

FAMILIES

ANNUAL STRATEGY GUIDE



When it comes to families, let's be honest—we could all do a better job of engaging the whole family. For some of us, sometimes even just acknowledging parents' existence would be a good step forward. But no matter how new or how seasoned you are at ministering to families in your ministry, here's our recommendation: **invest in families, parents, and caregivers all year long, using seven different tactics.** (The same ones you use to invest in volunteers!)

HERE'S THE PLAN...

1 REVIEW GROW'S 7 WAYS TO INVEST IN FAMILIES

There are **seven different tactics we recommend including** in your Family Strategy, and Grow provides the resources for all of them. They are...

-  **FAMILY & PARENT EVENTS:** An in-person experience that connects parents or caregivers with their kid, with your church, or both.
-  **PARENT MEETINGS:** An opportunity to talk to parents and guardians about a very specific topic.
-  **PARENT DISCUSSION GROUPS:** A gathering with a small group of parents for idea-sharing and problem-solving.
-  **PARENT CONVERSATIONS:** A one-on-one meeting with parents for building relationships and sharing feedback.
-  **PARENT COMMUNICATION:** Anything you do to connect or share information with parents outside of your weekly program.
-  **PARENT TOOLS:** Any resource you give parents to help them parent or disciple their kids more effectively.
-  **PARENT CELEBRATIONS:** Anything that celebrates parents for who they are and for how they lead and disciple their kids.

2 SCHEDULE YOUR IN-PERSON ACTIVITIES FOR FAMILIES & PARENTS

It might seem scary to have so many family-related to-dos on your annual calendar, but don't worry! There are ways to do this that aren't overwhelming. With the Grow Strategy, **we recommend starting with your biggest in-person efforts for families, and then working your way down the list.** Like this...

- **3+ EVENTS:** At the beginning of the school year, build momentum and kick things off with an [Open House event](#) and [Move-Up Day](#). Later in the year, connect parents with their kids' small group leaders at a [Parent and Small Group Leader Breakfast](#). Finally, schedule a [Parent Workshop](#) to give parents helpful training on how to disciple their own kids at home. Grow's Event Guides for each event will help!
- **2+ DISCUSSION GROUPS:** Plan at least two of these discussions each year—one in the middle of the year and one at the end. Plus leave room to add additional Discussion Groups if needed, like during times of crisis or significant ministry transition. Grow's [Parent Discussion Group Guides](#) will help!
- **AS-NEEDED MEETINGS:** Plan these as needed, but especially during times of ministry transition, at the beginning of the school year, and before or after important ministry events. Grow's [Parent Meeting Guides](#) will help!

3 SCHEDULE EVERYTHING ELSE FOR THE YEAR!

After your in-person Events, Discussion Groups, and Meetings are covered, schedule everything else from your Family Strategy!

- **PARENT CONVERSATIONS:** You won't be able to plan these meetings ahead of time, since conversations with parents tend to come up in response to a crisis, problem, question, or need. But when you do need to schedule a conversation with a parent, Grow's [Parent Conversation Guides](#) will help!
- **MONTHLY COMMUNICATION:** Plan to communicate with parents every month through tools like email, texting, social media, and [Grow Hubs](#). Grow's [Volunteer & Parent Communication Guide](#) will help!
- **MONTHLY CELEBRATIONS:** Plan to celebrate parents every month (with fun monthly appreciation campaigns, small gifts, and relationship-building). Grow's [Volunteer & Parent Celebration Guide](#) will help!
- **ANNUAL & MONTHLY TOOLS:** Plan to give parents and caregivers a ton of helpful tools at the beginning of the year (like a Parent Handbook, Volunteer Business Cards, an Annual Parent Survey). Then send them small helpful tools year-round through your monthly communication efforts. Grow's [Parent Tools](#) will help!

4 CHOOSE THE FAMILY RESOURCES YOU'LL NEED FOR THE YEAR

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

Some of the Family Strategy resources you'll find in the Grow Marketplace are...

- **A guide for casting vision for the Grow Strategy** to parents
- **Event guides for...**
 - Open House
 - Move-Up Day
 - Parent & Leader Breakfast
 - Parent Workshops
- **Meeting guides, discussion group guides, and conversations for things like...**
 - Addressing parents' concerns
 - On-boarding new families
 - Recruiting parents to serve
 - Leading families through a big ministry transition
 - Navigating a national or local crisis
 - Addressing problematic behavior
- **3 years of fun monthly parent celebration ideas**
- **Editable tools like...**
 - Parent Handbook
 - Annual Parent Survey
 - Volunteer Business Cards
- **Helpful communication tools**
- **30+ Parent Tip Videos**
- **Editable graphics**
- **Flyers**
- **Shopping lists**
- If you're a Grow subscriber, [free access to Grow Hubs](#), a communication tool designed just for ministry leaders
- And lots more!



When you're finished, **put one blue card per volunteer training tactic on your Grow Strategy Calendar!** There should be lots—more than 40!