



Presbyterian Church of Aotearoa New Zealand

DEVELOPING A STRATEGIC PLAN IN RESPONSE TO YOUR KIDS FRIENDLY SELF REVIEW

Many churches have expressed difficulty in developing a strategic plan for children’s ministry. The Kids Friendly self-review process helps churches identify their strengths, weakness, opportunities and challenges and set goals for effective ministry to children and families.

Your church’s strategic plan for children’s ministry should reflect these. Below is an example of how you can develop a strategic plan from your Kids Friendly self-review.

1. A HEART FOR CHILDREN

EXAMPLE AIM/OBJECTIVE

We aim to be a Kids Friendly Church that welcomes, nurtures and celebrates children; encourages children’s belonging and participation in the life and worship of our faith community; creates opportunities for children to experience the love of Christ; values children for the love and life they bring to the whole church family and recognises that children create opportunity for all ages to learn from, respect and appreciate one another.

EXAMPLE GOALS

(these will reflect what you already do in this area and any new goals you have identified)

TIMING

We will challenge all elders to get to know the names of three Children this year, and something about each child and to welcome them by name and talk to them.

We will have a statement about our intent to welcome and provide for children in our order of service.

YOUR GOALS

TIMING





2. VISION, MISSION, STRATEGY

EXAMPLE AIM/OBJECTIVE

We aim to be a Kids Friendly Church that is visionary and creative in the way it ministers to children. We are committed to planning, resourcing and budgeting for effective children’s ministry and to valuing, empowering and equipping our children’s leaders.

EXAMPLE GOALS

TIMING

We will develop a children’s ministry vision, mission, values and strategy to reflect our church’s vision.

We will invite key children’s leaders to be represented on session.

YOUR GOALS

TIMING

3. KIDS FRIENDLY SUNDAYS

WELCOMING CHILDREN

EXAMPLE AIM/OBJECTIVE

We aim to be a Kids Friendly church that intentionally welcomes children by name and engenders a sense of belonging for all children.

EXAMPLE GOALS

TIMING

We will set up a welcome table in the front foyer to Welcome all children and record attendance. This will be decorated by the children and “manned” by an adult and child helper each week.

Feb 12

We will develop a welcome pack for new children to include a registration form, children’s newsletter and little gift.

Feb 12

A KIDS FRIENDLY CHURCH: WELCOMING CHILDREN

YOUR GOALS

TIMING



CHILDREN IN WORSHIP

EXAMPLE AIM/OBJECTIVE

We aim to be a Kids Friendly church that intentionally engages and involves children in our all age worship service to develop leadership and a sense of belonging.

EXAMPLE GOALS

TIMING

We will develop a roster of child helpers to contribute to the first half our worship service.

We will plan children’s time to introduce the teaching for the day.

We will introduce a children’s ritual (lighting the Christ candle) to mark the start of children’s time.

We will purchase a children’s mat to place at the front of the Church to encourage children to sit up front so they can be more effectively engaged.

A KIDS FRIENDLY CHURCH: CHILDREN IN WORSHIP

YOUR GOALS

TIMING

SUNDAY SCHOOL

EXAMPLE AIM/OBJECTIVE:

We aim to offer a Kids Friendly Sunday children’s programme that is welcoming, fun, safe, educational, well planned and resourced and where children can grow in Christ, develop as leaders of our church and truly belong.

EXAMPLE GOALS

TIMING

Welcoming children

We will develop a welcome pack for new children

New children will be visited by their leader after attending three times



Celebrating children

We will display children’s art on a specially erected notice board and as backdrops to children’s songs on PPT.

Pastoral care of children and families

We will develop a term newsletter that will be delivered to children’s home personally by leaders during the last week of the school holidays.

Administration

We will appoint an administrator who will update the roll as registrations are received.

A KIDS FRIENDLY CHURCH: SUNDAY SCHOOL

YOUR GOALS

TIMING

Welcome:

Celebrating children:

Pastoral care of children:

Administration:



A KIDS FRIENDLY CHURCH: SUNDAY SCHOOL

EXAMPLE AIM/OBJECTIVE:

We aim to offer a Kids Friendly Sunday children’s programme that is welcoming, fun, safe, educational, well planned and resourced and where children can grow in Christ, develop as leaders of our church and truly belong.

EXAMPLE GOALS

TIMING

Identity

We will display our vision, mission and values on the Sunday School notice board

Programme

We will introduce a global mission project by sponsoring a World Vision child and encouraging children to give each week.

We will develop a puppet ministry involving older kids and present a show monthly in church or in Sunday School.

We will organise one social event per term to facilitate positive relationships between children and families

Facilities and Resources

We will re-paint the rooms and erect new noticeboards and curtains to make it more aesthetically appealing and welcoming to children

A KIDS FRIENDLY CHURCH: SUNDAY SCHOOL

YOUR GOALS

TIMING

Identity:

Programme:



Facilities and Resources:



A KIDS FRIENDLY CHURCH: SUNDAY SCHOOL: Our Leaders

EXAMPLE AIM/OBJECTIVE:

We aim to develop children’s ministry leaders who are passionate and creative and valued, empowered and equipped to effectively minister.

EXAMPLE GOALS

TIMING

Our Leaders

Monthly planning meetings for leaders will be held.

All leaders will be encouraged to attend Way2Go Leaders training event.

YOUR GOALS

TIMING

Our Leaders:

A KIDS FRIENDLY CHURCH: SUNDAY SCHOOL: Safety

EXAMPLE AIM/OBJECTIVE:

We aim to ensure that all children participating in our children’s ministry programmes are emotionally, physically, sexually and spiritually safe and that leaders are trained in safety.

EXAMPLE GOALS

TIMING

Safety

Safety training will be included in our leaders training events.

The board of managers will inspect the premises bi monthly.

We will report any hazards to the board of managers using the appropriate form.

YOUR GOALS

TIMING

Safety:



4. MISSION CULTURE/OUTREACH

A KIDS FRIENDLY CHURCH: OUTREACH

EXAMPLE AIM/OBJECTIVE:

We aim to be a church committed to knowing and serving its community of children and families.

EXAMPLE GOALS

TIMING

Outreach

We will offer a community Kids Club on Thursday evenings during the winter terms.

We will work with neighbouring churches to organise a Light Party.

We will visit local school principals to develop a positive working relationship and identify needs in our community.

A KIDS FRIENDLY CHURCH: MISSION CULTURE/OUTREACH

YOUR GOALS

TIMING

5. VALUED CHILDREN

A KIDS FRIENDLY CHURCH: VALUING CHILDREN

EXAMPLE AIM/OBJECTIVE

We aim to be a Kids Friendly Church that values children, encourages them to contribute to the life of the faith community and develops positive relationships and pastorally cares for our children and families.

EXAMPLE GOALS

TIMING

We will organise a social event each term for children and families to get to know each other.

We will display children's art on noticeboards in our buildings and in the church.



We will communicate regularly with children through email, once a term newsletter, phone calls and visits. Every child will receive at least once visit each year.

We will drop off a birthday card and balloon on every child's birthday.

YOUR GOALS

TIMING

6. VALUED CHILDREN'S MINISTRY STAFF

EXAMPLE AIM/OBJECTIVE:

We aim to be a Kids Friendly church that values, encourages and supports the people who work with children.

EXAMPLE GOALS

TIMING

Staff

We will include our children's ministry worker in the strategic planning process and ensure invite her to share progress, challenges and opportunities at session meetings on a quarterly process.

We will pay for bi-monthly supervision for our employed children's ministry worker.

Our minister and children's minister will have weekly catch-up meetings.

Our staff are police checked.

Volunteers

All volunteers will receive training in safety and our code of conduct.

All volunteers will be asked to sign a declaration of non-criminal conviction.

A KIDS FRIENDLY CHURCH: CHILDREN'S MINISTRY STAFF

YOUR GOALS

TIMING



7. A SAFE AND HEALTHY ENVIRONMENT

EXAMPLE AIM/OBJECTIVE:

We aim to be a Kids Friendly church that is welcoming, clean and safe for all children and their workers. We aim to be informed of and honour national safety requirements for working with children.

EXAMPLE GOALS

TIMING

Supervision of children

All our staff and volunteers will be trained in our supervision and behaviour management policies to ensure that all children are safe when participating in activities at our church. This will be done at the beginning of the year and before we commence any new initiative.

Health and Safety Policy

We will review our policies at the beginning of each year and before the commencement of a new initiative and if the event of an accident or incident.

We will appoint a safety officer who is responsible for maintaining the physical safety of the building and scheduling safety training and policy reviews.

A KIDS FRIENDLY CHURCH: HEALTH AND SAFETY

YOUR GOALS

TIMING

8. EFFECTIVE ADMINISTRATION

EXAMPLE AIM/OBJECTIVE:

We aim to be a Kids Friendly church that maintains up to date databases of contact details for all children involved in our church activities.

EXAMPLE GOALS

TIMING

Record Keeping

We will keep an up to date excel database of all the children involved in our programmes.



Attendance

We will record all children's attendance and ask that children are sig out on leaving our programmes.

Budgeting

We will keep record of our expenditure and income to ensure it is in line with our budgets.

Policies and Procedures

We will develop and apply policies for all our activities with children.

Management

All our staff and volunteers will be clear about reporting and accountability structures.

A KIDS FRIENDLY CHURCH: EFFECTIVE ADMINISTRATION

YOUR GOALS

TIMING

9. A COMMITMENT TO SELF REVIEW

EXAMPLE AIM/OBJECTIVE:

We aim to be a Kids Friendly church that has procedures in place to review all that we do in our ministry with children so that we can respond to needs appropriately.

EXAMPLE GOALS

TIMING

Programming

We will review our programmes after each season and encourage feedback from our users through the use of surveys and conversation.

Policies

We will review our policies annually and in the event of an incident or accident.

Staffing

Our paid staff will be annually reviewed.

Kids Friendly status

We will conduct the Kids Friendly review every three years.

A KIDS FRIENDLY CHURCH: SELF FEVIEW

YOUR GOALS

TIMING

10. A KIDS FRIENDLY MINISTER

EXAMPLE AIM/OBJECTIVE:

We aim to be a Kids Friendly church that has a minister that models ways to be Kids Friendly.

EXAMPLE GOALS

TIMING

We will have fortnightly meetings with our minister to discuss our Ministry and identify opportunities for pastoral care, involving children, planning our Sunday programme etc.

Our minister will plan and deliver children's talks once a month and work with other volunteers to deliver these on other Sundays.

A KIDS FRIENDLY CHURCH: MINISTER

YOUR GOALS

TIMING
