



# PARENT COMMUNICATION STRATEGY

## PARENT COMMUNICATION

The first key in any ministry to parents is to communicate well. In this resource we wanted to give you a simple and effective plan to do exactly that. This communication plan is separated into three segments: weekly, monthly, and seasonally. The weekly communication is designed to be a quick video on social media or an email that gives them what they need to know that week. The monthly communication is meant to be a little more in depth both in content and in the announcements that you give. We've provided you with a sample newsletter template that you can use, but please feel free to use your own design and layout if you wish. Lastly, the seasonal communication is a quarterly meeting where you get to flex your leadership muscle and build credibility with parents in the content you deliver and the organization of the meeting. A quick word of advice here: never go over time on this meeting. Honor their time and they will honor you by continuing to be there. As always, if you have questions hit us up on the Facebook page and continue the conversation there.

## WEEKLY

### Facebook Video

Facebook live is a great way to get information to students and parents quickly and effectively.

### Curriculum Connection

Tell parents what you are studying and give them a few questions they can ask their students.

### Brief Announcements

Give short, brief announcements and reminders for the upcoming week.

## MONTHLY

**Newsletter** - A monthly newsletter is a great way to keep parents informed of what is going on in the student ministry that provides a little more information than your short weekly communications. This also allows you to spend more of your time in your parent meetings focused on mission, vision, and training, and less time on events and details. Below are some examples of what to include in a monthly newsletter.

### • Stories of Wins

- Stories of ministry wins - try to highlight something God is doing in your ministry each month. This can be a spotlight on a specific student, an article by a student, or a report from a big event you've just finished. Here, any story of how God is working in your ministry will work. This is a place where you parents can see what's happening and celebrate with you.

### • Mission, Strategy, and Short Term Vision

- Mission, Strategy, and short term vision - take every opportunity to put the overall mission and strategy of your ministry in front of the parents. Seriously, you can't do this enough. Also, share about the short term vision that you are chasing after. For more explanation on that short term vision make sure you watch our monthly video for September with Eric Geiger.

### • Article from Student Pastor

- Article from Student Pastor - this is your opportunity to speak directly to the parents. It can be discipleship focused, informational, or equipping. Be yourself here and treat it like you are sitting across the table at a coffee shop having a conversation with a parent.

### 🌀 Parenting Info

- Each month spend some time looking for an article on parenting, current student culture, or some other helpful piece of information that you can pass along to the parents. This doesn't have to be long, but do make sure it is valuable information for them in their journey of discipling and parenting their teenager.

### 🌀 Announcements

- What is happening right now in the ministry? Are there forms that need to be turned in? Is there a church-wide event or initiative that you need to remind parents about? Do you need some more volunteers for something specific? This is your spot for short, timely announcements.

### 🌀 Save the Date

- Focus here on long-range planning. Calendars fill up quickly for parents of teenagers and you want to make sure and get your major events on their calendar far in advance. Be thinking fall retreat, disciple now, summer camp, mission trip for this area. A trip to Six Flags wouldn't be something that would land in this area. Reserve it for only the most important

### 🌀 Upcoming Events

- Focus here on the event coming up in the next month.

## SEASONLY

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**Parent Meeting** - A seasonal parent meeting is beneficial to cover the mission and short term vision of the ministry, to train parents, to give them more connection points to you personally and the ministry in general, and to help parents understand the culture and relate to their students. Make sure to focus on content here if you want parents to keep coming.

### Parent Meeting Agenda

#### Mission / Short Term Vision (15 min)

- Spend this time reinforcing the mission, strategy, and short term vision of the student ministry. Specifically, help them see how they fit into the mission/strategy/vision as both parents in the ministry and partners with you in the ministry.

#### Equipping (20 min)

- Spend this time on parenting information. You don't have to be the expert here, especially if you've never parented teenagers of your own. Point parents to the expert, pass along information that is helpful to them as they parent. Consider bringing in a guest speaker or using a core parent / older person in your church that can speak with expertise here.

#### Student Culture Update (15 min)

- This is a section where you can take on the voice of the expert. Spend some time preparing for this time as you would prepare for a sermon, meaning don't get up there and wing it. This can be extremely valuable for parents when done well and it gives you tremendous credibility.

#### Spotlight Boulder Events (5min)

- This is only 5 minutes on purpose. If your parent meetings spend the majority of the time reviewing the calendar and filling out paperwork then people won't see value in them. Major on the content section of this meeting, and then use the last 5 minutes here to remind parents of what is coming up. A "boulder" event is a major event on your calendar that takes max people and resources. Imagine it being an actual boulder in the middle of the road in your calendar. That is what this section is for.

#### On the Way Out

- If there are forms, volunteer sign ups, notary work, and other administrative things that need to take place when you have a room full of parents point them to tables set up in the room where they can take care of what they need to on their way out.