

## List local VBS programs

Researching churches in your area who you could partner with

*“...about half of churches in the West offered VBS last year.”*

Barna Group  
*The State of Vacation Bible School*  
barna.com

While this certainly should include your local Adventist church(es), let's start expanding your school's connections in your community. To be efficient with your volunteer's research time, here are some suggestions...

### **Start with your local Adventist church(es)**

If they are offering VBS, whether they are constituents of your school or not, you want them on this list.

### **Next, research Baptist churches and larger churches**

Why? Because 91% of Southern Baptist churches offer VBS. And it is no surprise that larger churches, in terms of attenders and budget, are more likely to offer a VBS program. (Both of these data points come from the Barna research cited above.)

### **Delete churches already affiliated with a school**

If a church already has a sponsoring relationship with a school you should assume they will be promoting their own school through the VBS program.

Next week we'll talk about what to do with your list.

### **Delegating:**

All of this can, and should, be delegated.

**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?

