



# — A 1-YEAR STRATEGY FOR YOUR — PARENTS

## OVERVIEW

When it comes to parents, let's be honest . . . we could all do a better job of engaging them. For some of us, sometimes even just acknowledging their existence would be a good step forward. But no matter how new or how seasoned you are at engaging parents in your ministry, we hope this strategy we're about to unpack will give you a framework for your parent strategy that you can replicate and improve year after year. **With this 1-Year Parent Strategy, you'll learn a system for investing in parents in four different ways throughout the year.** Here they are . . .

### ★ **EVENTS**

**4 TIMES A YEAR:** An event for your parents is an environment that provides value to parents and connects them with their child, your church, or both. Each year, that includes . . .

- A family **Open House** to begin the school year.
- **A Parent and Small Group Leader Breakfast** to connect parents and volunteers.
- A **Girls Night** for teenage girls and their parents.
- A **Guys Night** for teenage guys and their parents.

### 🗣️ **DISCUSSION GROUPS**

**TWICE A YEAR:** A discussion group is a gathering with a small but diverse group of parents or guardians of teenagers.

### 🔊 **COMMUNICATION**

**MONTHLY:** Communication is anything you do to connect or share information with parents.

### 🔧 **TOOLS**

**SEASONALLY & AS NEEDED:** A tool is any resource you provide to help parents connect with your ministry or with their kid.

THIS YEAR IN GROW STUDENTS

Although the strategy stays consistent every year, each year in Grow Students, **we provide new resources to help you invest in parents.** This year, here's a preview at what's included in Grow Students . . .

**EVENTS**



You'll get everything you need for an incredible **Open House.**



And a **Parent and Small Group Leader Breakfast!**



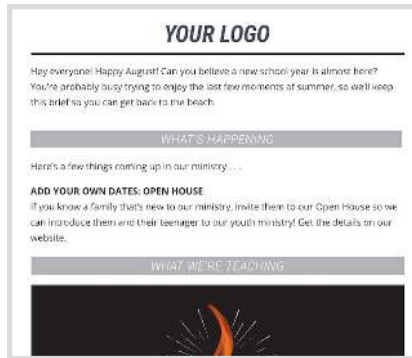
And a **Girls Night!** And a **Guys Night!**

**DISCUSSION GROUPS**



And everything you need for your **parent discussion groups!**

**COMMUNICATION**



And everything you need for your **parent communication.**

**TOOLS**

You'll get everything you need to equip your parents year-round with **helpful tools.**



## WHAT'S INCLUDED

### EVENTS

- **Event guides** with instructions for you, the ministry leader.
- **Editable event graphics** in PSD format.
- **Title and background slide images** in horizontal, vertical, and square formats.
- **Planning timelines** in PDF and DOC formats.
- **Suggested schedules** in PDF and XLS formats.
- **Shopping lists** in PDF and DOC formats.
- **Event flyers** in PSD, PDF, and DOC formats.
- **Parent invitations** in PSD, PDF, and DOC formats.

### DISCUSSION GROUPS

- **A discussion group guide** with instructions for you, the ministry leader.
- **A discussion guide** for the middle of the year.
- **A discussion guide** for the end of the year.
- **Title and background slide images** in horizontal, vertical, and square format.
- **Invitations** in PSD, PDF, and DOC formats.

### COMMUNICATION

- **A communication guide** with instructions for you, the ministry leader.
- **12 pre-written editable emails** in HTML, MailChimp, and plain text formats.
- **12 parent tip videos and scripts** in case you want to film new versions on your own.

### TOOLS

- **A parent tool guide** with instructions for you, the ministry leader.
- **An Annual Parent Survey** in PSD, PDF, and DOC formats.
- **An editable Parent Handbook** in PSD, PDF, and DOC formats.
- **Editable Volunteer Business Cards** in PSD and PDF formats.