



A 1-YEAR STRATEGY FOR YOUR

EVENTS

OVERVIEW

Events are a pretty big deal for most youth ministries. They're a way to have fun, connect with students, 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 camp and a mission experience.** 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 students connect with each other and with their small group leaders. In Grow Students, this is usually **an all-nighter or half-nighter.**

WINTER

Every winter, we recommend doing a **just-for-fun event** that gets students 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 a **weekend retreat** off-site or in host homes that challenges students to grow closer to God.

SUMMER

Every summer, we recommend putting a **mission trip** and **summer camp** on the calendar, but we also recommend doing another **just-for-fun event** that gets students together before the busyness of the summer begins.

THIS YEAR IN GROW STUDENTS

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 Students . . .

FALL



This year's **fall all-nighter or half-nighter** (by Moses Uvere) comes with a Gospel presentation if you'd like to use this event as an outreach.

WINTER



This year, our **just-for-fun winter event** (by Emily & Daniel Acton) involves lots of bowling, a "gutter" full of ice cream, and a big "ball" (like the dancing kind) with maybe some thrift store formal attire if you want.

SPRING



This year, we're giving you everything you need to plan a **spring weekend retreat**, along with the teaching and small group content you'll need to plan your main sessions.

SUMMER



This year in Grow Students, our **just-for-fun summer event** (by Heather Kenison) is a big game night full of fun glow-in-the-dark games and activities.



Every year, we provide a guide to creating a **5-day summer camp**, including games, how-to's, packing lists, planning resources, parent and volunteer communication, and all of the teaching and small group discussion content you'll need (by Alex Street) to pull it all off.



Every year, we provide a guide to creating a local or foreign **mission experience**, including how-to's, packing lists, planning resources, parent and volunteer communication, and content to help train and debrief with your students both before and after the experience.

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, the ministry leader.
- **Planning timelines** in PDF and DOC formats.
- **Suggested schedules** in PDF and XLS formats.
- **Shopping lists** in PDF and DOC formats.
- **Volunteer roles** in PDF and XLS formats.
- **Volunteer meeting guides** in 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.

MARKETING

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

EVEN MORE STUFF

For some events, we also include . . .

- **How-to guides** for subjects like booking transportation, budgeting, or finding a venue.
- **Sermon guides** for teaching sessions in PDF and DOC formats.
- **Small group guides** for discussion time in PDF and DOC formats.
- **Editable teaching graphics** in PSD format.
- **Teaching title slide images** in horizontal, vertical, and square formats.
- **Teaching background slide images** in horizontal, vertical, and square formats.