARY 12 IS
PECULIAR PEOPLE DAY 

1 KEY TAKEAWAY FROM LAST WEEK

3 MOST IMPORTANT OUTCOMES FOR THIS WEEK

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VERSE OF THE WEEK: PSALM 29:4

"The voice of the Lord is powerful; the voice of the Lord is majestic."

THINK ABOUT THIS

Is there an easy way to track your weekly attendance? Your attendance isn't the most important (or the most accurate) indicator of your success in ministry, but there are some numbers that do matter. This year, ask yourself which numbers you do need to track, knowing they reflect real lives that are being either impacted or overlooked. You might be tracking different numbers than you did last year, but do you know if your ministry has grown or shrunk? Do you know by how much? Do you know how to get in touch with families you haven't seen in a while? If you need a new attendance-tracking tool, check out GrowNumbers.com.

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WEEK OF
JANUARY 19, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

1 KEY TAKEAWAY FROM LAST WEEK

3 MOST IMPORTANT OUTCOMES FOR THIS WEEK

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VERSE OF THE WEEK: EPHESIANS 3:18–19

"may have power, together with all the Lord's holy people, to grasp how wide and long and high and deep is the love of Christ, and to know this love that surpasses knowledge—that you may be filled to the measure of all the fullness of God."

THINK ABOUT THIS

If you're following the Grow discipleship strategy, February marks the beginning of our focus on spending time with God. This quarter, we like to focus on going deeper in our teaching and discipleship efforts. So as you shift from January to February next week, make this shift in your focus for both you and the families you pastor. This upcoming quarter is a great opportunity to challenge, inspire, and guide your kids, students, and families into deeper relationships with Jesus.

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WEEK OF
JANUARY 26, 2025

WRITE NEXT MONTH'S BIRTHDAY CARDS 

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: PSALM 19:14

"May these words of my mouth and this meditation of my heart be pleasing in your sight, Lord, my Rock and my Redeemer."

THE WEEKLY PLANNER

THINK
ABOUT THIS

You're one month into the year already! Now's a great time to revisit any goals you set for this new year—especially those related to your personal growth.

How's your physical health? Your emotional health? Your relational health? What about your spiritual health?

As you focus on spending time with God this quarter, get curious about how God wants to see you grow in all of these areas this year, because they're all connected.

It's not too late for another New Year's resolution! One year from today, what will you be glad you did? How do you want to grow in the next 11 months of 2025?

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WEEK OF
FEBRUARY 2, 2025

FEBRUARY IS LIBRARY LOVERS MONTH 

1 KEY TAKEAWAY FROM LAST WEEK

3 MOST IMPORTANT OUTCOMES FOR THIS WEEK

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VERSE OF THE WEEK: 1 PETER 4:8

"Above all, love each other deeply, because love covers over a multitude of sins."

THE WEEKLY PLANNER

THINK
ABOUT THIS

If you've been talking to God for a while, it's easy to forget how strange prayer can seem to someone who hasn't talked to God for an entire lifetime.

Families need us to model conversations with God and teach them how to have conversations with God of their own without our help. So regularly pray out loud with kids and students, teach them about prayer, and give them opportunities to talk to God alongside you and other adult leaders.

You probably do this already, but this week, ask what you can do to be more strategic about it. You might even give families simple strategies to pray, like these four favorite prayer prompts, inspired by Anne Lamott: Please, Thanks, Sorry, Wow.

Grow

WEEK OF
FEBRUARY 9, 2025

WRITE A VOLUNTEER A THANK YOU NOTE

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: ISAIAH 6:3

"And they were calling to one another: 'Holy, holy, holy is the Lord Almighty; the whole earth is full of his glory.'"

THE WEEKLY PLANNER

THINK
ABOUT THIS

Is helping kids, teenagers, or families memorize Scripture part of your ministry strategy?

People are great at memorizing movie quotes and song lyrics, but memorizing Scripture probably doesn't come quite as naturally. That's why it's so helpful for us to give families simple, practical tools for memorizing Scripture, and this is the perfect time to do that! Maybe that means...

- Giving a Scripture memorization challenge through texts or social media.
- Teaching sign language or dance moves to go along with Scripture.
- Creating Scripture printables or wallpaper for their phones.
- Handing out good old-fashioned flash cards and challenging them to choose a verse that matters to them.

Grow

WEEK OF
FEBRUARY 16, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: PROVERBS 4:23

"Above all else, guard your heart, for everything you do flows from it."

THE WEEKLY PLANNER

THINK
ABOUT THIS

Once or twice a month, we'll cue you to send a thank you note to a volunteer, but this is actually something that should be on your calendar every week.

When we send thank you notes (filled with specific praise) to volunteers on our team, we accomplish several important things at once.

1. We care for the hearts of our volunteers, who work so hard for our churches and the families they serve.
2. We reinforce the kind of ministry and volunteer culture we want to create, because what we celebrate is what will be repeated.
3. We grow our capacity to pay attention and feel more gratitude.

Grow

WEEK OF
FEBRUARY 23, 2025

WRITE NEXT MONTH'S BIRTHDAY CARDS

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VERSE OF THE WEEK: PSALM 37:3

"Trust in the Lord and do good; dwell in the land and enjoy safe pasture."

THINK ABOUT THIS

The Grow discipleship strategy is built around four spiritual habits: spending time with God, spending time with others, using your gifts, and sharing your story. But these four spiritual habits aren't just designed for kids or students—they're the same four spiritual habits that help you grow spiritually, too.

So this year, what would it look like for you to grow in one of these four areas? Do you need to grow your intimacy with God? Do you need to grow the community of people with whom you have safe and authentic relationships? Could you grow the ways you serve God and others through your unique giftedness or the opportunities you take to share God's story with others? Choose one.

Grow

WEEK OF
MARCH 2, 2025

7 WEEKS
UNTIL EASTER

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VERSE OF THE WEEK: 1 PETER 2:21

"To this you were called, because Christ suffered for you, leaving you an example, that you should follow in his steps."

THE WEEKLY PLANNER

THINK
ABOUT THIS

This week, Lent officially begins! Whether your church uses the language of Lent or not, the 40 days leading up to Easter are opportunities for both you and families to draw closer to Jesus.

So this week, what's something you can do to help kids and families spend more time with God in the next 40 days? Is it a 40-day devotional? Daily one-minute lessons posted on your social media accounts? A daily challenge delivered through texts?

If you're following along with the Grow discipleship strategy, we've already provided a handy discipleship tool for you this quarter. But whether you're using Grow's discipleship tools or not, here's the question: what will you do this Easter season?

Grow

WEEK OF
MARCH 9, 2025

WRITE A VOLUNTEER A THANK YOU NOTE

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: MATTHEW 25:29

"For whoever has will be given more, and they will have an abundance. Whoever does not have, even what they have will be taken from them."

THINK
ABOUT THIS

What are some of the most successful events you've ever done? Jot a few of them down. Then ask yourself some important questions like: What made each event so successful? What was the goal of that event? What did that event achieve for your ministry?

Once you've got that, look ahead to the events you have coming up. Can you clearly explain the goal and desired outcome for each event? Does your church or your community really need that event... or is it just another event that's taking up space on the calendar and using valuable resources? These can be tough questions to wrestle with, but when we make it a habit to analyze what we do, we can be a lot more intentional with our time and resources.

Grow

WEEK OF
MARCH 16, 2025

WRITE NEXT MONTH'S BIRTHDAY CARDS

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: ROMANS 8:28

And we know that in all things God works for the good of those who love him, who have been called according to his purpose.

THE WEEKLY PLANNER

THINK
ABOUT THIS

How's your Easter planning coming along? During Easter week, some churches have separate services or events for kids or students, but many encourage families to worship together during Easter week. No matter how your church approaches Easter, here are a few questions to consider this week, now that you have just three weeks to prepare!

- What are you teaching? What activities, songs, object lessons, and other extra elements can you incorporate?
- How will you help families connect during Easter week?
- How will you encourage families to invite others to Easter services?
- How will you help families connect with God?

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WEEK OF
MARCH 23, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

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VERSE OF THE WEEK: 2 PETER 3:9

"The Lord is not slow in keeping his promise, as some understand slowness. Instead he is patient with you, not wanting anyone to perish, but everyone to come to repentance."

THE WEEKLY PLANNER

THINK
ABOUT THIS

All quarter, we've been talking about how to help kids, teenagers, and families spend more time with God. But what about you? How are you doing? How could you grow in this area? What's one way you want to see God help you grow right now?

This week, make a decision. Decide to do one thing differently in order to spend better time with God. Choose one thing you're going to say no to (like Netflix, a little sleep, video games, or mindlessly scrolling Instagram) so that you can say yes to something better,

like . . .

- More time to read and meditate on Scripture.
- More silence.
- More worship.
- More gratitude.
- More prayer.

Grow

WEEK OF
MARCH 30, 2025

3 WEEKS UNTIL EASTER 

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: 1 PETER 1:3

"Praise to God for a Living Hope - Praise be to the God and Father of our Lord Jesus Christ! In his great mercy he has given us new birth into a living hope through the resurrection of Jesus Christ from the dead,"

THINK
ABOUT THIS

Think back on how you engaged and partnered with families this past year. How well do you think parents felt supported? In the loop? Well-resourced? Included? It's not easy to know how best to serve the parents, guardians, or caregivers of kids and teenagers, but one of the best ways we can learn is by simply listening.

In the middle and toward the end of each school year, we suggest inviting 10-15 parents to a parent discussion group—an opportunity for you to learn from them and for parents to learn from each other. Invite parents, guardians, and caregivers from diverse circumstances, provide food and coffee, and then simply ask some discussion-provoking questions.

Grow

WEEK OF
APRIL 6, 2025

WRITE A VOLUNTEER A THANK YOU NOTE

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: 2 PETER 3:18A

"But grow in the grace and knowledge of our Lord and Savior Jesus Christ. To him be glory both now and forever! Amen."

THE WEEKLY PLANNER

THINK
ABOUT THIS

Gary Thomas' book, Sacred Pathways, is one of many resources designed to help people identify the unique ways they are wired to connect with God. Some people will connect with God by going outside. Others will love to worship through music, or dance, or the arts. Some will love to learn, some will love to serve, and some will love to sit quietly with God in solitude. If we want to help people grow spiritually, it's so important that we give them opportunities to connect with God in many diverse ways – and not just in the ways we prefer to connect with God.

So this week, ask yourself: how can you grow people's awareness of the many ways we can spend time with God?

Grow

WEEK OF
APRIL 13, 2025

PALM SUNDAY 

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: JOHN 15:3

"You are already clean because of the word I have spoken to you."

THE WEEKLY PLANNER

THINK
ABOUT THIS

Next week is Easter! Do you have a plan for connecting with the families who show up at your church for the very first time?

Hopefully, your church already has a church-wide plan for welcoming or following up with new families, but those plans are often focused on parents and caregivers rather than kids or teenagers.

In this final week before Easter, what could you do to be more intentional about greeting and caring for kids and teenagers who come to your church for the first time next week? A handwritten note? A small gift? A goodie bag? An invitation to your next event?

Grow

WEEK OF
APRIL 20, 2025

EASTER SUNDAY 

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: LUKE 24:6

"He is not here; he has risen! Remember how he told you, while he was still with you in Galilee:"

THINK ABOUT THIS

Happy Easter! This week, be a little selfish. Take some extra time for yourself or your family. Use that time to breathe deeply, rest, and let God fill you up.

As you rest, you might even realize you've been neglecting your own health for a little too long. If that's the case, get out your calendar and choose specific days for the rest of this year that will be your days (or half-days) of rest. You might include...

- An annual personal retreat.
- Quarterly days of solitude.
- Monthly days of retreat.
- Weekly days (or a couple of half-days) of rest.
- Daily reminders to stop and breathe, pray, or simply take a break.

Grow

WEEK OF
APRIL 27, 2025

WRITE NEXT MONTH'S BIRTHDAY CARDS

1 KEY TAKEAWAY FROM LAST WEEK

3 MOST IMPORTANT OUTCOMES FOR THIS WEEK

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VERSE OF THE WEEK: JOHN 3:8

"The wind blows wherever it pleases. You hear its sound, but you cannot tell where it comes from or where it is going. So it is with everyone born of the Spirit."

THINK ABOUT THIS

If you're following the Grow discipleship strategy, May marks the beginning of our focus on sharing your story. Throughout May, June, and July, we'll focus on helping kids, teenagers, and families share their faith stories through their words and their actions. So as you shift from April to May this week, make this shift in your focus. This upcoming quarter is a great opportunity to challenge, inspire, and guide families to share who God is to them and what God is doing.

Grow

WEEK OF
MAY 4, 2025

NATIONAL STATIONERY WEEK

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: PROVERBS 16:9

"In their hearts humans plan their course, but the Lord establishes their steps."

THE WEEKLY PLANNER

THINK
ABOUT THIS

To celebrate and honor your volunteers this year, set up a letter-writing station where your volunteers can be celebrated by you, your teenagers, and each other.

This appreciation campaign for your volunteers can last a single day or all month long. Either way, make a big deal of it so your teenagers and the rest of your team are motivated and inspired to participate!

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WEEK OF
MAY 11, 2025

WRITE A VOLUNTEER A THANK YOU NOTE

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: GENESIS 2:2–3

"By the seventh day God had finished the work he had been doing; so on the seventh day he rested from all his work. Then God blessed the seventh day and made it holy, because on it he rested from all the work of creating that he had done."

THINK ABOUT THIS

Do you have the rest of 2025 planned out yet? If not, what are you waiting for?! Visit growcurriculum.org/meeting for a free video that will walk you through how to create an Annual Strategy Calendar by breaking your ministry into six key categories:

- Discipleship
- Teaching
- Environment
- Events
- Volunteers
- Families

If you're following along with the Grow scope and sequence, this video will show you what's coming up in the next year of Grow Curriculum and Strategy so you can plug everything into your calendar. And if you're not following along with Grow, that's okay... we want you to steal our strategy anyway!

Grow

WEEK OF
MAY 18, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

1 KEY TAKEAWAY FROM LAST WEEK

3 MOST IMPORTANT OUTCOMES FOR THIS WEEK

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VERSE OF THE WEEK: JOHN 13:34–35

"For in him all things were created: things in heaven and on earth, visible and invisible, whether thrones or powers or rulers or authorities; all things have been created through him and for him."

THE WEEKLY PLANNER

THINK
ABOUT THIS

So have you tried recruiting any new volunteers recently? If not, it's time to get started! Here's one simple (but so powerful) idea to help make your recruiting efforts more effective this year: ask big.

When we're desperate for more volunteers, we tend to ask for less. We need warm bodies, so we talk about volunteering as if it's easy, simple, or low-commitment. But you don't need just anyone to serve. You need people who want to make a difference. People who want to make a difference don't want to do what's easy or simple. They want to do something that matters.

So when you recruit volunteers, don't tell them their job will be easy. Tell them their job will matter.

Grow

WEEK OF
MAY 25, 2025

WRITE NEXT MONTH'S BIRTHDAY CARDS 

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: ROMANS 12:18

"If it is possible, as far as it depends on you, live at peace with everyone."

THINK ABOUT THIS

You were made for this. No, really—the people you serve, the community you are in, God had all of it in mind when you were created. In other words, what you're doing now is part of your purpose.

We see you, and you're not alone. When the days are long, and you're feeling overwhelmed, know no one can do this like you. Your interests and experiences speak to your families in a way only you can. Thanks for being you and showing up the way you do.

Grow

WEEK OF
JUNE 1, 2025

CELEBRATE THE END OF THE SCHOOL YEAR WITH YOUR TEAM



1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: MATTHEW 4:4

"Jesus answered, “It is written: ‘Man shall not live on bread alone, but on every word that comes from the mouth of God.’”

THINK ABOUT THIS

Celebrate the end of a successful school year and thank your volunteer team for all their hard work by throwing an End-of-the-Year Party! Because your volunteers are definitely worth throwing parties for.

Grow

WEEK OF
JUNE 8, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: PSALM 107:2

"Let the redeemed of the Lord tell their story— those he redeemed from the hand of the foe,"

THE WEEKLY PLANNER

THINK
ABOUT THIS

In ministry, it's not our job to do everything. It's our job to give ministry away to volunteers. We should be giving away so much ministry to our teams that it strains our egos. Why? Because (spoiler alert) someday, you're going to move on, or get fired, or... uh, die. And when you do, what will happen to your ministry?

If you want our ministry to outlive you, it can't depend on you. You have a limited capacity, but you can multiply your influence by empowering and releasing volunteers. Don't perpetuate the idea that ministry is best left with the professionals. Give away big, meaningful ministry to your volunteers because the Church is bigger than us, and our ministries need to outlive us.

Grow

WEEK OF
JUNE 15, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: PSALM 85:8

"I will listen to what God the Lord says; he promises peace to his people, his faithful servants— but let them not turn to folly."

THINK ABOUT THIS

If you're like most churches, you probably have some big events happening for kids and students every summer. Whether it's a VBS, kids camp, summer camp, mission experience, or all of the above, keep in mind that parents are trusting you in a big way! If you want to keep (or earn) their trust, it's so important to keep parents in the loop.

This week, make a list of all trips or big events you're planning. Then make a list of every question a parent might ask (or has already asked). Finally, make a plan for how you'll communicate the answers to those questions clearly and well in advance.

Oh, and one more thing—actually do it!

Grow

WEEK OF
JUNE 22, 2025

WRITE NEXT MONTH'S BIRTHDAY CARDS

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: ROMANS 13:10

"Love does no harm to a neighbor. Therefore love is the fulfillment of the law."

THINK ABOUT THIS

Do you hold parent meetings? If you do, you know they can sometimes be a challenge. It can be difficult to get parents to attend, and when they do, it can be difficult to make those meetings worth everyone's time. So here are a few quick tips for improving your parent meetings:

- Only hold meetings for topics parents want and need to discuss in person. If it can be clearly communicated in an email or on a flyer, don't hold a meeting!
- When sharing information, leave plenty of time for questions.
- When teaching or training, leave plenty of time for conversation.
- Always ask for feedback about your parent meetings.

Grow

WEEK OF
JUNE 29, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: JOHN 6:29

"Jesus answered, "The work of God is this: to believe in the one he has sent."

THE WEEKLY PLANNER

THINK
ABOUT THIS

Okay, be honest. When your youth and kids ministries are preparing for a new week, how much time gets spent preparing discussion questions? Do you throw a few questions together at the last minute, or are your questions carefully and strategically crafted? Do you have them at all? The truth is, you can't afford to miss out on creating quality weekly discussion times.

No matter how great your messages are, kids and students will never learn what you want them to learn without a time of discussion. They need time to process, debate, ask questions, wrestle with the ideas, and be challenged to think for themselves. So this week, do one thing to make your weekly discussions more effective. (Or add a discussion time for the very first time!)

Grow

WEEK OF
JULY 6, 2025

MAKE A LIST OF YOUR VOLUNTEERS' BIRTHDAYS 

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VERSE OF THE WEEK: HEBREWS 11:1

"Now faith is confidence in what we hope for and assurance about what we do not see."

THE WEEKLY PLANNER

THINK
ABOUT THIS

If you're following the Grow volunteer strategy, you know there are 7 ways we suggest investing in volunteers. Which do you need to be more strategic about?

- EVENTS: Once a year, cast vision for your team at a volunteer kick-off.
- MEETINGS: Train your team regularly (3-6 times per year).
- DISCUSSION GROUPS: Give them time to brainstorm and problem solve together.
- CONVERSATIONS: Weekly or monthly, invest in each volunteer and invite their feedback, one-on-one.
- TOOLS: Give them resources to make their jobs easier.
- COMMUNICATION: Keep them in the loop every week.
- CELEBRATION: Honor them and their ministry wins!

Grow

WEEK OF
JULY 13, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

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VERSE OF THE WEEK: COLOSSIANS 1:9

"For this reason, since the day we heard about you, we have not stopped praying for you. We continually ask God to fill you with the knowledge of his will through all the wisdom and understanding that the Spirit gives,"

THINK
ABOUT THIS

How often did parents hear from you last school year? Was it infrequently? Or was it so often they began to tune you out? It can be difficult to find the right rhythm for communicating with parents, so keep tweaking your parent communication strategy and listen for parents' feedback. Here's our recommendation to at least get you started:

- ANNUALLY: Give parents a survey to discover how they'd like to hear from you and what they need.
- MONTHLY: Send an email to parents with all of the information they'll need for the entire month. Include a feedback question to see who's reading until the end!
- WEEKLY: Schedule a week of posts on social media, provide handouts and take-homes about what their kids are learning, and use your favorite communication platforms to stay in touch!

And, hey! If you're looking for a better way to communicate with families each week, check out Hubs at [hubs.stuffyoucanuse.org!](hubs.stuffyoucanuse.org)

Grow

WEEK OF
JULY 20, 2025

COMPLIMENT YOUR MIRROR DAY 

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VERSE OF THE WEEK: 2 CORINTHIANS 4:11

"For we who are alive are always being given over to death for Jesus' sake, so that his life may also be revealed in our mortal body."

THE WEEKLY PLANNER

THINK ABOUT THIS

If you're following the Grow Annual Planning strategy, you know a new discipleship focus is coming up! In this next quarter, we will be encouraging families to spend time with others, because the relationships we have can have a big impact on our faith.

If you're using Grow Curriculum, we've included a discipleship activity to help your church do this well. But what are some other ways you can encourage people to spend time with others in meaningful ways?

Grow

WEEK OF
JULY 27, 2025

WRITE NEXT MONTH'S BIRTHDAY CARDS

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: LUKE 11:9

"So I say to you: Ask and it will be given to you; seek and you will find; knock and the door will be opened to you."

THE WEEKLY PLANNER

THINK
ABOUT THIS

Stories matter because stories can communicate truth in ways that principles never could. The stories recorded in Scripture matter, but so do your stories and the stories of kids and students.

When you teach, be intentional about sharing stories from your own life and faith. In fact, you probably want to tell one personal story in every message you teach. When you share your stories and how God used those stories to help you grow, you give people a model for how to find God in their stories.

And when you share your stories of failure, disappointment, or mistakes, you let them know that God can work even in the toughest situations—and that they're not alone.

Grow

WEEK OF
AUGUST 3, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

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VERSE OF THE WEEK: COLOSSIANS 3:11

"Here there is no Gentile or Jew, circumcised or uncircumcised, barbarian, Scythian, slave or free, but Christ is all, and is in all."

THE WEEKLY PLANNER

THINK
ABOUT THIS

Happy August! By now, hopefully, you've created an Annual Strategy Calendar for the year—one that helps you keep track of what you're doing in six key areas:

- Discipleship
- Teaching
- Environment
- Events
- Volunteers
- Parents

Once you've created your Annual Strategy Calendar, take a picture and post it in our Facebook group (stuffyoucanuse.org/community). Thousands of churches are adapting the Grow strategy for their church contexts, so go share your unique take with the rest of the Grow family—and check out a few others' boards, too. Swapping ideas is fun, and it makes us better!

Grow

WEEK OF
AUGUST 10, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: HEBREWS 11:1

"Now faith is confidence in what we hope for and assurance about what we do not see."

THE WEEKLY PLANNER

THINK
ABOUT THIS

There are a lot of parents, caregivers, and guardians in your church! What have you done this year to celebrate them? Here are a few ideas:

- Tell them how awesome they are! Make sure your communication with parents isn't filled with only announcements or reminders. Fill it with encouragement for them too.
- Host events for kids and their parents. This phase of parenting can feel overwhelming at times, so try offering experiences that help families connect in a way that takes the burden off the shoulders of parents for a night.
- Remember not all "parents" are parents. Many kids are not being cared for by their biological parents, but by caregivers, guardians, grandparents, and more. Be careful with your language and assumptions!

Grow

WEEK OF
AUGUST 17, 2025

AUGUST 19 IS PHOTOGRAPHY DAY

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VERSE OF THE WEEK: HEBREWS 12:1-2

"Therefore, since we are surrounded by such a great cloud of witnesses, let us throw off everything that hinders and the sin that so easily entangles. And let us run with perseverance the race marked out for us, fixing our eyes on Jesus, the pioneer and perfecter of faith. For the joy set before him he endured the cross, scorning its shame, and sat down at the right hand of the throne of God."

THINK ABOUT THIS

August 19 is Photography Day. This is the perfect excuse to celebrate parents this month by setting up a fun photoshoot for families.

Make sure you give families a heads-up in advance—no one wants to show up for picture day unprepared! In your space, create a photo booth using a simple backdrop, balloons, confetti, and whatever fun props you can collect. If you can, bring in a professional photographer or recruit a volunteer from your church who takes excellent pictures on their smartphone.

Grow

WEEK OF
AUGUST 24, 2025

WRITE NEXT MONTH'S BIRTHDAY CARDS

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: HEBREWS 12:28–29

"Therefore, since we are receiving a kingdom that cannot be shaken, let us be thankful, and so worship God acceptably with reverence and awe, for our 'God is a consuming fire.'"

THINK ABOUT THIS

On a typical week of teaching, do kids and students seem engaged, or is it a struggle to hold their attention? On one hand, kids and teenagers are notorious for having short attention spans. But on the other hand, as communicators, it's our responsibility to earn (and keep) their attention. That's why the Grow teaching strategy comes with Lesson Builder, which includes 12 different teaching methods (besides just talking) to help kids and students learn. Choose one you don't typically use and try it out this week!

- Story
- Image
- Video
- Question
- Prop
- Activity
- Discussion
- Prayer
- Reflection
- Response
- Music
- Poll

Grow

WEEK OF
AUGUST 31, 2025

KICK OFF THE NEW SCHOOL YEAR WITH A CELEBRATION!



1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: PSALM 69:13

"But I pray to you, Lord, in the time of your favor; in your great love, O God, answer me with your sure salvation."

THE WEEKLY PLANNER

THINK
ABOUT THIS

You've probably noticed a weird holiday in each month of this planner. If you're using the Grow volunteer strategy, you've probably seen them in your downloads too. That's because we're big fans of celebrations, and there is always a reason to celebrate—especially when it comes to your volunteers. Each month, you can leverage a holiday (weird or not-so-weird) to celebrate and honor your volunteers.

You might celebrate by creating a fun experience that you share together (like a joke competition), by treating them to some fun-themed snacks, or by expressing your appreciation in a more tangible and direct way. Whatever you choose, just remember to celebrate your team regularly!

Grow

WEEK OF
SEPTEMBER 7, 2025

SEPTEMBER 12 IS
VIDEO GAMES DAY

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VERSE OF THE WEEK: ISAIAH 40:8

The grass withers and the flowers fall, but the word of our God endures forever."

THINK ABOUT THIS

Celebrate Video Games Day this month by hosting a video game invitation for parents to prove their skills to their kids. When parents show up to pick up their kids this month, invite them to challenge their kid or their kid's small group leader to a round of whatever video game you have available.

We recommend shorter, head-to-head games like Mario Kart, Dance Dance Revolution, or Super Smash Bros.

Grow

WEEK OF
SEPTEMBER 14, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

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VERSE OF THE WEEK: PSALM 1:1

"Blessed is the one who does not walk in step with the wicked or stand in the way that sinners take or sit in the company of mockers."

THINK ABOUT THIS

There are two types of games that you might want to try including in your weekly program this year.

The first type of game is a just-for-fun game. These games can be literally anything that sounds fun to your group, and they don't need to have any purpose other than to have fun. These games break down walls and help kids and teenagers connect at the very beginning of your program. But you can also play games with a purpose to introduce the message or the idea you want to discuss that week.

With both types of games, keep this in mind: it's important to create games that everyone can play, but that not everyone has to play. Be sensitive to kids who don't want to play, and make your games fun to watch!

Grow

WEEK OF
SEPTEMBER 21, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: 1 TIMOTHY 2:3–4

"This is good, and pleases God our Savior, who wants all people to be saved and to come to a knowledge of the truth."

THE WEEKLY PLANNER

THINK
ABOUT THIS

If you want to have an effective teaching strategy for kids and teenagers, you need a scope and sequence—a plan for what you'll teach and when. Sure, you could try and wing it each week, but that's risky. By not planning ahead, you'll be in danger of drifting toward putting too much emphasis on the topics you like to teach about rather than giving people a truly holistic view of Scripture. When you plan ahead, you can get strategic about the subjects you want to cover and when, the Scripture you want to cover and when, and the frequency with which you want to teach those things. Grow offers a done-for-you scope and sequence, but we hope you customize what we offer for your church's calendar and needs. You know your families best!

Grow

WEEK OF
SEPTEMBER 28, 2025

WRITE NEXT MONTH'S BIRTHDAY CARDS

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: PSALM 113:4

"The Lord is exalted over all the nations, his glory above the heavens."

THE WEEKLY PLANNER

THINK
ABOUT THIS

It's time for a personal check-in! You already know the Grow discipleship strategy is built around four spiritual habits: spending time with God, spending time with others, using your gifts, and sharing your story. But these four spiritual habits aren't just designed for kids or students—they're the same four spiritual habits that help you grow spiritually too.

So how are you doing in each of these four areas? Do you need to grow your intimacy with God? Do you need to grow the community of people with whom you have safe and authentic relationships? Could you grow the ways you serve God and others through your unique giftedness or the opportunities you take to share God's story with others?

Choose one to focus on for the rest of the year.

Grow

WEEK OF
OCTOBER 5, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

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VERSE OF THE WEEK: 1 CHRONICLES 16:25

"For great is the Lord and most worthy of praise; he is to be feared above all gods."

THE WEEKLY PLANNER

THINK
ABOUT THIS

What are you doing to connect parents with the adult volunteers in your ministry? If you don't have a clear answer to that question, it's time to try something new because parents and volunteers need each other. Your volunteers and parents have the same mission: to care for the kids and teenagers in your ministry. So doesn't it make sense to help those people find each other and learn how to work together effectively?

One of the best ways we know to do this is through a Parent and Leader Breakfast—an opportunity for those adults to meet each other, have some fun, and strategize together how to guide the kids they all love. And if you're using Grow, you already have everything you need to make it happen!

Grow

WEEK OF
OCTOBER 12, 2025

10 WEEKS UNTIL CHRISTMAS

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VERSE OF THE WEEK: JAMES 1:2–3

"Consider it pure joy, my brothers and sisters, whenever you face trials of many kinds, because you know that the testing of your faith produces perseverance."

THINK ABOUT THIS

Be honest. Is your weekly kids or youth ministry environment visitor-friendly?

Sure, we all say we want visitors to show up to our programs. We all tell kids and students to bring their friends to church. But if we're not working behind the scenes to create environments that are welcoming to, and mindful of, first-time guests . . . well, we can't really expect people to make the invitation, or those guests to show up, or those guests to come back.

If you're not sure if your environments are visitor-friendly, ask families this question: "What is it about our church that makes you not want to invite your friends?" Then take their responses seriously (and not personally).

Grow

WEEK OF
OCTOBER 19, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

1 KEY TAKEAWAY FROM LAST WEEK

3 MOST IMPORTANT OUTCOMES FOR THIS WEEK

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VERSE OF THE WEEK: 2 TIMOTHY 3:14

"But as for you, continue in what you have learned and have become convinced of, because you know those from whom you learned it."

THE WEEKLY PLANNER

THINK
ABOUT THIS

Do you ever feel like you're competing for families' time? Sometimes we make the mistake of believing our community is the only community that can help people grow spiritually. But that's not true, is it? We might be pastors, but we don't own the market when it comes to healthy community. In fact, if the only community our families see as "healthy" community is the community our kids or youth ministries offer, we've done them a disservice. If we really want kids and students to grow spiritually, we should probably think of creative ways to help them build relationships (with both Christians and non-Christians) in places outside our church – like their schools, neighborhoods, and sports teams.

Grow

WEEK OF
OCTOBER 26, 2025

WRITE NEXT MONTH'S BIRTHDAY CARDS 

1 KEY TAKEAWAY FROM LAST WEEK

3 MOST IMPORTANT OUTCOMES FOR THIS WEEK

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VERSE OF THE WEEK: HEBREWS 11:1–2

"Now faith is confidence in what we hope for and assurance about what we do not see. This is what the ancients were commended for."

THINK ABOUT THIS

If you're following the Grow Annual Planning strategy, you know a new discipleship focus is coming up! In this next quarter, we will be encouraging kids and students to use their gifts.

If you're using Grow Curriculum, we've already included discipleship activities to help you do this well. But what are some other ways you can encourage kids and teens use their gifts to serve God and others?

Grow

WEEK OF
NOVEMBER 2, 2025

NOVEMBER 3 IS CLICHÉ DAY

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: PROVERBS 15:3

"The eyes of the Lord are everywhere, keeping watch on the wicked and the good."

THINK ABOUT THIS

What opportunities have you created for kids and students to serve others? It's one thing to tell them to use their gifts to serve. It's another thing entirely to create opportunities where they can actually do that. Maybe you need to restructure some things in your church so that it's easier for kids and teenagers to serve. Maybe you need to move away from an adult-led worship band so more young people can help lead. Maybe you even need to let go of some of your desire for "excellence" in your programming so they can take ownership of your weekly environments. Fundraisers and mission trips are a great solution, but if they're your only avenue for kids to serve, rethink your serving strategy.

Grow

WEEK OF
NOVEMBER 9, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: 2 THESSALONIANS 1:12

"We pray this so that the name of our Lord Jesus may be glorified in you, and you in him, according to the grace of our God and the Lord Jesus Christ."

THINK ABOUT THIS

In ministry, we often accidentally communicate that the only ways to serve God in ministry is from a platform. Speaking and leading worship are great ways we can mobilize kids and students to serve God and others, but they're not the only gifts kids and students have or that God can use. Whether it's art, or science, or baking, or sports, kids and students are overflowing with talents. They may just need your help to discover how those talents can be used to love others in new and creative ways. And whether they're extroverted or introverted, great in front of a crowd or more comfortable behind the scenes, fun and spontaneous or quiet and contemplative, they need to know their voice matters.

Grow

WEEK OF
NOVEMBER 16, 2025

ARE THERE ANY FAMILIES IN NEED THIS HOLIDAY SEASON?

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VERSE OF THE WEEK: ESTHER 4:14

"For if you remain silent at this time, relief and deliverance for the Jews will arise from another place, but you and your father's family will perish. And who knows but that you have come to your royal position for such a time as this?"

THINK
ABOUT THIS

The holidays are almost here, which might mean you're seeing some drops in attendance. Sound familiar? If that's you, here's a tip: don't freak out!

Fluctuations in your attendance patterns are completely normal. Instead, pay attention to those patterns and try to figure out when, and why, they happen. Because if you can predict it, you won't be so surprised or discouraged when it happens next time – plus, you'll be able to defend your numbers if anyone asks. So expect fluctuations, and prepare for them too. And remember, where attendance is concerned, you're probably not as awesome as your best attendance day and you're definitely not as bad as your worst attendance day.

Grow

WEEK OF
NOVEMBER 23, 2025

WRITE NEXT MONTH'S BIRTHDAY CARDS 

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VERSE OF THE WEEK: ROMANS 15:13

"May the God of hope fill you with all joy and peace as you trust in him, so that you may overflow with hope by the power of the Holy Spirit."

THE WEEKLY PLANNER

THINK
ABOUT THIS

There's a mistake some family pastors make: they see discipleship as a program, rather than a process. When you look at the way Jesus discipled his followers, you don't see them going through workbooks, or attending a class, or completing a How to Be a Disciple course – but sometimes, that's exactly our approach when it comes to discipling families. But discipleship isn't a nice, neat program. It's a journey that's going to take forever – or, at least, our whole lives. When we choose to look at discipleship as a lifelong process that's never really finished, that's pretty imperfect, and that doesn't always move in a straight line, we give families a healthier (and more realistic) perspective of what it means to follow Jesus.

Grow

WEEK OF
NOVEMBER 30, 2025

WRITE A VOLUNTEER A THANK YOU NOTE

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VERSE OF THE WEEK: PSALM 122:8–9

"For the sake of my family and friends, I will say, 'Peace be within you.'
For the sake of the house of the Lord our God, I will seek your prosperity."

THINK ABOUT THIS

A virgin birth? Angels? A mysterious star? Centuries-old prophecies coming true? Advent and Christmas are seasons of so much wonder, but for some kids or teenagers, they're also seasons of difficult questions—and that's okay.

If you want kids to get comfortable having conversations about their faith, it is essential that you help them have healthy conversations about their doubts, fears, and questions. The truth is, kids and students have doubts, even if they're not expressing them. So if you want them to have a healthy faith, give them the opportunity to talk about their questions and doubts openly.

Grow

WEEK OF
DECEMBER 7, 2025

WRITE A VOLUNTEER A THANK YOU NOTE 

1 KEY TAKEAWAY FROM LAST WEEK

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VERSE OF THE WEEK: ROMANS 13:12

"The night is nearly over; the day is almost here. So let us put aside the deeds of darkness and put on the armor of light."

THINK ABOUT THIS

The holidays are a time for family, so let's take a second to think about how well we're serving and supporting the families in our ministries. There's a big mistake a lot of family pastors make when it comes to families: they expect parents to trust them, but don't actually earn their trust. In family ministry, we can get pretty frustrated when parents don't engage, support, or stay in the know with what we're up to.

But instead of expecting parents to know, or care, or support what we're doing, what if we tried harder to earn their attention, care, and support? This might be a big shift in your mentality, but it's so important! Because when we believe parents owe us something, we'll struggle to earn their trust.

Grow

WEEK OF
DECEMBER 14, 2025

WRITE NEXT MONTH'S BIRTHDAY CARDS

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VERSE OF THE WEEK: JAMES 5:8

"You too, be patient and stand firm, because the Lord's coming is near."

THE WEEKLY PLANNER

THINK
ABOUT THIS

Do you know what your personal values are? What about your church's and ministry's values? If you're not sure, it's time to get to work. As you close out this calendar year, write down your values, define them, and talk about them with key voices who can help you refine them into a list of around 5 core values. Do you value community? Authenticity? Safety? Service? Generosity? Fun? Inclusion? Diversity? Family?

Identify your values, but don't stop there. As a new year begins, commit to evaluating your ministry in light of your core values. Do your programs, events, strategies, and systems align with those values? Why or why not? And how can you bring things into greater alignment?

Grow

WEEK OF
DECEMBER 21, 2025

MERRY CHRISTMAS! 

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VERSE OF THE WEEK: LUKE 19:10

"For the Son of Man came to seek and to save the lost."

THINK ABOUT THIS

Merry Christmas!

But wait — why are you looking at your planner? The only things you should be worrying about this week are presents, food, and cheesy Christmas movies. Put this away. Now. Come back next week.

Grow

WEEK OF
DECEMBER 28, 2025

HAPPY NEW YEAR!

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VERSE OF THE WEEK: MATTHEW 2:10

"When they saw the star, they were overjoyed."

THE WEEKLY PLANNER

THINK
ABOUT THIS

Happy New Year!

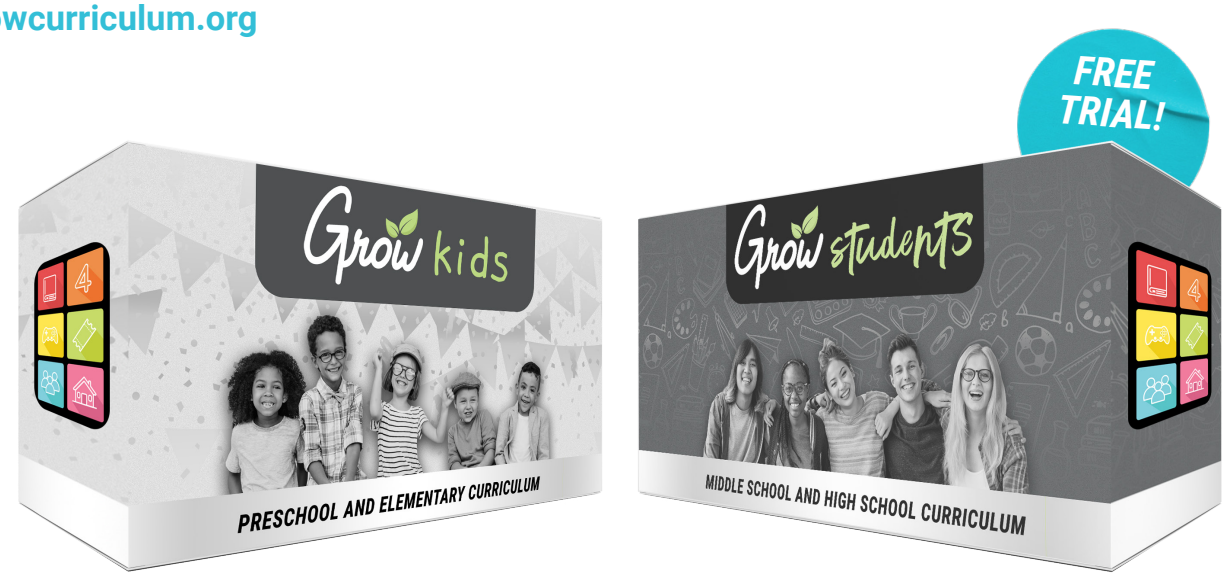
Take a minute to celebrate your year — all the laughs and every obstacle you overcame to make it the best year possible for the families in your ministry.

Now it's time to look to 2026. What do you have planned for all that's ahead?

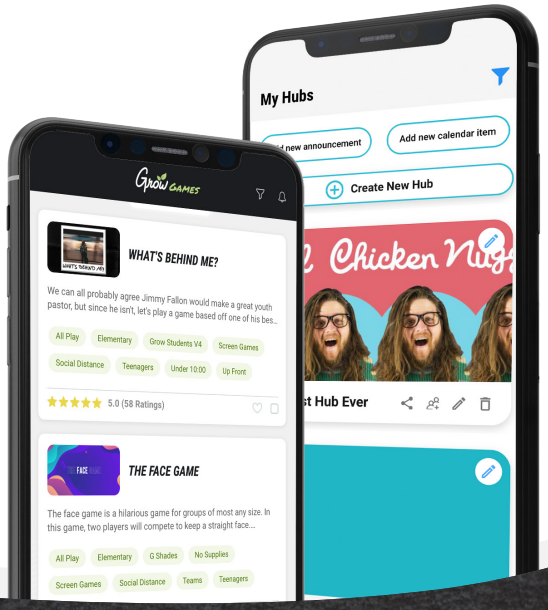
Grow

LOOKING FOR MORE
TOOLS AND RESOURCES
FROM YOUR PALS AT STUFF YOU CAN USE?

Grow Curriculum and Annual Strategy is now available for **kids ministry** and **youth ministry!** It's everything you need for an entire year of ministry: discipleship, teaching, programming, events, families, and volunteers. For a free one-month trial or to talk to a Grow Strategist, head to **growcurriculum.org**



Plus, we've got a whole suite of digital tools to help make ministry easier, like a **live presentation software, 600+ free games** for ministry, and a tool to help you better **communicate with parents, volunteers, and more.** Check it out at **stuffyoucanuse.org**



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