

## 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:

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## EQUIP

“This quarter in our student ministry, we’ll study the biblical genres of Law, Poetry, Prophecy and Letters. Together, we will discover what true faith in the Lord looks like. A key verse we will encounter in this quarter’s study is James 1:12:

**“Blessed is the one who endures trials, because when he has stood the test he will receive the crown of life that God has promised to those who love him.” (James 1:12, Christian Standard Bible)”**

“We want students to understand that faith is a response of trust to God’s words and His actions. He has richly blessed us in Christ, and we are called to have faith in Him. And the Lord empowers us to faithfully endure the difficulties that we experience in this life.

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

Pray that your student(s) will grow in their devotion to the Lord. The culture around us aims to teach students to place their faith in things and people that are not the Lord. However, we want them to have faith in the one true God and live out this reality every day.

This is how you can partner with us: talk with your student about what he or she is learning in their small group. 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

“You’re not alone. I am committing to pray for each of you as parents 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 for how our team can be serving your family.

Thank you for entrusting your student to us!”