

A SIMPLE STRATEGY AND ROADMAP FOR PARTNERING WITH PARENTS



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Realities to Consider

- Parents have the most influence
- Partnering with them is critical
- Every parent is not at the same stage
- This will always feel like extra (*pushed out by the urgent*)
- You can't do everything, so be intentional

The Goal

Help parents take **one step** in leading their children spiritually

Communication

- **The Goal:** Keep parents informed so they are involved and continue conversations at home
- **Channels** 1

Email	Inform	Text	Remind
Facebook	Resource	Instagram	Celebrate
Mail	Promote	Website	New
Program/Bulletin	Inform		

- **Content** 1
 - What their kids learned
 - What is coming up
- **Tips**
 - Create a rhythm and stick to it
 - Change it up every 2-3 years

- Don't compete with other communication from your church

Resources

- **The Goal:** Make it easy for parents to win at home with their kids
- Connect parents to existing resources
- Parent resources provided by your curriculum 2
- Other parent resources 3
 - Parent Cue Homeward Focus on the Family
 - Homepointe Homefront Parent Portals/Websites

Events

- **The Goal:** Help parents celebrate as a family and replicate it on their own
- **Transition Events** 2
 - Into Kindergarten Into Middle School
- **Milestones** 2
 - Baby Dedication Salvation/Baptism
- **Family Events** 4

Small Group Leaders

- **The Goal:** Give kids someone who believes in them and give parents a partner for the long haul
- Small Group Leaders are your best partnership with parents
- Work hard to put consistent leaders in the life of every kid 1
- One staff person can't partner with every parent, but small group leaders can

Community

- **The Goal:** Give parents a place to belong and a community that encourages and challenges them
- Parenting Classes 4
- Small groups for parents 4
- Coffee Talks 3
- Facebook Groups 3
- Small Group Parent Gatherings 4
- Marriage Enrichment 5