

EVENTS

ANNUAL STRATEGY GUIDE



Events are a pretty big deal for most children's ministries. They're a way to have fun, connect with kids, get new families 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: **do one event each quarter, plus a VBS (Vacation Bible School) over the summer.**

HERE'S THE PLAN...

1 REVIEW GROW'S EVENT CATEGORIES

There are **five different kinds of events we recommend including** in your Event Strategy. Here are the kinds of events Grow provides...



JUST-FOR-FUN EVENTS: This type of event is focused on relationship-building through fun, games, laughter, and teamwork.



OUTREACH EVENTS: This type of event is designed with visitors in mind and includes fun, games, and teaching.



CHRISTMAS EVENTS: This type of event is focused on celebrating the Christmas season together!



EASTER EVENTS: This type of event is focused on celebrating Jesus' resurrection together!



VBS: This type of event is a week-long summer "vacation Bible school" experience for kids with fun Bible stories, skits, crafts, activities, and more!

2 SPLIT YOUR YEAR INTO 4 QUARTERS

To keep things simple, and to provide opportunities to align your Event Strategy with your Discipleship Strategy, the Grow Strategy breaks the year into four quarters and recommends doing **one event per quarter, plus a VBS during summer break.** You can structure this however you'd like, but here's our recommendation...

- **FALL:** At the beginning of the school year, build momentum and kick things off with a big just-for-fun event! If you include some strategic teaching, this event can also serve as an outreach event.
- **WINTER:** Plan a Christmas-themed event or, if Christmastime is already too busy, a just-for-fun event.
- **SPRING:** Plan a fun Easter-themed event or, if Easter is already too busy, a just-for-fun springtime event.
- **SUMMER:** Close the school year with another big just-for-fun event—or throw in some strategic teaching to turn it into an outreach event. Then, during summer break, plan a VBS.

You'll find a mixture of all of these types of events [in the Grow Marketplace!](#)

4 ALIGN YOUR EVENTS WITH YOUR DISCIPLESHIP STRATEGY

If you started with your Discipleship Strategy and already determined which spiritual habits you'll focus on during each quarter, it's time to **arrange your events in a way that complements your discipleship efforts**. Not every event needs to line up with your Discipleship Strategy perfectly, but look for ways you can be even more effective by allowing your Event Strategy and discipleship efforts to work together.



SPEND TIME WITH GOD: We recommend scheduling your **Easter event** in the quarter you're talking about personal spiritual disciplines. That's because springtime is a great time to talk about growth (including spiritual growth) and Jesus' resurrection!



SPEND TIME WITH OTHERS: We recommend scheduling a **just-for-fun or outreach event** in the fall, when you're kicking off the school year by talking about building healthy relationships with others. That's because a fun event like this is the perfect place for kids to invite their friends, make new friends, and build relationships with their small groups.



USE YOUR GIFTS: We recommend a **Christmas party or just-for-fun event** during this quarter, but you can incorporate this quarter's spiritual habit by incorporating a service project or fundraiser into the event.



SHARE YOUR STORY: We recommend doing another **just-for-fun event** in the summer to end your school year, followed by a **VBS**. You can incorporate this spiritual habit into these two events by adding a gospel message and encouraging kids and families to invite friends.

5 CHOOSE 4–5 EVENTS FOR THE YEAR

It's time to [visit the Grow Marketplace](#) and **choose the events you'll plan this year**. (Or, of course, you can create your own events from scratch!)

Every Event Guide in the Grow Marketplace comes with...

- Detailed event guide
- 5–10 activities with instructions
- Decor ideas
- Food and snack ideas
- Prize and giveaway ideas
- Shopping lists
- Schedule
- Volunteer roles
- Planning timeline
- Editable graphics
- Flyers
- Style guides with fonts and color swatches
- Teaching content for VBS and outreach events
- And everything else you need to make each event happen!



When you've chosen your events for the year, **put one green card per event on your Grow Strategy Calendar!**