

GROW
2024

**A COMPLETE ANNUAL STRATEGY FOR
KIDS OR YOUTH MINISTRY** FROM GROW
CURRICULUM

FEATURING

KENNY & ELLE CAMPBELL



NOTES

1. A **DISCIPLESHIP** STRATEGY

2. A **TEACHING** STRATEGY

3. AN **ENVIRONMENT** STRATEGY

4. AN **EVENTS** STRATEGY

5. A **VOLUNTEERS & FAMILIES** STRATEGY

6. A **LEADERSHIP** STRATEGY

NOW WHAT?

BUILD-YOUR-OWN ANNUAL CALENDAR

GROW²⁰²⁰

A COMPLETE ANNUAL STRATEGY FOR
KIDS OR YOUTH MINISTRY FROM GROW CURRICULUM

There is a lot to do in every area of ministry – teaching, discipleship, events, environments, volunteers, families, and leadership. That's why it's so important to put them all on a calendar at the beginning of the year, so we can plan our time wisely and make sure we're not missing anything important.

INSTRUCTIONS

- PREPARE:** Grab 12 sheets of paper or large sticky notes, and a set of pencils, markers, or highlighters so you can keep things color-coded!
- PLAN:** Brainstorm what you can do each month in each of these areas:
 - **DISCIPLESHIP:** With your orange marker, write your discipleship focuses or efforts throughout the year. We recommend focusing on one spiritual habit every quarter. Consider things like the spiritual habit you'll be focusing on, a discipleship activity or experience you plan to do, or the rhythm of your small group or mentoring meetings.
 - **TEACHING:** With your red marker, write what you plan to teach each month of the year. Consider things like the name or topic of each teaching series, how your teaching series align with what's being taught in other age group ministries, the names of the people who will be teaching, and what you'll do to train and empower more teachers.
 - **ENVIRONMENT:** With your yellow marker, write one thing you can do each month to create a more strategic weekly environment. Consider things like an engaging monthly theme that complements your teaching, a change or improvement you want to make to your environment, or one thing you'd like to focus on that month, like welcoming visitors, improving physical safety, or increasing psychological and emotional safety.
 - **EVENTS:** With your green marker, write down all the events you plan to do throughout the year, both big and small!
 - **VOLUNTEERS & FAMILIES:** With your blue (for volunteers) and pink (for families) markers, write down everything you plan to do to invest in grown-ups this year. Don't forget to include each of these tactics: events, meetings, discussion groups, one-on-one conversations, communication, tools, and celebration.
 - **LEADERSHIP:** With your gray markers, write down everything you plan to do to grow as a leader this year. You might want to include conferences you plan to attend, books you plan to read, and also when you will plan, review, and evaluate your upcoming year of ministry!
- REVIEW:** Now review your calendar! How does it look? Is it doable? If you'd like to try this exercise in a more in-depth way, we've created [a free annual planning resource](#) for you and your team! It comes with a walkthrough video and a detailed schedule for planning your entire year of ministry alongside your team.

JAN

JUL

FEB

AUG

MAR

SEP

APR

OCT

MAY

NOV

JUN

DEC

There are seven common key areas across every ministry — teaching, discipleship, events, environments, volunteers, families, and leadership. No matter how experienced you are as a ministry leader, you could probably use some help in at least one of these areas. This activity will help you decide where your ministry is the strongest and where you could use reinforcement. Then, you'll get the chance to wonder about who could help you out to make your ministry even better.

INSTRUCTIONS

STEP 1: CREATE YOUR GRID

- 1. PREPARE:** Make a two-by-two grid on a wall or a large piece of paper. Label the columns **High Engagement** and **Low Engagement** and the rows **High Impact** and **Low Impact**.
- 2. EVALUATE:** Think about how your ministry approaches each of the seven areas of ministry, along with your available resources for those areas. Place each area in one of the four boxes on your grid.
- 3. REVIEW:** Once you've placed each area on your grid, you'll have an idea of your ministry's strengths. With your grid complete, you have a sense of where you can start investing in your ministry.
 - **QUADRANT ONE: High Impact + High Engagement**
The items in this grid are your ministry's strengths. You should review them every so often to reassess your strategy, but no immediate changes should be made.
 - **QUADRANT TWO: High Impact + Low Engagement**
The items in this area are essential to your ministry but might need help as you look to boost engagement with your teenagers, families, or volunteers.
 - **QUADRANT THREE: Low Impact + High Engagement**
The items in this area may not function as well as you'd hoped, but there's a high level of connection from those involved in your ministry.
 - **QUADRANT FOUR: Low Impact + Low Engagement**
This section needs attention and should be prioritized as you develop new strategies.

Now that your grid is complete, it's time to strategize how to move forward. Thankfully, you don't have to do it alone.

STEP 2: CREATE YOUR PLAN

- 1. FOCUS:** On a piece of paper, list one or two areas you would like to work on. These can come from any quadrant but primarily focus on any items in quadrant four.
- 2. NAME:** Then, under each of your chosen areas, make a list of anyone near to you that you may be able to ask for help. These could be pastors on staff, volunteers in other ministries, volunteers in your own ministry, ministry leaders at other churches, or anyone else you could have a conversation with about how you'd like to improve.
- 3. RATE:** Next to each name, rate how easy it would be for you to make a connection with each person. Use a scale of one to three, where one is the easiest and three is the most difficult.
- 4. CONNECT:** And just like that, you have a plan in place! Set aside time in your schedule to reach out to the people on this list and ask for their advice. Start with those who are easiest to connect with, but don't forget to build the more difficult relationships, too. You never know what you can learn from others! Ask them about...
 - Examples to share.
 - Any wisdom they've acquired.
 - Mistakes they've made.
 - Resources to help.