



— 1-YEAR —

PARENT INVESTMENT STRATEGY

TO HELP YOU GROW YOUR MINISTRY

Our parent strategy was crafted and refined in our ministry and, since then, has been tested in many others. It is a one-year strategy to engage parents by better serving parents . . . and not overloading their calendars.

WHAT'S IN OUR PARENT STRATEGY

EACH YEAR

- **1 OPEN HOUSE EVENT:** A guide to planning and executing a successful open house for families at the beginning of the school year, including graphics, marketing materials, a suggested schedule, and more.
- **1 SMALL GROUP LEADER AND PARENT BREAKFAST EVENT:** A guide to planning and executing an event that gets parents and small group leaders in the same room, helps them have conversations, and provides them with information to help them both lead the teenagers they both love. Includes graphics, marketing materials, conversation starters, a suggested schedule, and more.
- **1 EVENT FOR GUYS:** Each year, we recommend you plan an event that gives your teen guy students an opportunity to spend time with one of their parent figures. This year, we'll provide an event that connects guys with their father figures, including graphics, marketing materials, a suggested schedule, and more.
- **1 EVENT FOR GIRLS:** Each year, we recommend you plan an event that gives your teen girl students an opportunity to spend time with one of their parent figures. This year, we'll provide an event that connects girls with their mother figures, including graphics, marketing materials, a suggested schedule, and more.
- **A DISCUSSION GROUP GUIDE:** Each year, we recommend you plan two discussion groups, where you can learn from some of the parents in your ministry. We'll give you guides to pull off these discussion groups well.
- **A PARENT EMAIL TEMPLATE:** We've spent a lot of time testing parent email templates that work, and now we've built one we think can work for you. It's designed, ready to customize, and built in both PDF and HTML formats.