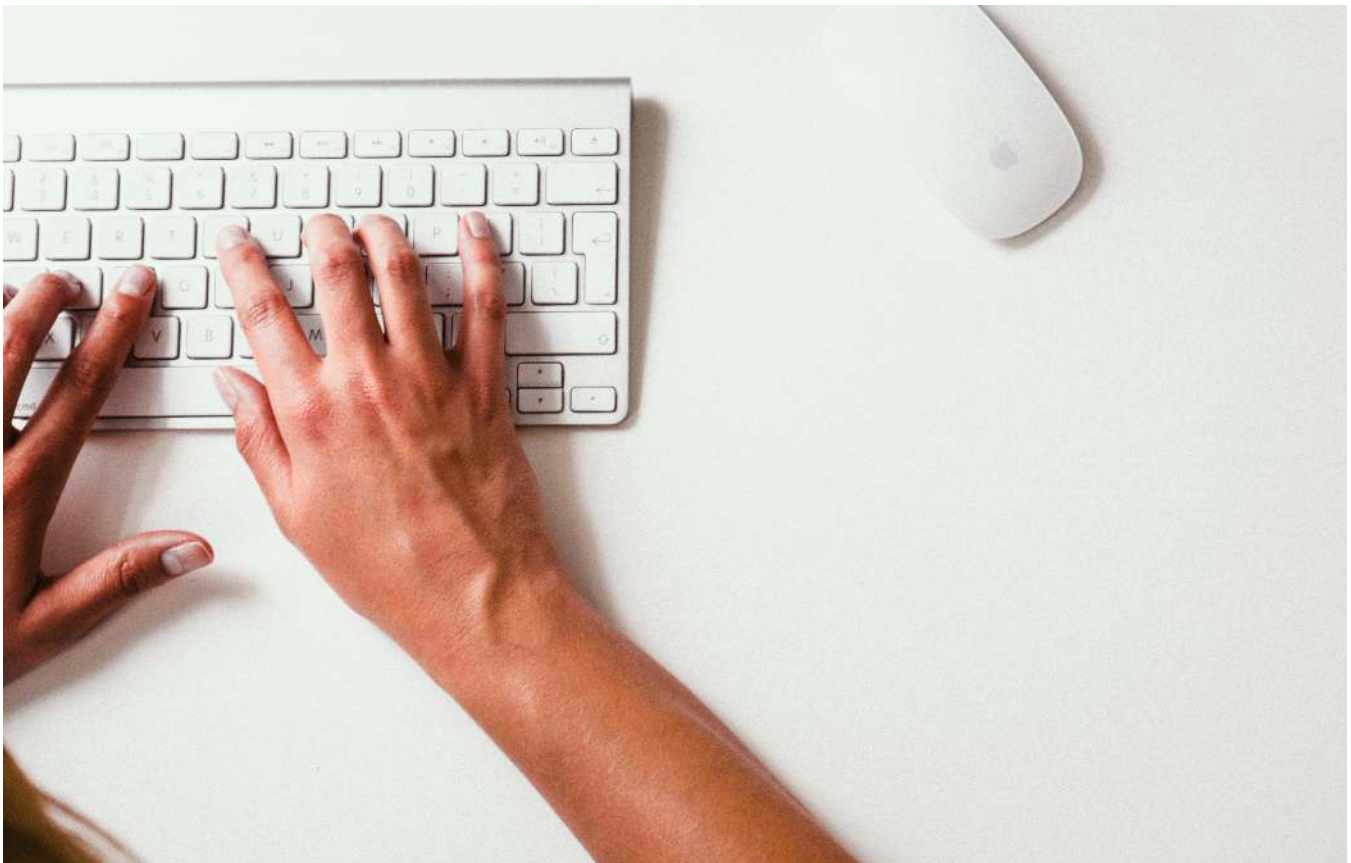




1-YEAR

PARENT COMMUNICATION PLAN

BY KENNY AND ELLE CAMPBELL



USER AGREEMENT

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OVERVIEW

Sometimes when we think about engaging parents, we think about in-person meetings or big events. But if we really want to engage parents, we have to learn how to resource and engage them on a more regular and ongoing basis. That's where communication comes in. Whether you prefer to **communicate with your parents through email, text messages, social media posts, or phone calls**, the point is that you stay in touch with them regularly.



COMMUNICATION

If you're following along with our 1-Year Parent Strategy, you'll see this icon on your **1-Year Parent Calendar** every month.

EVERY YEAR

At the beginning of each year, we recommend doing a quick survey of your parents, like [this one](#), so you can ask about their favorite ways to hear from your ministry. Do they want emails? Text messages? A Facebook page? Good ol' snail mail?

In that **Annual Parent Survey**, you can also ask what they, as parents, need most from your ministry and how you can best serve them.

Regardless of how you decide to communicate with parents, we still recommend making email the core of your communication plan, then using other methods to enhance your communication with parents. **When deciding which methods of communication to use, be sure you are relying on methods that parents actually prefer, rather than methods that you personally prefer.**

Once you've decided which methods you'll use to communicate with families, decide what types of content you'd like to send parents and how often you'd like to send it.

While there are countless ways to approach this, here is a starting point . . .

EVERY EVENT

Whenever you have a big event on the calendar (especially summer camps, retreats, or trips), consider sending a series of emails to the parents of the students involved that includes . . .

- Important dates and deadlines.
- Promotional graphics or videos.
- Success stories from previous years.
- A reminder to call or email you with questions.

EVERY MONTH

Each month, consider sending parents . . .

- A story of a win in your ministry.
- Upcoming news and announcements.
- A look at what you'll be teaching and discussing.
- A helpful article or resource recommendation.
- A survey or feedback question.

Want an easy way to ensure you're communicating regularly with parents? Send an email every time you begin a new teaching series for your students! To make your process as easy as possible, we created 13 **ready-to-edit parent emails** that correspond to every week of teaching for the entire year. You can find those emails in the Curriculum section of Grow. Hooray!

Maybe communicating with parents every month feels overwhelming, but you really can do it! By establishing some basic systems (and sticking to them), it can actually be pretty simple.

STEP 1: START WITH AN EMAIL

Even in the age of social media, sending a monthly email is still your most reliable way to communicate with parents. Services like [MailChimp](#) even allow you to customize their newsletter design templates, see who opens the emails you send, and view your emails in a web browser - which means you can get some extra use out of each email by sharing the link to that email with parents through social media. To make your process as easy as possible, we created a blank **parent email template** for you, plus **ready-to-edit parent emails** for every month of the year. Hooray!

STEP 2: MOVE TO SOCIAL MEDIA

Once you have your monthly email written, you can repurpose the content in that email on your social media platforms. Using a social media scheduler like [Buffer](#) is a simple way to copy and paste what you've already written in your email newsletter. With this system, you can schedule your posts for the entire month in just a few minutes.

And if you're using one of our series, guess what! We've already written a few **social media posts** for every single series.

INSTRUCTIONS

WHAT TO DO

To help you with your parent communication this year, we've written 13 parent emails (one for each series) and 13 series' worth of social media posts.

To get started, open the **Parent Email** for each series, customize them, and then send or schedule them.





Once your emails are finished, open the **Parent Communication Guide** for that series, copy and paste our social media posts into your social media scheduler, and supplement those posts with any additional posts or announcements specific to your ministry.

WHAT WE'VE PROVIDED

- 13 editable parent emails.
- 13 sets of social media posts (one for each series).

ABOUT THE AUTHORS

KENNY & ELLE CAMPBELL

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Kenny and Elle were youth pastors in Buffalo, NY (home of the chicken finger sub) for almost ten years. Kenny was the Middle School Pastor and Elle was the Small Groups and Volunteer Coordinator for Middle School Ministry. While they were there, they founded Stuff You Can Use, a youth ministry resource company, as a way to share the resources they were already creating for their ministry with others.

Today, Kenny and Elle live in Atlanta, GA, where they lead the Stuff You Can Use team full-time, host the podcast Youth Ministry Answers, coach and train youth workers around the country, and serve students and small group leaders every Sunday as youth ministry volunteers.

Kenny and Elle are also the creators of [Eventfeed LIVE](#) and [PHARISEES: The Party Game](#), and Elle has co-authored the books [Creating a Lead Small Culture](#) and [The Art of Group Talk](#).

When Kenny and Elle aren't creating youth ministry resources, they're usually playing games, listening to podcasts, exploring new cities, and looking for things that make them laugh.

If Kenny could ride any animal into battle, he would choose a sand seal (the rentable variety, not the wild ones) because it worked pretty well for Link when he was fighting Divine Beast Vah Naboris.

If Elle could hang out with any celebrity, she would meet Emma Watson at a used book store because Hermione Granger and the Hogwarts library are sadly not actually real.

And if you want to chat with Kenny or Elle about youth ministry, board games, pizza, or which podcasts you're currently listening to, reach out on social media! They like making new friends.