

Participate in VBS programs

Making connections with Christian families

***“I led the VBS program at our church last summer...
It helped me connect personally with families.”***

Rob Robinson, Principal
Bayside SDA Christian School

This spring the churches you listed will be organizing their VBS programs. And it is almost unheard of for volunteer-run programs to turn away an offer of help. Here are some possible ways you could help local churches with their VBS programs and in the process a) build relationships with fellow Christians who are passionate about ministering to children (or they wouldn't be doing VBS), and b) either now or in the future have an opportunity to promote your school to their VBS participants.

Please note: I'm not suggesting you do all of these. Just pick the idea(s) you think will work in your community--or come up with your own.

Offer yourself or one of your teachers to help train their volunteer staff

Many VBS teachers are volunteer parents with very little teaching experience. You and your teachers have both training and experience in dealing with a room full of wiggly kids. I am confident each of you could put together a brief inservice, giving tips on how to manage kids during a VBS class.

Offer to put together and distribute a goody bag to each child

Naturally, your goody bag will not include a bunch of sugary treats, but will include fun stuff and *at least one item with your school's name and web address or phone number.*

Offer to help

The specifics of this will, of course, vary with their situation, your situation and timing. The point is this: here is a prime chance to meet and get to know parents of school age, or nearly school age, children. And, at minimum, they are not antagonistic to Christianity or they wouldn't be sending their child to VBS. Whether your school needs to recruit Adventist parents in your community or needs to start broadening your pool of students, focus your efforts on creating connections with potential parents.

I know this may seem a bit early. But VBS programs should be in the planning stages now and, therefore, now is the perfect time to find out how you can be part of their team.

Delegating:

You should make the initial contact with VBS leaders/coordinators. You or one of your experienced teachers should do any in-service training. A volunteer can put together the goody bags if you use that option. And you should be the one to meet and connect with VBS volunteers and parents.

Binder tab: February

School size: All

Marketing process step:

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?