

RESOURCE SHEET



KIDS MINISTRY
NEW ENGLAND

VBS Director's Job

Being a VBS director is always exciting and can be overwhelming because a successful VBS doesn't just happen. It takes a prayer warrior, a visionary, a goal setter, a planner, an organizer, and a team leader. Our role is to lay the foundation for VBS so that our volunteers and kids have the best VBS.

"What's your why for VBS at your church?"

Before any plans for VBS are made start with the 'why.' VBS brings a unique level of excitement and energy to your church like probably nothing else. It's fun for kids, and it's great for families. We see conversations about Jesus happen in a natural setting and hearts changed for eternity.

Whys might include:

- Lead Kids to desire a personal relationship with Christ
- Impact children by teaching truths through age-appropriate Bible study
- Make a positive impact on families

Task 1: Start Planning

Start Early - Planning should begin six to nine months ahead.

- **Pray** - The most important part of planning for VBS is prayer. No amount of planning, organization, experience, or leadership impacts VBS like a group of people committed to praying over VBS before it even begins. National Day of Prayer for VBS is May 19, 2024.
- **Set Goals** - Evaluate the previous VBS and set a few specific goals towards improving this year's VBS. If this is your first year as a director, ask!
- **Delegate** - Share the load to help others feel invested in VBS and to avoid burnout. Create a team that represents every facet of VBS.
- **Stay Focused** - All the extras of VBS can easily distract from the main things – sharing the gospel and relationship building.

Planning Processes

Create a Comprehensive Calendar - with all the things that need to be done in the months, weeks, and days before, during, and after VBS. Then decide when it needs to be done.

Key dates: Planning/Training Dates, Kickoff/Registration Event, VBS Preparation Day, Prayer walk, VBS Celebration Event.

Create a Budget - A budget give structure and helps define the priorities of your VBS. Every church budgets differently. You may not be able to set the total amount for VBS, but you can decide the best use of what you have. Use last year's record of expenses as a starting point.

Stretch your Budget by asking church members for needed craft, snack and classroom supplies. Partner with local churches to share curriculum and decorations.

Enlist a volunteer to contact local business for contributions. Challenge an adult class to sponsor a class or rotation.

Choose Your Format—Evaluate last year's event and begin there. Consider the age groups you will include. What classes will you need for each age group?

Choose the hours, number of days, and times you plan to do VBS:

Traditional 5-Day; morning, afternoon or evening / Once a week throughout the summer / One Day, Weekend, and Two Weeks are other options

Select the children's rotation option that fits your church's size and space:

Rotation Schedule: Worship Rally, Age group Bible Study then leaders go with their group to rotation sites (crafts, recreation, snack, music, missions)

Leader Rotation: Rotation leaders come to Bible Study rooms to lead rotation activities.

Self-contained Classrooms: All activities are done without moving kids or leaders.

Bible Study Rotation: Bible Study is included and taught in the rotation schedule.

Make a Schedule - Remember the most important element is Bible Study. Consider the time frame of your VBS (3 hr., 2.5 hr., etc.), Worship Rally and the rotations you include.

Order Curriculum – VBS curriculum is available for preschool through adults. Choose resources to best fit the needs of your VBS. Start purchasing curriculum 4–6 months out.

Task 2: Enlist and Train Your Leaders

Leaders are the infrastructure that make VBS happen! Train and equip them for their role at VBS.

Pray: Start with prayer. Pray that the Lord would send the right workers. Ask potential volunteers individually. Seek out the men and offer them opportunities to serve.

Start enlisting volunteers 4–6 months out. How many volunteers do you need after determining your schedule, format, and rotations?

Explain leader qualifications, expectations, and goals for VBS. Share the schedule. Provide job summaries (physical and digital copies) during enlistment.

Equip and train your volunteers for success:

- How to share the Gospel conversation in every opportunity
- Church safety and security procedures
- How to be intentional with parents during the week of VBS

Appreciation is the best volunteer retention tool. Possible ideas include:

- Provide childcare 20 minutes before and after VBS.
- Set up a "break room" with snacks for volunteers to enjoy during the week.
- Commission VBS leaders for their tasks during a Sunday morning worship service.
- Shoot video clips of boys and girls telling what they like about their teachers.
- Present each leader with a handwritten thank-you note.

Task 3: Promote and Publicize

- Enlist a Team – Find those gifted and creative.
- Promote Early and often. Summer plans are made quickly.
- Use a Variety of Ways - You never know what will catch someone's attention.
- Customize Your Promotion – Brand it and make it fit your church's character.
- Don't forget the Personal Invite
- Church Promotion –Decorations, Bulletins, Skits, Videos, Enlistment, Training
- Community Promotion – Flyers, News Release, Social Media Announcements, Promotional Banners, Brochure Distribution, Door Hangers, Booths or tables at community events.

Task 4: Register Participants

The registration process can be one of the most stressful parts of VBS for Directors and parents, but it doesn't have to be.

- **Determine the "must have" information** that is needed for each participant/family keeping your church policies and procedures in mind.
- Remember that for people who don't attend your church, registration is likely going to be the first interaction they have with your church.
- **Enlist a Team:** You want your registration team to be W.E.T. We want to be Welcoming, Efficient, and to capture the Total information. Enlist a group to oversee registration and plan extra team members for the first day.
- **Set a Registration Goal** —To have 80% of your participants pre-registered before day one of VBS.
- **Think of Portable Options** — Clipboards, iPads, or computers on a rolling cart are great options. If possible, have paper and digital registration options.
- **Review All Registration Information** —Remember, capturing information is important, but accurate information is what counts, not just for the week of VBS, but also for follow-up, allergies, medical needs, pick-up at the end of the day, and so forth.

Task 5: Continue the Connection/Follow Up

VBS doesn't end on the last day. VBS builds a lot of momentum, so having a plan in place for immediate follow-ups is crucial to continue that momentum.

Enlist a follow-up director. Utilize someone that wants to be involved but may be unable to be in person for VBS. Someone with organizational skill and big ideas to create strategies you can implement before and follow through after.

Embrace a relationship-building approach to follow-up. When you look at follow-up through the lens of relationships instead of a task, it changes the entire perspective on follow-up.

Bridge VBS with other ongoing programs for kids in your church. Having church staff and key leaders involved from regular church programming provides familiarity when they come back to your church. A familiar face can be a big encouragement to parents and kids.

Use every VBS event to provide opportunities for the families of your church to connect with unchurched families. Kick-off events, family nights, musical dramas, and more.

According to research, your retention rate is highest when you follow up within 48 hours.

Follow-up within 24 hours averages an 85% return rate while a 7-day follow-up averages only a 15% return rate.

VBS Director's Checklist

- | | |
|--|---|
| <input type="checkbox"/> Identify a suitable date for the Vacation Bible School | <input type="checkbox"/> Plan for safety and emergency protocols |
| <input type="checkbox"/> Get approval for VBS dates/time | <input type="checkbox"/> Create a registration form for participants |
| <input type="checkbox"/> Choose your VBS theme and curriculum | <input type="checkbox"/> Publicize the event through various channels |
| <input type="checkbox"/> Develop a program schedule (day time, evening, weekly, one day) | <input type="checkbox"/> Begin pre-registration process |
| <input type="checkbox"/> Determine Volunteer Needs and prepare job descriptions | <input type="checkbox"/> Prepare and distribute necessary materials to volunteers |
| <input type="checkbox"/> Enlist volunteers and define their roles | <input type="checkbox"/> Set up the location with decorations and necessary equipment |
| <input type="checkbox"/> Enlist follow up team | <input type="checkbox"/> Conduct a final meeting with volunteers |
| <input type="checkbox"/> Plan and arrange for refreshments and meals | <input type="checkbox"/> Send out thank you notes to volunteers and participants |
| <input type="checkbox"/> Plan Family Night | |
| <input type="checkbox"/> Order necessary supplies for activities and decorations | |



VBS Webinar/For VBS Directors ONLY

March 2024

