**CedarCreek Kids – Make a Difference Adventure Box**

**Vision Doc**

**Bottom Line**

Create a pre-packaged self-guided family adventure experience to engage families in the spiritual journey by making a difference through serving others on the Second Saturday of September 2021

**Goals:**

* Participation:
  + 20% of the family attendance for the weekend of 09/11/21 participate
  + 20% of disengaged families as of 8/1/21 (most current report) participate
  + OR all boxes are distributed
* Re-Engagement:
  + An increase in the weekend attendance of disengaged families through 10/31/21

**FAQ**

* **What difference are we making through these Adventure Boxes?**

The box will be a self-guided experience for families to participate with that will serve others and make a difference in their lives. We will have multiple activities for families to choose from. The purpose is to show how families can connect together, have fun, all while making a difference in their local communities.

* **How does this re-engage families that are disengaged?**

We know that families are creating new habits in this season of not attending church. We also know that families are looking for ways to do things together. This is a “low bar of entry” way to take the church experience to the family’s home and neighborhood. By equipping families with a fun activity that promotes giving back to others, it can help families see the value in a connection to a local church. The call to action after participating in the Adventure Box, included in the box and in follow up communication, is to join us for a weekend service and take a next step of engagement.

* **How are we delivering these boxes?**

Kids Central Team will distribute pre-packaged boxes to all campuses. Campuses will provide a pick-up schedule for families to collect their box the weekend of 09/04 or the Second Saturday, 09/11. Campus Teams can take it upon themselves if door to door delivery is an option they choose to offer for unique situations.

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**Roll Out Doc**

**When**

* Leadership Team – May 2021
* Kids Staff – May 2021
* Kids DreamTeam Roll Out – Late July 2021
* Engaged Families – August 2021
* Disengaged Families – August 2021

**Promotion Strategy**

* August 2021
  + Campus Calling/ Texting Campaign to disengaged families inviting them into this adventure
  + Family Ministries Monthly Email **–** Details for how to sign up for your “Make a Difference Adventure Box”
  + Campus and Kids Ministry Social Media post
  + Add details to Second Saturday website through Next Steps Directors
* September 2021
  + Family Ministries Monthly Email **–** Details for how to sign up for your “Make a Difference Adventure Box”
  + Campus and Kids Ministry Social Media post
  + Campus Second Saturday Emails
  + Reminder email to families that signed up on how to participate through Kids Directors
  + DreamTeam Huddles
  + Weekend Vision Cast September 4/5 (if possible)

**Execution Details**

|  |  |  |
| --- | --- | --- |
| **ACTION STEP REQUIRED** | **WHO IS RESPONSIBLE** | **DUE** |
| Campus box quantities confirmed | Campus Pastors | 06/01/21 |
| Finalize:   * Procurement items * Instructional video scripts * Website vision and sign up details * Communication talking points | Kids Central Team | 06/7/21 |
| Request all promotion and procurement with a 08/02/21 in-hand deadline   * Website * Text Quick Link “AdventureBox” * Instructional Videos * All produced materials * All promotion communication * All follow up communication/resources * Box contents (based on campus goals) | Kids Central Team | 06/14/21 |
| Run report of current disengaged families for communication to equip Kids Directors | Kids Central Team | 08/01/21 |
| Begin contacting engaged and disengaged families with vision and sign up opportunity. Communicate how many boxes we have available; “while supplies last.” | Kids Directors | 08/09/21 |
| Deliver pre-packaged boxes to campuses | Kids Central Team | 08/26/21 |
| Communicate pick up instructions to signed-up families via email | Kids Directors | 08/30/21 |
| Campus Team have boxes ready for pick-up | Kids Directors | 09/04/21 |
| Capture and engage with social media stories and provided link | Staff | 09/11/21 |
| Evaluate Project based on winning metrics | WIN Project Team | 09/20/21 |

**Staff Role**

* Kids Central Team
  + Articulate vision for Make a Difference Adventure Box and ensure execution details are completed
  + Ensure all needed promotion/communication/procurement are completed per deadlines
  + Ensure boxes are prepped and transferred
  + Ensure Kids Directors are equipped with:
    - Project vision
    - Communication details for families
    - Pre-packaged boxes
* Kids Directors
  + Own the vision and strategy for Make a Difference Adventure Box
  + Ensure their DreamTeam; especially Group Leaders, create excitement and invite
  + Connect with engaged and disengaged families to invite them to participate
  + Create and execute campus distribution plan
  + Comment and engage with social media stories

**DreamTeam Role**

* Create excitement around the project and invite kids/families to participate
* Assist Kids Directors with calling/ texting campaign when applicable
* Share social media stories
* Help with delivery strategy of boxes as needed

**FAQ’s**

**What are we considering disengaged families?**

We are identifying disengaged families as those who have attended 6 times in 2019 and have not checked in since. As of March 2021, that number was 862 families. That number will be re-run in August 2021 with household names for invite communication.

**How many boxes will we have available?**

400 boxes. Based on current Kids attendance, we recommend the following boxes, and Local Outreach funds, per campus:

FN- 68 (17%) $850

OR- 24 (6%) $300

PB- 124 (31%) $1,550

ST- 36 (9%) $450

WT- 76 (19%) $950

WH- 72 (18%) $900

**What is the overall budget for this project?**

This project is being funded from two budgets: Kids Central Budget and Campus Local Outreach Budget. Each campus will be invited to give a certain percentage (adding up to $5,000 collectively) of their campus budget. The total breakdown would be $3,000 Kids Central Budget and $5,000 Campus Local Outreach budgets. Campus Teams have extra margin in their Local Outreach Budgets due to less projects in the COVID season. With a total of $8,000 we are able to provide 400 total boxes.

**How long will this opportunity be available for families?**

The Make a Difference Adventure Box will be encouraged as a Second Saturday serve project in September; creating momentum and a sense of community as families participate together. However, families can choose when they decide to complete the activities if that weekend isn’t a good fit. Any leftover boxes will be available for families to give away while supplies last. Post-evaluation will help us determine if we will offer an experience like this again.

**Is this the only Second Saturday Serve option for September?**No. We are considering this a DIY project for families as an alternative option. Campuses are still asked to plan an in-person serve experience per the vision for Second Saturdays. If campuses would like to incorporate an element of the box for their in-person serve (Ex. invite families to bring their box and work on something together) they are welcome to.

**What is the follow-up plan?**

1. Encourage family engagement with the church.
   1. The box will include:
      * Vision around serving; Information from Orange on the value of teaching your kid about serving others
      * Share your experience with us (Pictures, Videos summary of experience, etc.)
      * Invite to engage with CedarCreek Kids and resources
   2. Post-Email sent from Kids Central including:
      1. Thanks for making a difference!
      2. Share your experience with us (Pictures, Videos summary of experience, etc.)
      3. Invite to engage with CedarCreek Kids and resources
      4. Experience Survey
2. Kids Central Team will cross-reference families who were previously disengaged, signed up for the Make a Difference Adventure Box, but did not return to a weekend service by 10/31/21. They will follow up with a personal invite back to church.

**How will we evaluate?**

Evaluation will be collected via the Project Team for all campuses to speak into. In addition, a survey will be sent to families who participate.

**What’s in the box?**

* Branded CedarCreek Kids Box
* Packaging material
* Branded Vision sheet with instructions
* CedarCreek Kids Invite and Resource Highlight
* Lemonade Packets – 3 per box
  + <https://www.amazon.com/Country-Time-Lemonade-Flavor-Drink/dp/B0041IGMJA/ref=sr_1_4?crid=5B820TINTIN1&dchild=1&keywords=country+time+lemonade+single+packets&qid=1620243135&s=grocery&sprefix=country+time+lemonade+%2Cgrocery%2C190&sr=1-4>
* Bingo Card with activities listed, including dice (Activities TBD)
* Arts Supplies
  + Assorted Colored Paper: <https://www.amazon.com/Neenah-80944-01-Astrobrights-Colored-Cardstock/dp/B01LX0UJBN/ref=sxin_10?asc_contentid=amzn1.osa.38813107-2e5f-4a89-a2df-58f3f681ba0f.ATVPDKIKX0DER.en_US&asc_contenttype=article&ascsubtag=amzn1.osa.38813107-2e5f-4a89-a2df-58f3f681ba0f.ATVPDKIKX0DER.en_US&creativeASIN=B01LX0UJBN&cv_ct_cx=colored+paper&cv_ct_id=amzn1.osa.38813107-2e5f-4a89-a2df-58f3f681ba0f.ATVPDKIKX0DER.en_US&cv_ct_pg=search&cv_ct_we=asin&cv_ct_wn=osp-single-source-pecos-desktop&dchild=1&keywords=colored+paper&linkCode=oas&pd_rd_i=B01LX0UJBN&pd_rd_r=35b16bed-d1c0-4d4b-90f3-f470e9bf0fdc&pd_rd_w=yOEzA&pd_rd_wg=FFCUA&pf_rd_p=9ca0c43d-5b2f-4d08-be2c-4bf20950d3e4&pf_rd_r=MZS8X05BTXF53XEKWE97&qid=1620243265&s=arts-crafts&sr=1-1-c26ac7f6-b43f-4741-a772-17cad7536576&tag=offersblog-20>
  + Markers: <https://www.amazon.com/Crayola-Ultraclean-Broad-Washable-Markers/dp/B00IYDM814/ref=sr_1_4?dchild=1&keywords=markers&qid=1620243370&s=arts-crafts&sr=1-4>
  + Stickers: <https://www.amazon.com/SAVITA-Stickers-Scrapbooking-Including-Dinosaurs/dp/B07HT9Y48V/ref=sr_1_5?dchild=1&keywords=kids+stickers&qid=1620243602&sr=8-5>
  + Tissue Squares: <https://www.amazon.com/Outuxed-4800pcs-Squares-Assorted-Scrapbooking/dp/B07V9LK579/ref=sr_1_1_sspa?dchild=1&keywords=tissue+squares&qid=1620243661&sr=8-1-spons&psc=1&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUEzTE5UVjQ0TUlWTERLJmVuY3J5cHRlZElkPUEwOTIzNjI0M1RGU1M1SDIyN1g1TCZlbmNyeXB0ZWRBZElkPUEwMjc4NzMzM0VXQVBPNVdYREtKUiZ3aWRnZXROYW1lPXNwX2F0ZiZhY3Rpb249Y2xpY2tSZWRpcmVjdCZkb05vdExvZ0NsaWNrPXRydWU>=

Glitter Glue: <https://www.amazon.com/Crayola-Washable-Glitter-Assorted-Colors/dp/B00000J0SK/ref=sr_1_6?dchild=1&keywords=glitter+glue&qid=1620243693&sr=8-6>