**Family Ministry - Promotion**Communication:  
Exec 4/19  
Leadership Team Email 4/19  
Exec Summary 4/21

**Bottom Line** – Every June we will promote children ages 3 and up into their next ministry.

**Goals:**

* To celebrate this exciting season for each child. Family Ministry will go above and beyond to make the weekend feel special and celebratory.
* To create a smooth transition for both the child, parent, and leader through relationship and communication.

**FAQ’s**

* **What about Movin’ On Up? “**Promotion Weekend” is the name that has replaced “Movin’ On Up,” but it’s the same concept. The updated nuances include:
  + Preschoolers move up to Kindergarten on Promotion Weekend (instead of on their birthday).
  + Kindergartners join the elementary ministry.
* **When will Promotion take place?**  
  Promotion will occur the second weekend of June as Kids/Students have graduated from their previous grade. This is the timeframe Movin’ On Up historically happened. We will do a Ministry Launch in August as families return their summer adventures and build church back into their weekend rhythms.
* **What if a kid/student/parent doesn’t want to make the move?** As always, we want this transition to be a smooth one for families. We recognize that some of the big promotions (Ex. Kindergartners to Elementary, 5th graders to Student Ministry, etc.) can come with many questions and emotions. Campus Teams will work individually with those families who may need a few extra weeks adjusting.

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**When**

* The second weekend in June; unless otherwise noted.

**Where**

* All CedarCreek campuses

**Branded Name**

* Movin’ On Up will now be called Promotion Weekend

**Promotion Strategy**

* Family Ministry Email
* Updates to Ministry Websites
* Social Media

**Execution Details**

* Communication
  + Family Ministry Emails
  + Social
* Campus Signage
  + Signage will be posted on all check-in screens reminding parents to check their child into the next grade.
* Experience
  + The Central Family Ministry Team will work with Kids and Student Directors to plan a celebratory weekend
  + Large Groups and Small Groups will be crafted with a meaningful send-off the weekend before promotion and an energetic welcome the weekend of promotion.

**Staff Role**

* The Central Family Ministry Team will work with Kids and Student Directors to ensure they are equipped with vision, signage and supplies.
* Ministries Project Manager will ensure the database has been updated and check-in is ready to go.

**DreamTeam Role**

* Kids and Student Directors will equip DreamTeam with vision and talking points for guests. In addition, we recommend as many Guest Service DreamTeam as possible during this Promotion season to help check-in, answer questions, and escort families to new rooms/ministries.