

# WELCOME BACK

## AG KIDMIN RELAUNCH KIT

### DIGITAL FUTURE

Interviewer: Amanda Olivent

Tim Shurley: Dallas fort worth North Place Church Saxy, Texas

Michael Lenahan: Winston Salem, North Carolina

Bravo! You are taking the first steps to consider what changes you might make to your children's ministry when the doors open again. What is provided below is a simple outline designed to help you think through different areas of children's ministry. Additional resources will be available at [covid19.ag.org](https://covid19.ag.org) to help provide questions, ideas, and resources to support your journey toward success.

#### 1. What means of digital ministry could continue to be used to reach beyond the church into homes and your community?

- Host an online Family Fun Night – provide challenges to families to encourage engagement within the family and also with your ministry.
- Prepare a service recap video to share online that includes a summary of the weekly teaching points, Big Idea, memory verse, etc.
- Create digital midweek devotionals that have a consistent posting time during the week.
- Host Zoom small group meetings with kids and families.
- Provide a list of free or low-cost digital resources to be used in the home.
- Create a preschool online story time for families to share.
- Provide regular updates on your church/ministry website and social media platforms with family resources.

#### 2. What resources (people, hardware, and software) do you need to recruit/obtain to maintain a stream of resources through media outlets on a regular basis?

- Create a Facebook page to connect and communicate with families.
- Recruit a team of 2-3 volunteers to help maintain online postings and monitoring responses.
- Consider tools such as Facebook Creator Studio to make social media posting easier to develop and manage.
- Consider free resources that allow you to record from your home/office to help stream on social platforms including Facebook and YouTube.
- Consider age appropriate online group gaming options with your kids for increased engagement.
- Create a social media plan and schedule that may include weekly lesson highlights, special events or challenges.
- Utilize a social media group or other platform that allows for regular communication and the exchange of ideas for your digital volunteer team.

### **3. How can you find time to continue to use digital formats to minister beyond the church?**

- Keep content simple and engaging by focusing on essential social media posts and weekly service re-cap videos.
- Invite teenage students to help as they are often active on digital platforms and enjoy creating fun and interactive content.
- Create content that can be used during your weekly service experience as well as your digital platforms.
- Schedule designated weekly times to create and develop digital content.
- Develop a team of 2-3 leaders to help manage and produce content.

### **4. How could a regular and sustainable digital ministry platform increase your ministries effectiveness and your impact on the spiritual development of your kids?**

- Creates connection points for every family even when they are not able to attend a weekly service.
- Digital content positions parents as the prime spiritual influence for their child and allows them to be active in the week to week ministry experience.
- As an outreach, digital content provides a preview of your ministry for families in the local community to view before attending.
- Digital content gives people a look behind the curtain of your children's ministry and can create interest for potential volunteers.
- Engagement through social media can further develop connection points for leaders and families.
- Social media can provide another channel of communication for families who may not attend the church.