



— GROW STUDENTS | VOLUME 3 —

STRATEGY GUIDE

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4 A 1-YEAR STRATEGY FOR YOUR DISCIPLESHIP

OVERVIEW

When planning your year, we always recommend you start with a **discipleship strategy**. That's because we believe **spiritual growth should be the lens through which we see everything else we do in our ministries**. We believe there are four spiritual habits that help teenagers (and adults, too) grow closer to God. These four habits aren't anything new. They've been talked about countless ways, by countless numbers of people. Your church is probably already talking about them in your own unique way, so feel free to change the language to fit your context if you need to. The words aren't important, but here's what is: if these four spiritual habits are the behaviors that help teenagers grow closer to God, **we need a strategy to help teenagers engage in these four spiritual habits on a regular basis, year after year**. Here they are . . .

SPEND TIME WITH OTHERS

In the fall, we focus on developing the spiritual habit of Christlike community when teenagers are beginning a new school year, making new friends, and getting plugged into new small groups.

USE YOUR GIFTS

In the winter, we focus on helping students develop the spiritual habit of knowing and using their gifts to serve God and others, because during the holidays, there are lots of service opportunities available.

SPEND TIME WITH GOD

In the spring, we go deep into the spiritual habit of spending time with God individually through personal spiritual disciplines, when Easter is on the way and the unpredictability of school and the holidays will have leveled off into some stability for your students and your ministry.

SHARE YOUR STORY

In the summer, we focus on helping students develop the spiritual habit of sharing their stories while they prepare for summer mission experiences and a new school year.

THIS YEAR IN GROW STUDENTS

Although we always focus on each spiritual habit at the same time every year, **how we focus on these spiritual habits changes every year.** This year, here's what you can expect with Grow Students . . .

FALL

Because we always focus on the spiritual habit of **spending time with others** during the fall quarter, this year we're providing a really fun set of **choose-your-own adventure Small Group Conversation Starters**. They're miniature leader-led activities and discussions on important topics that your students and volunteers can use before or after youth group, during a small group hang-out, or as a get-to-know-you exercise at the beginning of the year.

WINTER

Because we always focus on the spiritual habit of **using your gifts** during the winter quarter, this year we're providing a **Christmas Fundraising Campaign** (by Stephen Switzer) to inspire your students to be for others during the holidays. Oh, but this isn't your average fundraiser — there are dance battles, and costumes, and food, and all sorts of fun things involved.

SPRING

In the spring, when numbers are starting to plateau and your attendance starts to wane (it's okay, it happens to all of us), it's the perfect time to go deep with your core students. Because we always focus on the spiritual habit of **spending time with God** during the spring quarter, this year we've provided a **40-Day Easter Devotional** (by Nik Walborn) to walk your students through lent and give you a chance to talk about the importance of regular time with God.

SUMMER

Because we always focus on the spiritual habit of **sharing your story** during the summer quarter, this year to help prepare your students to share their stories with others, both during mission experiences and in their relationships when a new school year begins, we're providing an activity we're calling the **Go, Grow, Glow Challenge** (by Jerrod Gunter), which is going to encourage students to identify people they want to share Jesus with, think about how to do that well, and then go and do it!

PLUS!

To help you better understand how your students are growing spiritually throughout the year, we've included **4 quarterly surveys** (one for each spiritual habit) to help you get real feedback and insight from your students about how they are putting these habits into practice.

WHAT'S INCLUDED

While every activity in our Discipleship Strategy is unique, **we always provide you with the same core tools and resources to make each one happen.** With each activity, we'll include . . .

GRAPHICS

- **Editable graphics** in PSD format for each discipleship activity.
- **Title images** in horizontal, vertical, and square formats, so you can use them easily on all print, online, and social media platforms.
- **Background images** in horizontal, vertical, and square formats, so you can use them easily on all print, online, and social media platforms.

QUARTERLY SURVEYS

- **Editable graphics** in PSD format for each discipleship survey.
- **Additional images** in horizontal, vertical, and square formats, so you can use them easily on all print, online, and social media platforms.
- **Instructions** for you, the ministry leader.
- **Editable surveys** for your students in PSD, PDF, and DOC formats.

PLANNING

- **Activity guides** for you, the ministry leader.
- **Editable handouts and instructions** for your volunteers in PSD, PDF, and DOC formats.
- **Editable handouts and instructions** for your students in PSD, PDF, and DOC formats.



A 1-YEAR STRATEGY FOR YOUR TEACHING

OVERVIEW

It's so important to have a strategy for what you will teach your students. Without a strategy, we run the risk of **missing important ideas, teaching only the topics that personally interest us most**, and ultimately **failing to give our students a full and holistic view of God**. The teaching strategy behind Grow Students has been created, influenced, and written by hundreds (literally) of real youth pastors, in real youth ministries, from a diversity of church contexts, cultures, sizes, and denominations. Our goal is to **help you help your students grow spiritually, by teaching and discussing Scripture in developmentally appropriate ways**.

OUR AUDIENCE

Grow Students is **designed with grades 6-12 in mind**, since we know most youth workers are responsible for both middle school and high school students.

If you're leading a ministry of just middle schoolers or just high schoolers, don't worry! We've got you covered. **Each series comes with a set of "middle school hacks" and another set of "high school hacks"** to help you customize each series to whichever age group you're leading. Plus, we also include a set of **"hacks for students with special needs"** with each series, which will help you adapt your teaching content for students with physical, developmental, or learning challenges.

OUR FORMAT

Every week of our curriculum comes in two formats:

- **SERMON & SMALL GROUP:** We provide a Sermon Guide that can be taught in 15-30 minutes (depending on your preference), followed by a Small Group Guide for leaders. We usually recommend this format if you have more than 15 students and break into groups for discussion after the message.
- **HYBRID:** Since not every church splits into groups, the Hybrid Guide combines teaching and discussion in one format. We recommend this format if you have fewer than 15 students in your ministry, or you have adult leaders lead and teach in small groups or host homes.

SCOPE & SEQUENCE

When we were determining what Grow Students would teach, and when we'd teach it, **we surveyed hundreds of youth pastors about the topics they teach about on an annual basis.** When we combined the results of that survey with our team's experience, we came up with a list of key topics that we use as the basis of our teaching strategy.

Although our scope and sequence is structured by topic, not every series is a topical series. **Many of our series are book or character studies** that fall under the scope of the topics in our scope and sequence. Some of these topics are recycled every year, while others may appear every other year.

EVERY YEAR

- **FRIENDSHIP:** A series on developing healthy friendships. Usually scheduled in August.
- **IDENTITY:** A series on discovering who God created us to be. Usually scheduled in the fall or winter to support the winter discipleship focus on knowing and using your gifts.
- **WISDOM:** A series on making wise choices in general or in a specific area (dating, social media, peer pressure, etc.). The timing of this series each year depends on the subject.
- **OTHERS:** A series on loving or serving others. Usually scheduled in November.
- **CHRISTMAS:** A series on the Christmas season or story. Scheduled every December.
- **SPIRITUAL HABITS:** Each year, we schedule at least one series on our four spiritual habits: spending time with God, spending time with others, using your gifts, and sharing your story. These series are usually scheduled in the spring to align with the spring discipleship focus of spending time with God.
- **EASTER:** A series on the Easter story. Scheduled for the two weeks leading up to Easter, but this series can also be taught as a single message or skipped, depending on your calendar.
- **JESUS:** A 4-week series on the life and message of Jesus. Usually scheduled near Easter.

- **FAMILY:** A series on building healthy relationships and navigating conflict with our families. Usually scheduled for the spring in preparation for Mother's Day and Father's Day.
- **JUSTICE:** A 4-week series on biblical justice. Usually scheduled near our series on Jesus or our series on evangelism.
- **EVANGELISM:** A series to help students hear and share the good news of Jesus. Usually scheduled in the summer to align with the discipleship focus of sharing your story.

EVERY OTHER YEAR

- **AUTHORITY:** A series on responding to authority figures and examining who (or what) we allow to have authority in our lives. Usually scheduled in the beginning of the school year.
- **HURT & PAIN:** A series on trusting God during times of crisis. The timing of this series will change on the calendar, depending on its subject.
- **DOUBT:** A series on approaching tough faith questions. Usually scheduled for the spring or summer, after you've had time to build plenty of trust with your students.

THIS YEAR IN GROW STUDENTS

Here are the series and topics we'll be covering in Volume 3 of Grow Students . . .



4 WEEKS ON FRIENDSHIP



4 WEEKS ON HURT & PAIN



4 WEEKS ON IDENTITY



4 WEEKS ON OTHERS



4 WEEKS ON CHRISTMAS



4 WEEKS ON WISDOM



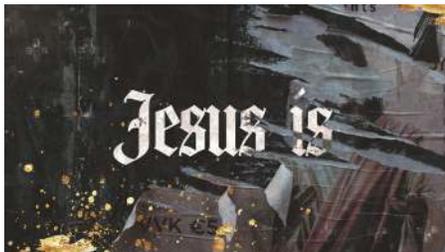
4 WEEKS ON SPIRITUAL HABITS



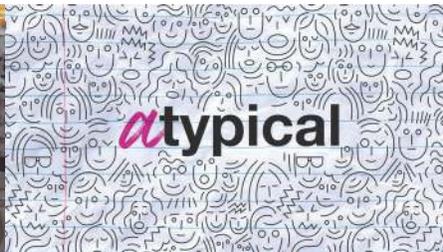
4 WEEKS ON DOUBT



2 WEEKS ON EASTER



4 WEEKS ON JESUS



4 WEEKS ON FAMILY



4 WEEKS ON JUSTICE



4 WEEKS ON EVANGELISM

WHAT'S INCLUDED

While every series in our Teaching Strategy is unique, **we always provide you with the same core tools and resources to make each one happen.** With each series, we'll include . . .

TEACHING

- **Access to the Grow Message Builder Library** where all of your messages can be created, edited, viewed, and printed online.
- **Sermon guides** for each week in PDF, DOC, and Message Builder formats.
- **Small group guides** for each week in PDF and DOC formats, as well as in the Grow App.
- **Hybrid guides** for each week in PDF, DOC, and Message Builder formats.
- **Activities, object lessons, music, reflection, response, and more** in every week of teaching.
- **Hacks for middle schoolers** to help you customize each series for a middle school specific context.
- **Hacks for high schoolers** to help you customize each series for a high school specific context.
- **Hacks for teenagers with special needs** to help you customize each series to include students with different levels of physical, developmental, or learning abilities.

COMMUNICATION

- **Weekly volunteer emails** in plain text, MailChimp, and HTML formats.
- **Monthly parent emails** in plain text, MailChimp, and HTML formats.
- **Weekly one-minute sermons**, summarizing each week of teaching into a script you can use for social media recap videos.
- **A social media plan** for students, parents, and volunteers.

GRAPHICS & VIDEO

- **60-second bumper videos** for every series.
- **Editable series graphics** in PSD format.
- **Series title slide images** in horizontal, vertical, and square formats, so you can use them easily on all print, online, and social media platforms.
- **Series 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.
- **Big Idea images** for every week of teaching, in horizontal, vertical, and square formats, so you can use them easily on all print, online, and social media platforms.

EVEN MORE STUFF

- **Room or stage design ideas** to complement each series' theme.
- **Worship song suggestions** to complement each series.
- **Bonus song suggestions** to complement each series, in addition to the worship songs.
- **Game suggestions** for each week of teaching.
- **A font list** of every font used during the year.
- **A shopping list** of every item we suggest you purchase for your messages during the year.



A 1-YEAR STRATEGY FOR YOUR PROGRAMMING

OVERVIEW

To help you make the most of your weekly program, we include an entire year's worth of games. And, okay, we get it – games don't really sound like something that can help your students grow spiritually. But do you know what games can do? **The right games can help make your weekly program a place where students want to be – and where they'd like to invite their friends.** With a great weekly programming strategy, you'll get a head start on planning a fun and engaging game for every week of the year so you can spend more time thinking about everything else you still need to do.

THIS YEAR IN GROW STUDENTS

For every game, we'll give detailed **instructions**, awesome **screen graphics**, and strategic recommendations about **which games to play during which series**. Plus, this year we're giving you **access to a growing archive of games**, even beyond our 50 recommendations. Here are a few samples of what's available!





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.



A 1-YEAR STRATEGY FOR YOUR

VOLUNTEERS

OVERVIEW

If we want to be effective as youth pastors, we need to get really serious about investing in and empowering the volunteers we lead. When we do that, we multiply our influence, increase the capacity of our ministry, and give students a better shot at building a lifelong faith. Research shows that young people need not just one youth pastor, but a community of adults who are all investing in them and in their faith. So, if you want volunteers to invest in teenagers, it's probably a good idea for you to invest in your volunteers first. **With this 1-Year Volunteer Strategy, you'll learn a system for investing in your volunteers in seven different ways throughout the year.** Here they are . . .

★ **EVENTS**

ONCE A YEAR: A major vision-casting opportunity you'd want every volunteer to attend.

💬 **MEETINGS**

EVERY OTHER MONTH: An opportunity to teach your volunteers about a very specific topic.

👥 **DISCUSSION GROUPS**

AS NEEDED: A gathering with a small group of volunteers who all serve in a similar role.

👤 **CONVERSATIONS**

AS NEEDED: A meeting with a volunteer for building relationships and giving and receiving feedback.

🎉 **CELEBRATION**

EVERY MONTH: A celebration is anything that celebrates your volunteers for what they've accomplished or who they are.

📢 **COMMUNICATION**

WEEKLY: Communication is anything you do to connect or share information with your volunteers outside of your weekly program.

🔧 **TOOLS**

SEASONALLY & AS NEEDED: A tool is any resource you provide to help your volunteers make their jobs happen.

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 your volunteers.** This year, here's a preview at what's included in Grow Students . . .

EVENTS



You'll get everything you need for an incredible **volunteer kick-off.**

CONVERSATIONS



And everything you need for your **volunteer conversations!**

TOOLS



MEETINGS



And you'll get all the training content and marketing materials for a year of **volunteer meetings!**

CELEBRATION



You'll get a year of **volunteer celebration instructions.**

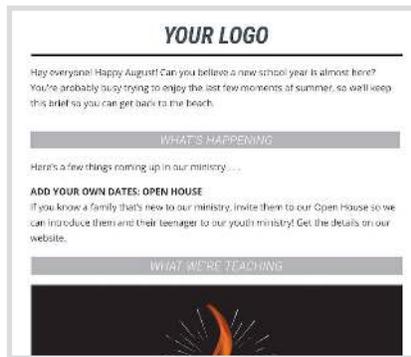


DISCUSSION GROUPS

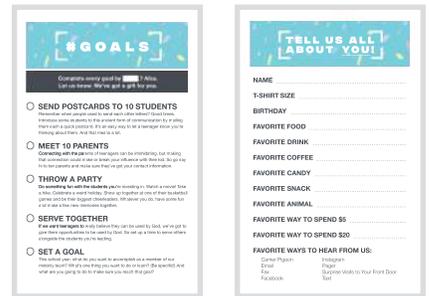


And everything you need for your **volunteer discussion groups!**

COMMUNICATION



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



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

WHAT'S INCLUDED

EVENTS

- **An event guide** 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.

MEETINGS

- **A meeting guide** with instructions for you, the ministry leader.
- **3 meeting guides** for your whole team.
- **3 meeting guides** for small group leaders.
- **3 meeting guides** for teachers or communicators.
- **3 meeting guides** for worship teams.
- **3 meeting guides** for student leaders.
- **Editable meeting graphics** in PSD format.
- **Title and background slide images** in horizontal, vertical, and square format.
- **Planning timelines** in PDF and DOC formats.
- **Suggested schedules** in PDF and XLS formats.
- **Shopping lists** in PDF and DOC formats.
- **Flyers** in PSD, PDF, and DOC formats.

DISCUSSION GROUPS

- **A discussion group guide** with instructions for you, the ministry leader.
- **A discussion guide** for small group leaders.
- **A discussion guide** for communicators.
- **A discussion guide** for worship teams.
- **A discussion guide** for support teams.
- **Title and background slide images** in horizontal, vertical, and square format.
- **Invitations** in PSD, PDF, and DOC formats.

CELEBRATION

- **A celebration guide** with instructions for you, the ministry leader.
- **A weird holiday** you can use for appreciation.
- **Shopping lists** in PDF and DOC formats.

CONVERSATIONS

- **A discussion group guide** with instructions for you, the ministry leader.
- **A conversation guide** for new volunteers.
- **A conversation guide** for small group leaders.
- **A conversation guide** for communicators.
- **A conversation guide** for worship teams.
- **A conversation guide** for support teams.

COMMUNICATION

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

TOOLS

- **A volunteer tool guide** with instructions for you, the ministry leader.
- **An Annual Volunteer Survey** in PSD, PDF, and DOC formats.
- **An editable Volunteer Handbook** in PSD, PDF, and DOC formats.
- **Editable Volunteer Goals** in PSD, PDF, and DOC formats.
- **Editable Volunteer Business Cards** in PSD and PDF formats.
- **Volunteer T-Shirt Designs** in PSD and PNG formats.



— 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!**



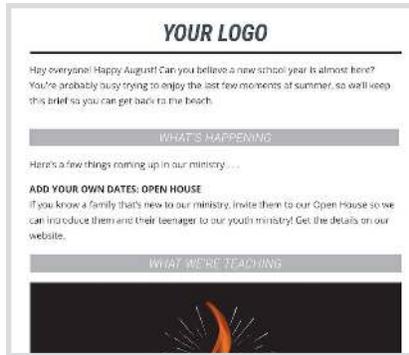
And a **Girls Night!** And a **Guys Night!**

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.



A 1-YEAR STRATEGY FOR YOUR

PLANNING

OVERVIEW

In youth ministry, we all know what it's like to leave our planning to the last possible second. Maybe you started planning that big retreat of yours a few weeks too late, and now you're scrambling to get it all done. Or maybe you're halfway through the school year when you realize . . . *Wait, when's the last time I sent a parent email?* Or maybe it's Wednesday morning and you're frantically Googling, "free youth ministry sermons." So how about we try something different this year? **How about we start planning our ministries an entire year at a time?** It only takes one day each year, and it's going to make the other 364 days of your year so much more fun, peaceful, and effective. It's actually really doable with the Grow annual strategy.

WHAT'S INCLUDED

PLANNING

- An **Annual Planning Meeting guide**.
- A meeting **planning timeline**.
- A **suggested meeting schedule**.
- A **shopping list**.

CALENDARS

- Editable **annual calendars** in PSD, PDF, and XLS formats.
- **Calendar cards** in PDF and INDD formats.

WALK-THROUGH VIDEOS

- *Planning Your **Discipleship Strategy**.*
- *Planning Your **Teaching Strategy**.*
- *Planning Your **Weekly Programming Strategy**.*
- *Planning Your **Events Strategy**.*
- *Planning Your **Volunteer Strategy**.*
- *Planning Your **Parent Strategy**.*

EVEN MORE STUFF

- An annual **font lists** and **shopping lists**.
- Weekly and monthly **to-do lists**.