

## Chapter 8

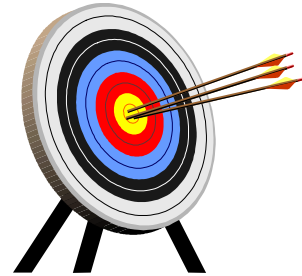
### DEVELOPING A BALANCED PLAN

#### WRITING EFFECTIVE GOALS

It is very important to write out your goals for Children's Ministries. Without goals you can be busily organizing programs without accomplishing your mission of nurturing children into a closer relationship with Jesus.

In setting your goals, ask yourself some questions:

- What is our primary goal?
- Is this program Christ centered?
- How many children do you want to reach?
- What programs will nurture the children cognitively, socially and spiritually in our church?
- What programs will reach out to the community children and attract them to church?



To be successful, goals must be **Specific, Attainable, and Measurable (SAM)**.

- Are our goals specific?
- Are they realistic that our personnel and resources can handle?
- Are they attainable?
- Can we measure the success of our goals?

#### PLANNING PROGRAMS

Every Children's Ministry should consist of four main areas of programming. The key to strong spiritual growth in children is a balance of these four areas similar to the balance of nutrition in meals.<sup>4</sup>

- Appetizers (non-threatening, just-for-fun activities that reach out to all children),
- Breads (opportunities for children to use their talents and interests in a low-level commitment to Jesus and to the church),
- Vegetables (Bible studies that help children learn the basics of faith, and
- Meats (service opportunities that help children mature and develop leadership skills).

Identify 3-5 most needed programs that you will run for the year—those for children and teachers. Do not over plan or else you may find yourself completely burnt

out. It is a good idea to develop a philosophy for programming. Here are a few pointers to help you.

- People come first—meet the needs of children today.
- If it doesn't work, try something else.
- Make it affordable.

## ***CHILDREN'S MINISTRIES CALENDAR OF EVENTS***

### **First Quarter**

January 6	Training seminar for teachers of GraceLink
February 5	Children's Church (1 <sup>st</sup> Sabbath of each month)
February 13	Crafts weekend
March 4	Children's Prayer group (Wednesday)

### **Second Quarter**

April 7	Easter drama
	Children's prayer group (cont.)
May 15	Teachers' training seminar
June 10	Community project

### **Third Quarter**

July 8	Children's nature camp
	Children's prayer group
August 3	Crafts Day
September 11	Teachers'/volunteers picnic

### **Fourth Quarter**

October 8	Parenting seminar
October 20	Children's Bible class
	Children's prayer group
November 24	Thanksgiving outreach
December 24	Christmas play

## PROMOTING YOUR PROGRAMS

Advertising is crucial to the success of every program. The Children's Ministries Coordinator needs to talk about the program and be excited about it. Be sure to promote and advertise your program for three to four weeks. Try these:

- Use church bulletin, newsletter, announcements, and bulletin boards to make your program known to others.
- Make posters and put them in the church foyer.
- Get children up front to advertise the program in the church.
- Print flyers and pass them to children and parents in the church.
- Use public service radio and TV announcements, newspaper ads to invite community children to attend.
- Have children make attractive invitation cards invite their friends.

## PUBLICIZING YOUR IMAGE

Much of what we do in Children's Ministries goes unnoticed by the average member in the church. It is important that we let the church know what we are doing for our children in terms of spiritual growth and nurture. Creating an image is not about looking good; it is about displaying what is going on inside our Sabbath School rooms, craft corner, and prayer rooms. Be visible, Children's Ministries Coordinator! Let the world know that you and your staff care about children!

### *5 Steps for Image Building*

1. Show off your children in various programs:
  - a. Children's choirs
  - b. Children's drama
  - c. Children in adult worship
  - d. Seasonal performances
2. Have your pastor preach about the importance of Children's Ministries.
3. Develop an inspirational 5-10 min. video to show and update the church on Children's Ministries.
4. Develop excellent printed material that reflect your vision as well as programs.
  - a. pamphlet
  - b. brochure
  - c. newsletter
5. Use the Children's Ministries logo in all activities.