

# ABCs OF GETTING THE WORD OUT

- A** **Appreciation Day.** Set aside a day each year to encourage parents to show appreciation to their children's teachers such as a "Bring your teacher an apple day."
- Announcements:** Create exciting written announcements by using fun stationary. Remember to keep announcements short.
- B** **Bulletin Board.** Create a bulletin board in a high traffic area that has pictures of your ministries.
- C** **Cards.** Send birthday cards to volunteers and kids.
- D** **Daily Prayer Guide.** Prepare a daily prayer guide and include teachers' and kids' names as well as special events, such as VBS.
- E** **Encourager Team.** Enlist senior adults in your church or community to serve as encouragers to teachers and parents. This group can pray daily for teachers and parents, send cards on special occasions, send e-mails, and/or make phone calls.
- F** **Family Dedication Service.** Consider setting aside a time for your church to have a special service to pray for your ministry. Also consider inviting unchurched families in your program to participate in a dedication service when a new child is born.
- G** **Gratitude.** Express gratitude to your leaders for having a cooperative spirit when they share space.
- H** **Handbook for Parents.** Provide information including the philosophy of your ministry, kids ministry programs, policies, procedures, and opportunities for service in your kids ministry.
- I** **Invite a Church Member.** Invite members who do not have young children to visit the preschool and children's area in your church to see the great ministry that is going on.
- J** **Joyful Environment.** Remember happy teachers=happy children=happy parents.
- K** **Know Kids' Names.** Children like to hear you say their names.
- L** **Leader Training.** Trained leaders feel more confident in their teaching and find it easier to plan, prepare, and teach. Remember trained leaders + preparation = happy kids.
- M** **Mentors.** Develop a mentoring program and partner experienced teachers with new teachers for a year. At the first of the year, schedule a prayer of dedication during worship for the mentors. At the end of the year, recognize the mentors and the people whom they have mentored during the past year.
- N** **Newsletter, E-mail, or Web site.** Communication with parents is important.
- O** **Open.** Be open to input of parents and teachers. Thank them for their suggestions.
- P** **Parent Training.** Provide parenting seminars and encourage the parents to invite their friends.
- Q** **Quality.** Strive to provide the best ministry for the children in your church and community.
- R** **Reliable.** Let the parents and the church know that you will always try to be there for them in all situations. Be consistent in your teaching philosophy.
- S** **Sensitive.** Be sensitive to the needs of children and their parents.
- T** **Testimonies.** Ask parents to write short testimonies for a promotional brochure of what your ministry has meant to them and their children.
- U** **Understand.** Stay abreast of current trends affecting families so that you better understand them and their needs.
- V** **Video "Do You See What I See?"** Make a short video of teachers and children interacting during a teaching session. The video could be used outside the worship center for church members and visitors to see what and how you teach preschoolers in your church.
- W** **Word of Mouth.** Never underestimate how word of mouth can improve or kill your ministry.
- X** **X-tra Hands.** Create a program for senior adults to be extra hands in a classroom.
- Y** **You.** Let the church and the parents know your commitment and vision for your ministry.
- Z** **Zeal.** Your passion and zeal to reach children and their families can be infectious. Sharing your vision and zeal will encourage others to join you in your ministry.