

# DEVELOPING AN ALIGNED FAMILY MINISTRY STRATEGY

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- It wastes **money** and **time**
- It confuses **parents** and **volunteers**
- It creates **inconsistency** and **disunity**
- It prevents family ministries from reaching **their full potential**

# KEY PRINCIPLES

An aligned family ministry does  
not happen **naturally**



# KEY PRINCIPLES

An aligned family ministry uses  
**common language**

# KEY PRINCIPLES

An aligned family ministry  
functions best with a **point leader**

# KEY PRINCIPLES

An aligned family ministry  
**fight**s for unity

# KEY PRINCIPLES

An aligned family ministry  
takes **time to build**



# KEY PRINCIPLES

An aligned family ministry is  
built **one priority at a time**

# THE STRATEGY

Use the **3 buckets** to align  
your family ministry

# QUESTION

What are the **big things you work on** in your ministry in a given week, month, or year?

# THE 3 BUCKETS





# THE 3 BUCKETS



# CURRENTLY

Everything your children's and student ministry does **primarily** fits in one of these buckets

# THE 3 BUCKETS - CURRENTLY



# THE 3 BUCKETS

The main goal is to move more and more things from separate to **shared** and **same**





# APPLY THE 3 BUCKETS

Staff

Volunteers

Parents

Transitions & Milestones

Budget & Calendar

Branding

# ALIGNING STAFF

“The speed of the boss is the speed of the team.”

- Lee Iacocca

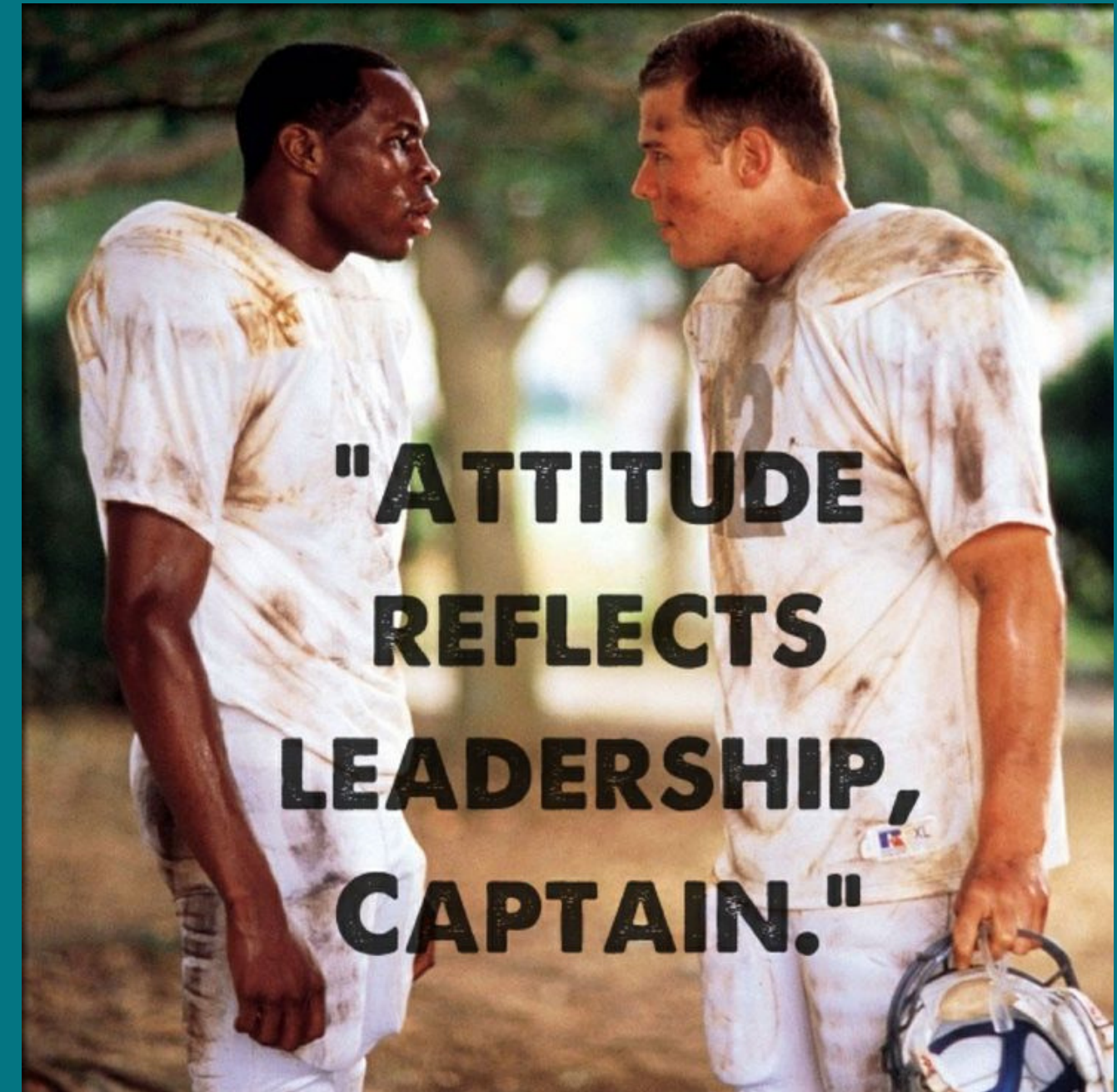
# ALIGNING STAFF

“Attitude reflects leadership,  
captain”

What movie?

# ALIGNING STAFF

## Remember the Titans



# ALIGNING STAFF

An aligned family ministry strategy must **begin with an aligned staff**

# STAFF - SAME BUCKET

Aligning staff looks different in different churches

- One family/nextgen pastor
- A Kids Pastor & Youth Pastor
- Multiple Family Ministry Staff

# STAFF - SAME BUCKET

Clarify roles

Meet together regularly

Celebrate together

Mutual accountability

Team up for projects

# STAFF - SAME BUCKET

Without a point leader - 3 options  
(is that you?)

1. Get a point leader (your boss?)
2. Become the point leader
3. Share the leadership



# STAFF - INTEGRATED MODEL

(for large churches 1500+)

Most churches use an age-based model

Preschool / K-3rd / 4th-5th / MS / HS

# STAFF - INTEGRATED MODEL

## Staff around skills/passions:

- Small Groups
- Large Group / Experiences
- Admin/Systems

Forces **alignment**, is more **efficient**, and it has a **higher ceiling** in terms of quality

# STAFF - INTEGRATED MODEL

Requires people to be a  
**specialist on their skill set** and  
generalists on age

# STAFF - INTEGRATED MODEL

Staff will probably have to  
**wear different hats** during the  
week vs on the weekends

# ROGUE STAFF

# VOLUNTEERS - SAME BUCKET

## Recruiting

- Recruit to **family ministry first**, then to the role
- **Volunteer Orientations** (volun-tours) for all of family ministry

# VOLUNTEERS - SAME BUCKET

## Onboarding

- **One volunteer application** for all of family ministry
- **One onboarding process** with additional steps, if needed
- Managed by **one person**

# VOLUNTEERS - SAME BUCKET

## Structure/Roles

- **Same roles/titles** across all of family ministry (small group leader, host, communicator, welcome team)
- **Same structure:**  
Team Member > Leader > Coach



# VOLUNTEERS - SHARED BUCKET

## Training

- Separate training for **different ministries and roles**
- Shared training when it **overlaps by role**
- Same training when it's about **vision, strategy, culture** (anything higher level)

# VOLUNTEERS - SEPARATE BUCKET

## Communication

- Separate emails/texts for volunteers by ministry area
- Can be the same if it's big picture

# VOLUNTEERS

An aligned family ministry is one where all volunteers feel like they are **on the same team**

# VOLUNTEERS

- Preschool volunteers should celebrate high school **graduates**
- Celebrate all **baptisms**
- Student ministry volunteers celebrate with the families **dedicating babies**

# PARENTS

If parents are the primary spiritual influencer in a kids life, a family ministry strategy *eventually* should include a **strong partnership with parents**

# PARENTS - SAME BUCKET

- Same plan to **connect parents to their kid's leaders** (emails, texts, etc.)
- Same **groups** to connect parents
- Same **classes** to equip parents with information and tools

# PARENTS - SHARED BUCKET

- Separate **resources** for specific ages and related to their kid's curriculum
- Same **location** to access resources
- Some parent resource **providers**:
  - Parent Cue
  - Axis
  - Homeword

# PARENTS - SHARED BUCKET

- **Separate events** by age:
  - Eggstravaganza
  - Coffee talk for parents of teens
- **Shared events**
  - Father / Daughter Date Night
- **Same events** for the whole family:
  - Jingle Jam
  - Great Family Experience



# PARENTS - SEPARATE

- **Communication by age level**
  - Weekly email to parents of kids
  - Weekly email to parents of students
- Same **monthly email?**

# DON'T FORGET

The best thing you can give  
parents is a **great experience** for  
their kids and **a great leader** who  
knows and disciplines their child

# PARENTS - DON'T FORGET





# TRANSITIONS & MILESTONES

Transitions and milestone  
events **connect elements of  
your family ministry together**  
like a map



COMMUNITY  
CHRISTIAN  
CHURCH

# PLAN FOR KIDS & STUDENTS

communitycc.net

At CCC We partner with every home to help kids have a better future.

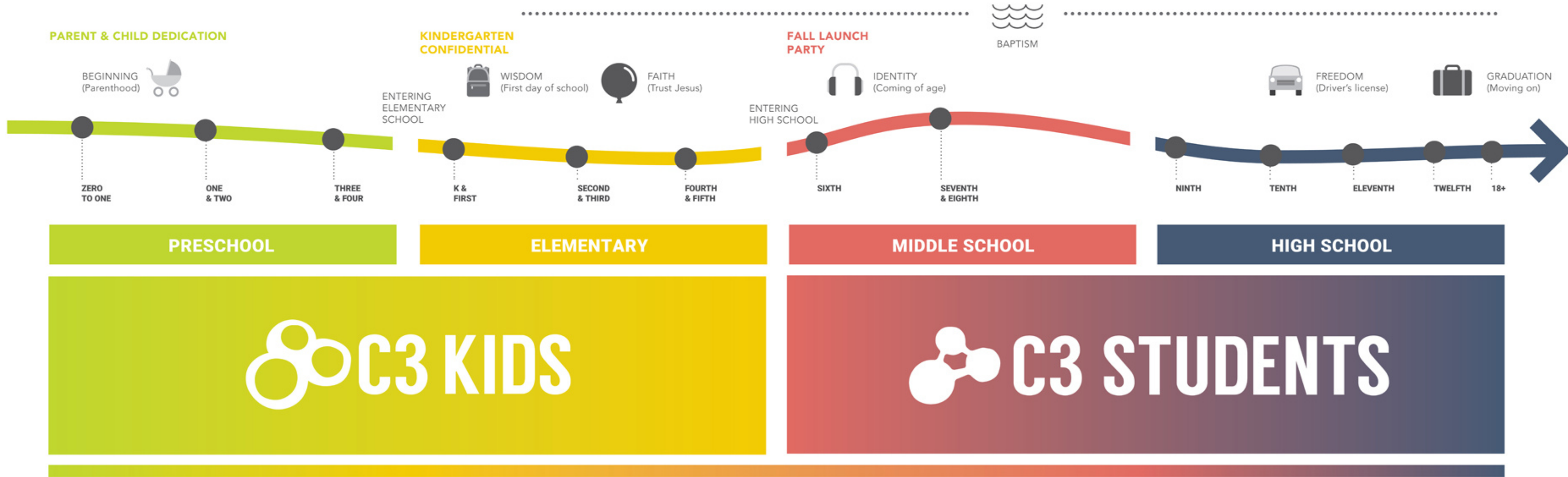
We take our cue from  
what Jesus said:



LOVE



GOD with all your heart  
Your NEIGHBOR as YOURSELF



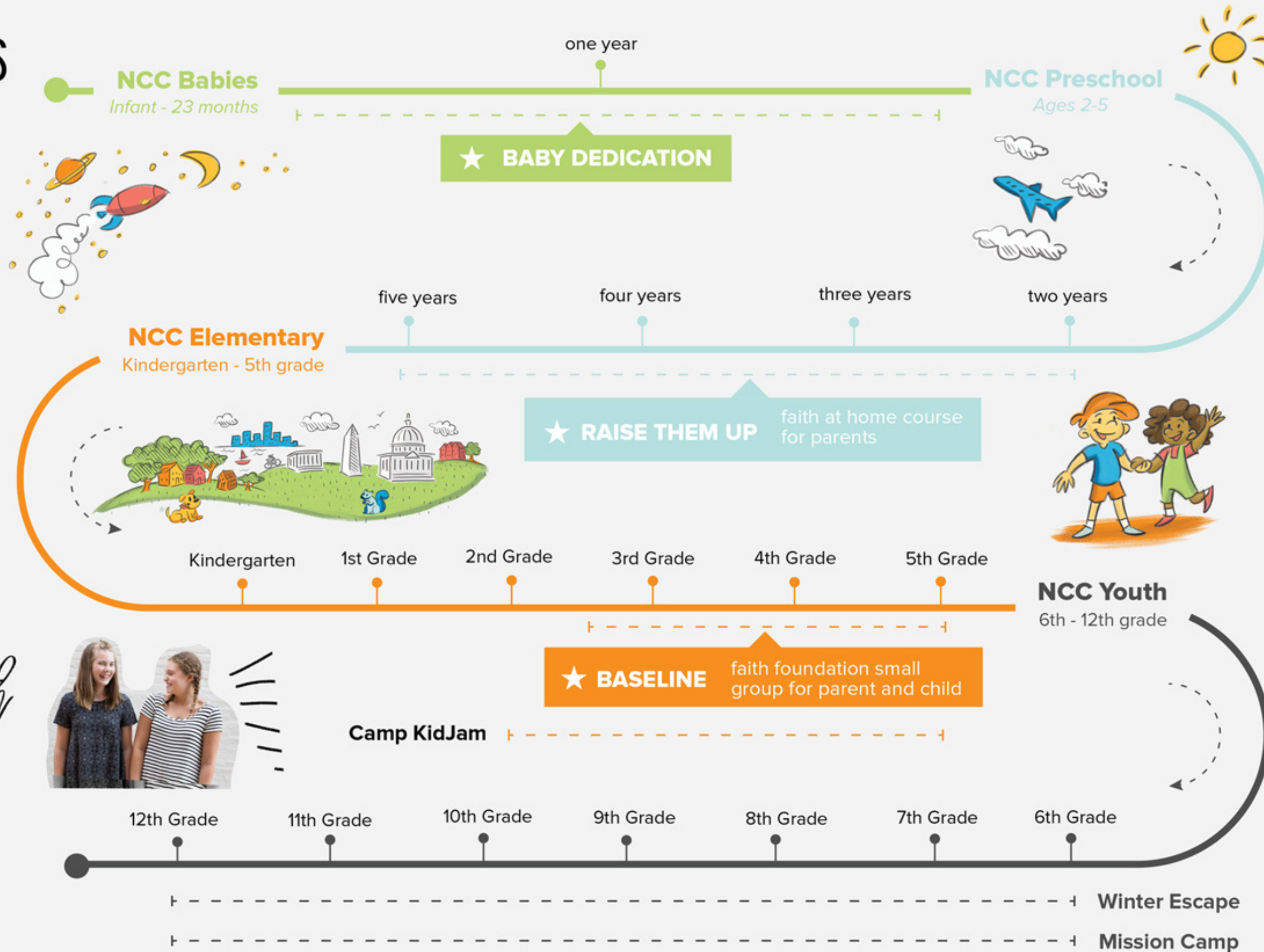
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# Discipleship Map for Kids and Youth

NCC  
**KIDS**



## ★ Core Discipleship Moments

- Baby Dedication
- Raise Them Up
- Baseline
- Salvation
- Baptism

## Experiences

- Camp KidJam
- Winter Escape
- Mission Camp



# PROMOTION SUNDAY

## What do you call it?

# PROMOTION SUNDAY

We call it...







K4

1



# PROMOTION SUNDAY

You **gain or lose**  
**people** in transitions  
depending on how  
well you do them



# YOUR PLAN

1. **Start with STAFF** and create alignment there first
2. **Use the 3 buckets** to create your alignment plan
3. **Work monthly** with your team to align the rest

# THE 3 BUCKETS - EVENTUALLY



# SLIDES / LINKS / RESOURCES

[ministryboost.org/CPC24](https://ministryboost.org/CPC24)

