

TEN WAYS TO UTILIZE M2P MORE EFFECTIVELY IN YOUR CHILDREN'S MINISTRY

Whether you are a long-time subscriber or a recent addition to the M2P family, from time to time, we like to provide you with tips, hacks, and additional Toolbox Resources specifically aimed at helping you (the children's pastor) take the confusion out of ministering to parents. With that in mind, we've created a list for you that highlights ten M2P resources and gives you some tips/insights on how to utilize them more effectively within the context of your children's ministry.

COACHING VIDEOS:

You've probably heard it said, "Healthy things grow." If the children's ministry/parent ministry is going to be strong, healthy, and growing, then the leader of that ministry (and the team that serves alongside them) needs to be spiritually healthy, strong in prayer/Scripture reading, and growing in their walk with Jesus.

- o Make sure you are watching the Coaching Videos each month to be equipped and encouraged and have the tools you need to build a practical and helpful ministry to parents.
- o Share the Coaching Videos with your children's ministry team and talk together about the topic covered.
- o Challenge your team each month to implement one of the ideas mentioned in the Coaching Video.

PARENT EMAILS:

Communicating with parents to encourage them and share valuable resources is vital to an effective parent ministry. You can use (or adapt) the emails we provide for you as you seek to stay in touch with parents and give them what they need.

- o Create a parent communication plan and stick to it. You will always receive your M2P content on the first of every month. Come up with a date/time that you are going to send that month's content to parents each month. Same day—Same time—Every time! Consistency in communication is paramount when building trust. Plus, this helps the parents who truly desire this content to prioritize it versus that email getting stuck in a spam folder or lost in a sea of other parental emails. It also allows you to talk about it in parent meetings: "On the second Monday of every month at 5 pm, we send out incredible parent resources. If you aren't getting that email, you need to sign up."
- o Customize the emails to include other pertinent parent information like current teaching series, upcoming children's ministry events, costs, registration deadlines, etc. This allows you to keep your parent communication relevant and helpful while not becoming white noise that gets ignored.

ONLINE PARENTING CLASSES:

Parents need short doses of information and help, and our Online Parenting Classes provide just that. Each month addresses a relevant parenting or family topic and offers parents practical ideas and suggestions.

- o Make sure you are sharing the class with parents each month either through email, church website, or social media.
- o Encourage parents to share the Online Parenting Class with other parents in their sphere of influence.
- o Utilize one of the numerous archived Online Parenting Classes as a launching point in a parent meeting.
- o Use the full transcript provided every month to shoot your own Online Parenting Class video.

TOOLBOX ITEMS:

Parents need practical tools to be able to lead their families. These items range from studies and exercises parents can use at home to challenges and encouragements to continue growing in their own faith.

- o Share each month's toolbox item with them in one of your monthly emails. We suggest fitting it into email #1.
- o Regularly cast the vision for these Toolbox items in every parent meeting and communication so your parents know that your desire is to encourage, equip, and engage them so they can become more confident and capable in leading out (and living out) the Gospel at home through at-home discipleship with their kids.

PARENT BLOG ARTICLES:

Parents are constantly on the lookout for (and are willing to engage with) practical, helpful, insightful, bite-sized content that encourages and equips them concerning raising kids. Each month, we post a few articles that have a different take on the topic at hand. These articles typically go a little more in-depth and give parents a few practical ideas on how they can lead their kids in deeper and more intentional ways.

- o Share each month's parent-focused blog article with them in one of your monthly emails. We suggest placing it into email #2.
- o Encourage parents to share the parent-focused blog article with other parents in their sphere of influence.
- o Link each month's parent-focused blog article on your children's ministry's or churches' social media pages.

COACHING BLOG ARTICLES:

Henry Ford once said, "If you always do what you've always done, you'll always get what you've always got." Part of leading is growing. That's why we want to help you and those who lead alongside you by providing you every month with a look at issues and ideas from different angles. As a children's ministry leader who is creating an "always learning" culture, you can both read these coaching articles yourself and pass them on to others on your team.

- o Make sure you are reading the children's leader-focused coaching article each month to be equipped and encouraged and have the tools you need to build a practical and helpful ministry to parents.
- o Share each month's children's leader-focused coaching article with your children's ministry team and talk together about the topic covered.
- o Challenge your team each month to implement one of the ideas mentioned in the children's leader-focused coaching article.

FAMILY EXPERIENCES:

Every family needs opportunities to have mark milestone moments and have faith-filled conversations, but most parents are scared to death to wade into these waters. Our Family Experiences (part of the Magic Button site) give the parents in your ministry a strategy to pass down faith in their home through a significant Family Experience each year. All they have to do is just click on each grade and grab the content available. The best part is that these Family Experiences are worry-free for you as the children's ministry leader. They require no setup, no teardown, no budget, no prep, and no recovery time because they are done 100% by the parent.

- o Your M2P license allows you to take this Family Experiences content and deliver it to the families in

your ministry through email, your ministry's or church's website, or live at your church. (Please don't share on social networks or post publicly on YouTube).

- o Each Family Experiences grade level is full of resources. Along with the videos, there are printable resources for you to use, customize, and share with your parents. Each grade includes a Kickstarter, a Parent's Guide, a Developmental Guide, and its own unique Resource Materials.
- o Promote this site to parents as unique experiences they can do with their kids to mark important milestones in their development and spiritual walk.

SOCIAL MEDIA:

One way to keep driving the message home with parents each month is through the use of social media. Every month, we create a set of social media images and captions that you can post in order to keep the conversation going. Parents need reminders, so take advantage of the fact that they are likely scrolling to see something and make them see a helpful hint or practical tip.

- o Create a parent Instagram or Facebook page for your children's ministry where you can post the social images, articles, and online parenting videos.
- o Encourage parents to tag friends and share the social images with other parents in their sphere of influence.

INSTANT PARENT PAGE:

Never has having a web page for parents been so easy. As part of your subscription, each month, you can simply share a link where parents can click a button and get the resources they need. The Instant Parent Page has an introduction, access to the toolbox item of the month, the Online Parenting Class (embedded), and provides them with access to the Family Experiences. If you don't have time to customize the resources and build a page of your own, that's OK. We've done it for you.

- o Your M2P license allows you to take this Instant Parent Page content and deliver it to the families in your ministry through email, your ministry's or church's website, or live at your church. (Please don't share on social networks or post publicly on YouTube).
- o Share this link with your ministry leaders so they can see everything that parents have access to each month.

FACEBOOK COMMUNITY:

Did you know that there is an M2P Facebook page where you can ask questions, build community, and grow in your ministry to parents? We want to connect with you, hear your success stories, and help you when you need it. And there are lots of folks just like you waiting to connect.

- o Join the M2P Facebook community.
- o Let the team know you are a new subscriber or new addition to the Facebook group.
- o Ask questions, post wins, get feedback, and be in the know.

Hopefully, you have either learned something new or been inspired to use a part of M2P you may not be currently using. Let us know if you have any questions or if we can help you get the most out of your partnership with M2P. You can contact the team through the following emails:

Chris Sasser: Sass@ministrytoparents.com

Amy Diller: Amy@ministrytoparents.com

Kerry Ray: Kerry@ministrytoparents.com

General Help: Info@ministrytoparents.com