

# A Child Will Lead Them

Growth Through Kids Ministry

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**“Through the praise of children and infants you  
have established a stronghold against your  
enemies, to silence the foe and the avenger.”**

*Psalm 8:2  
NIV*

**“Nursing infants gurgle choruses about you;  
toddlers shout the songs that drown out enemy  
talk, and silence atheist babble.”**

*Psalm 8:2  
The Message*



# KidMin Trends



# KidMin Trends

*Understanding the Kids and Families We Are Ministering To*

- Family Programing is becoming more popular
- Churches are no longer using just one curriculum
- More conversations are happening around safety and security
- Volunteers are being rotated more than usual
- There is a growing pushback and fear of men serving with kids



# KidMin Trends

*Understanding the Kids and Families We Are Ministering To*

- New generation of parents that are looking for help with parenting
- There is an epidemic of Biblical illiteracy
- Technology is changing the way that we minister and connect
- Lack of Biblical discipleship



# Big Thought

If the lifeblood of your church depended on your  
NextGeneration Ministry would it thrive or shrivel  
up and die?



# Big Thought

Families are increasingly making church decisions based more on kids ministry than teaching or singing.



# 4 Catalyst To Grow Your NextGen Ministry

# Common Language



# Common Language

## *Why It's Important*

- The language & verbiage surrounding your ministry is extremely important
- It shapes the way that your church views your ministry
- It can make or break what you are ultimately trying to accomplish
- Even the smallest details matters when it comes to verbiage about your ministry

# Vision, Mission, Goals

*Never Forget The “Why”*

- Does your ministry have an elevator pitch?
  - You should be able to tell people about your ministry in just 2 minutes
  - If you cannot do that you need to focus in on what you want your ministry to be known for
- Does your ministry vision line up with your churches' vision
  - We are called to support the vision of the church, not conflict with it
- Don't do an event just to do an event



# TWC Kids Vision

*Engaging Kids & Empowering Families*

TWC Kids is dedicated to partnering with parents in order to lead children into a loving relationship with God!

Through age-specific lessons, activities, and small groups, your children (6 months old — 5th grade) learn biblical truths and real-life application.

We are passionate about creating FUN, SAFE, and ENGAGING environments where kids can connect with their peers and a God who loves them!

# TWC Kids Vision

*Engaging Kids & Empowering Families*

TWC Kids Core Values	TWC Kids Dream Team Standards
Love God	We Will Make It Safe
Love People	We Will Share Jesus With Passion
Do Your Best	We Will Connect The Family
Have Fun	We Will Bring The Fun



# Ministry Branding

*How Are You Being Perceived?*

- Does your ministry have a look & feel that is unique to your context?
- The approach you take in this area is more important than you think
- There are subtle things that you can do in this area to convey your vision and mission
- The branding needs to be consistent across the board

# TWC Kids Branding

**TWCKids**  
Engaging kids.  
Empowering families.  
[twckids.org](http://twckids.org)





# Smart Ministry Structure

# NextGen Structure

*What Does It Look Like?*

- NextGen Ministry = Birth through College
- All areas of the ministry compliment each other
- Requires “stacking the dominoes”
  - Budget, Calendar, Vision, Mission, and Goals all build on each other
- Engages & Empowers parents and families
- Leans into the natural “seasons” of the family structure

# Family Rhythms

*Work Smarter And Follow The Seasons*

  
*Summer*

- Camps
- Vacations
- Missions

  
*Fall*

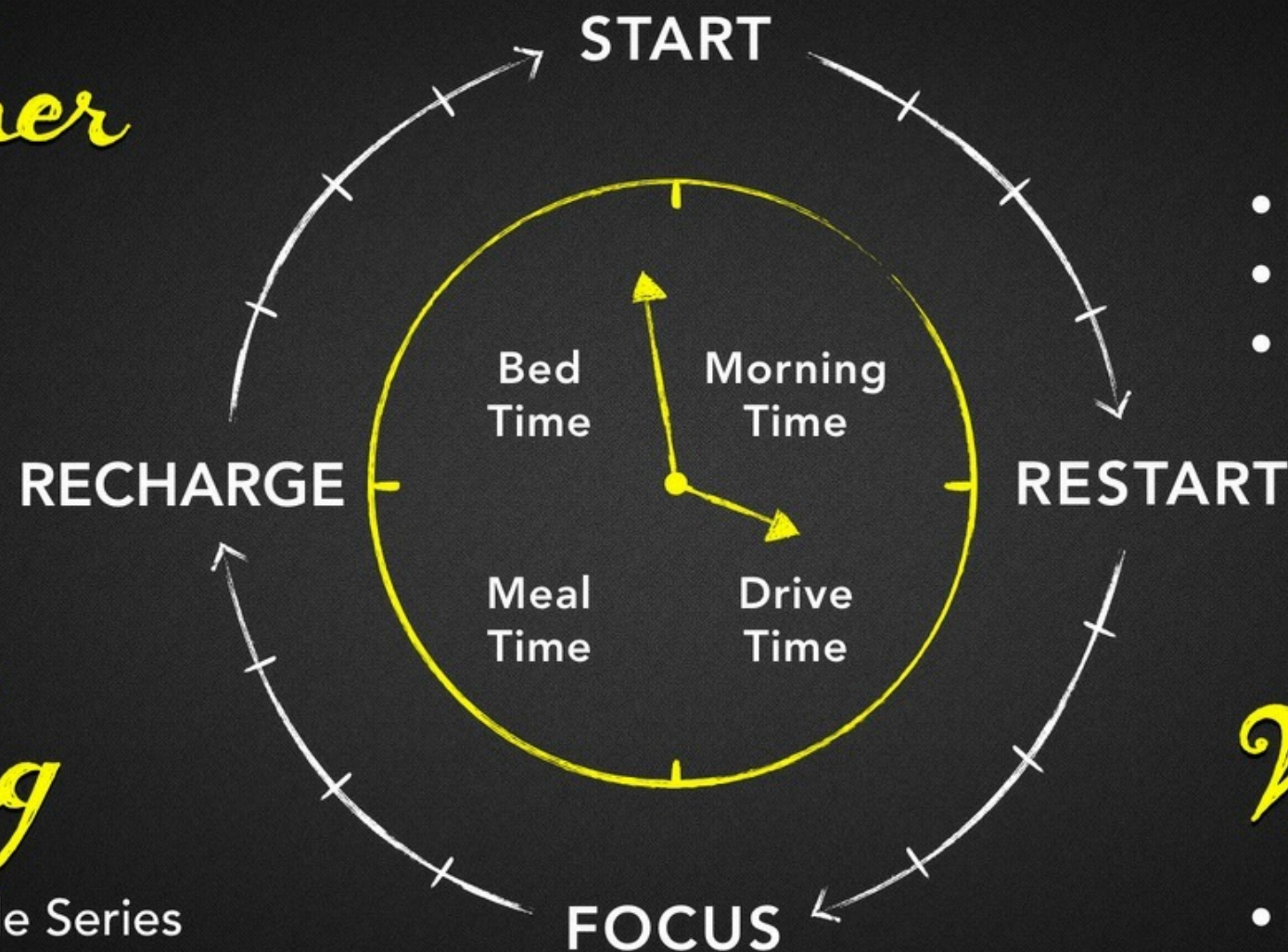
- Phase Gathering
- Parent Circles
- SGL Connect

  
*Spring*

- Church-Wide Series
- Parent Circles

  
*Winter*

- Phase Gathering
- Parent Circles





# Church Structure

*Are You Working Together?*

- Is your church rallying around your vision and mission?
  - Remember - we are called to support the vision of the church with the vision of our ministry
- Does your church understand the importance of what you do?

# Laser Focus

# Family Focused vs. Kid Focused

*It's Time To Shift Our Thinking*

- We do not offer childcare
- We offer Worship Experiences for children
- We are agents of change and ambassadors to the NextGeneration
- We are called to partner with parents...not replace them
  - The church can no longer take the job away from parents to raise their children spiritually



# Family Focused vs. Kid Focused

*It's Time To Shift Our Thinking*

- Everything that we do needs to be through the lens of partnering with parents
- If done right, planning this way will make you uncomfortable
- The reality is that children have the ability to change their entire family and community
- What practical steps are you taking to connect with parents and families?
- You only get one chance to make a first impression

# Events, Events, and More Events

*Are Your Events Meaningful?*

- Remember - every event you do needs to point back and drive families to an end goal
- We have to be intentional on our thinking with events
  - Examples:
    - Child D, A Child Dedication Celebration
    - Kids Next Steps

# Curriculum

*What You Teach Matters*

- Questions to ask about your curriculum:
  - Does it support the vision and mission of your ministry?
  - Does it help you engage & empower your families?
  - Does it keep the kids attention?
  - Does it build across each age and phase?

# Resources

*You Don't Have To Reinvent The Wheel*

- The size of your team doesn't have to limit your ability and creativity
- There are churches of all shapes, sizes, and backgrounds that have gone before us and created resources that we can adapt and use for our ministry



# Shared Growth

# Shared Growth

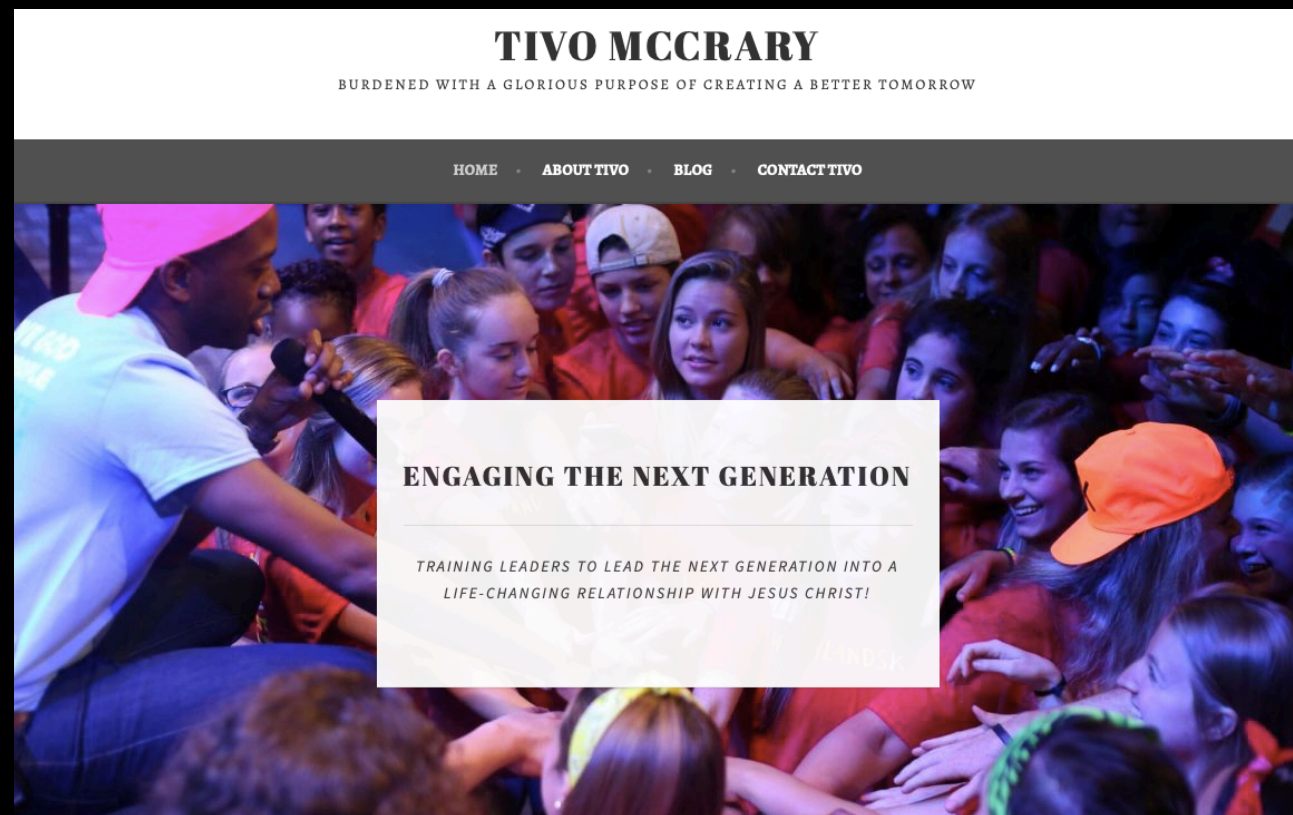
*What You Don't Feed Dies*

- Personal growth precedes professional growth
- You will provide the leadership lid for your ministry and team
  - If you stop growing...your team will stop growing
- When the NextGen Ministry grows the church grows

**“Do not despise these small beginnings, for the Lord rejoices to see the work begin...”**

*Zechariah 4:10*  
*NLT*

# Q&A Time



Let's Continue The Conversation....

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