

## NOTE TO THE STUDENT PASTOR

Parent Ministry can be challenging. The busyness of life and mounting list of 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 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:

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## EQUIP

“This quarter in our student ministry, we’ll study the biblical genres of gospel, prophecy, history, and letters. Together, we will discover that we’re called to trust in the Lord—the Source of hope and our faith. A key verse we will encounter in this quarter’s study is Hebrews 12:1-2:

**Therefore, since we also have such a large cloud of witnesses surrounding us, let us lay aside every hindrance and the sin that so easily ensnares us. Let us run with endurance the race that lies before us, keeping our eyes on Jesus, the pioneer and perfecter of our faith. For the joy that lay before him, he endured the cross, despising the shame, and sat down at the right hand of the throne of God.**

“We want students to embrace the living hope we have in Christ, and to allow this hope to shape the way they live today.

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

**I PRAY** that your students will grow in her or his devotion to the Lord. In a chaotic culture that often values things that run contrary to God’s Word, let’s pray that our students would find their hope in the Lord.

**I PARTNER** with us by talking with your student about what she or he is learning in our small group. As you encourage her or him 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

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

“Thank you for entrusting your student to us!”

