

NOTE TO THE **student pastor**

Parent ministry can be challenging. The busyness of life and mounting to-dos keep many families from engaging meaningfully with their local church's student ministry. However, just like with student ministry, building and nurturing relationships is crucial. We want to assist you in creating better connections, even with those hard-to-reach parents. Below, you'll find a simple script for a video you can use to connect with parents. Feel free to personalize it as needed, but we recommend keeping the video under three minutes for optimal engagement. High production value isn't necessary; you can simply record it on your phone with good lighting and send it through a text message or email. The key to victory lies in creating and sharing it with the families you serve.

tips for success:

- **Inform parents about upcoming important events (include dates, times, cost, location, and purpose).**
- **Share insights into what students are discussing in their group.**
- **Ensure parents know how much you care about them and their families.**
- **Send the video in a format that's easy to open and watch (such as in a text or email). Provide a way for parents to respond to you.**

That's it! Don't overthink it; have fun with this and use it as a way to open up communication between you and parents. Putting your face in front of them and expressing your care is an excellent way to cultivate lasting relationships with students' families. Our team is cheering you on!

VIDEO **script**



Hey, parents! I hope this finds you all well. I wanted to take a moment to share some important dates and a little encouragement.

UPDATE

(In this section, include any important information for your student ministry. When you communicate with parents about events or special occasions in your student ministry, remember to include these three things: 1) A clear date and time, 2) any cost or extra items students need to bring, and 3) the purpose of the event. Please don't forget point 3! For example, instead of just sharing that you're having a water balloon fight, point out that you're hosting a fun event to help teens connect with each other and build relationships.)

Write updates below:

EQUIP

“This quarter, we’ll begin studying the books of Exodus and Leviticus. We will see the Lord free the Israelites from captivity in Egypt and establish them as His special, set-apart people. Together, we will learn about the Lord’s character and His rescuing work in their lives. In Exodus 34:6-7, God reveals that He is

“ . . . a compassionate and gracious God, slow to anger and abounding in faithful love and truth . . . forgiving iniquity, rebellion, and sin. But he will not leave the guilty unpunished.”

“Students—like all of us—need to be reminded of God’s character. Studying these books will teach them that our awesome God has freed us *from* something, *for* something: to worship Him and be a part of His eternal family.

“Parents, I want to invite you to do these two things: pray for your student and partner with us.

- **Pray** that your student would not only grow in his or her understanding of God’s character but also be able to learn what it means to trust and obey Him. Whether your teen is in a season of celebration or of difficulty, she or he needs the prayers and shepherding of adults who are led by the Great Shepherd.
- **Partner** with us by talking with your student about what she or he is learning. As you encourage him or her to participate in our student gatherings, keep the conversations going in the car, at home, or wherever you might be. There is a free Daily Reading Plan that you can follow along with too!

ENCOURAGE

“Parent, you’re not alone. I am committing to pray for each of you as well. Please don’t hesitate to reach out—I’ve included my contact information in this message. I’d love to answer your questions and learn about specific ways that our team can be serving your family.

“Thank you for entrusting your student to us!”

