



Presented by Tracee J. Swank
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www.ChurchDoctor.org

1. Introduction

- A. Our team and work with churches
- B. So many missed opportunities

2. The impact of Vacation Bible School

- A. Memorable experiences for kids and adults
- B. The creativity and heart that go into creating a memorable VBS experience should not be wasted.
- C. Community outreach and connection
- D. Part of the discipleship and spiritual formation for your church
 - (1) Important worldviews

3. The problem

- A. The challenge of maintaining connections after VBS
- B. Lack of follow-up strategies
- C. Missed opportunities for deepening relationships

4. The solution: Create systems that help with...

- A. Building relationships with the kids and their families
- B. Reaching extended family and friends
- C. Encouraging further discipleship and spiritual formation
- D. Increasing the impact your church is having in your community

5. Seven key strategies for effective VBS follow-up

- A. Avoid main goal – “Get them to church/worship”
 - (1) Big mistake to start here
 - (2) Start with building relationships and understanding receptivity.
- B. Avoid “We’ve always done it this way!”
- C. If you’re not seeing results, time to change.
- D. Use systems thinking.
 - (1) Consistent, ongoing process

6. Strategy 1: Post-VBS appreciation event

- A. Celebrate and recognize volunteers.
- B. Invite kids and families to participate.
- C. Share highlights and stories from VBS.

7. Strategy 2: Personalized follow-up communications

- A. Handwritten thank-you notes to kids and families
 - (1) Ongoing; avoid “one and done” thinking
- B. Emails or text messages with photos and memories
- C. Social media shout-outs and engagement

8. Strategy 3: Small group connections

- A. Integrate VBS attendees into existing children's ministries.
- B. Offer family-focused small groups for VBS families.
- C. Encourage the VBS team to lead small groups specifically with VBS families.
 - (1) Create a follow-up community.

9. Strategy 4: VBS reunion event

- A. Plan a fun event for kids and families (e.g., movie night, picnic).
- B. Reconnect with VBS attendees and their friends.
- C. Provide opportunities for families to join church activities.

10. Strategy 5: Community service opportunities

- A. Invite VBS families to participate in service projects.
- B. Showcase the church's commitment to the community.
- C. Build relationships through serving others.

11. Strategy 6: Back-to-school bash or fall festival

- A. Host a themed event to reconnect with VBS families.
- B. Offer games, crafts, and activities related to VBS themes.
- C. Promote upcoming church events and programs.

12. Strategy 7: Ongoing prayer and support

- A. Establish a prayer team for VBS attendees and families.
- B. Provide resources for spiritual growth and development.
- C. Offer pastoral care and support as needed.

13. Conclusion

- A. Importance of effective VBS follow-up
 - (1) Building relationships with kids and families
 - (2) Connecting with the community
 - (3) Expanding the church's impact
- B. Implementing these strategies for long-term success
 - (1) Tailor strategies to your church's needs and resources.
 - (2) Foster a culture of connection and engagement.
 - (3) FDM – relationships!
- C. Evaluate and adapt strategies over time.

14. Next steps:

- A. Host the Effective Outreach Training event at your church.
- B. Check the new online course for outreach training.
- C. Sign up for our Mission & Outreach Coaching plan and get monthly support for all of your outreach needs.



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