

Prepare for VBS

Getting ready to make new contacts in your community

***“Don't press down the [paint] brush too hard
or you'll give it a bad hair day.”***

Anonymous
Kindergartener in VBS

Earlier this spring I encouraged you to list the local VBS programs and then contact them with an offer of support. This week, spend your marketing time getting ready to do whatever you offered.

If you are helping train their staff...

Confirm which teacher will actually be doing this and ensure your school's contribution will be worthwhile.

If you are providing goody bags for each child...

Order whatever supplies you will need from Oriental Trading Co. or the equivalent. Ensure that at least one item has your school name, phone number and/or web address. This is the one thing you ought to be able to do for at least your local Adventist VBS program(s).

Build relationships

Remember that the fastest way to build relationships is to offer to help. If you accomplish that with one VBS program this year, you will have achieved this goal.

Delegating:

Training staff can be delegated, but only if the other teacher volunteers (arm-twisting will be counter-productive). The goody bags can be delegated to a parent. You and/or your primary grades teachers will be most effective for building relationships.

Binder tab: May

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?