**CedarCreek Kids – Family Faith Plan Project Plan (Vision and Roll out)**

**Vision Doc**

**Bottom Line**

One of our joys as a church is to partner with parents, at every age and stage. The Family Faith Plan is a digital resource to equip parents with developmental insight and practical ways to lead their child’s growing faith.

**Goals**

* Create an online resource for parents to access regularly, encouraging and equipping them to lead their children spiritually with intention and consistency.
* Ensure parents are aware of their child’s next steps by providing age-appropriate resources and developmental insights with practical application for parents to use regularly.
* Create a “one-stop-shop” summary of all the resources our church provides to equip families; organized by age.
* Equip Group Leaders with a practical resource to encourage and cue parents on a consistent and strategic basis.

**Broad FAQ’s**

* *How will we leverage the content?*

We are creating a Family Faith Plan website (CedarCreek.tv/FaithPlan) to house all of the content. This website will be shared and highlighted in multiple ways including, but not limited to:

* Family Ministry Monthly Emails
* Ministry Websites
* Social Media
* Group Leader influence
* Parent Strategic Focus monthly content (Currently being developed through WIN Team)
* Other applicable series/initiatives (Ex. Integration with the new app and Spiritual Journey Tracker)
* *How will we know our goals are being met?*

We know that helping parents see their role as spiritual leaders of their home, along with feeling equipped to use the resources we provide (as well as others!) will take time. However, we will be evaluating progress and wins through Family Ministry surveys, life-change stories, conversations, group leader feedback and page views/downloads. In addition, at a later time we will be looking for ways to integrate this information into a dashboard-style view (such as my.cedarcreek.tv) and/or the new app to allow for even more customizing and tracking.

* *When will we evaluate content and strategy?*

We are rolling out the Family Faith Plan in two versions. V.1 will provide the main structure with content. V.2 will offer more video elements, life-changes stories, and hopefully more customizable features. The resources, and its application, will be formally evaluated at least every 6 months.

**CedarCreek Kids – Family Faith Plan (FMFP)**

**Roll Out Doc**

**When**

* May “It’s Just a Phase; Don’t Miss It” (i.e. “Phase”) Series

**Promotion Strategy**

* + Exec Team – Vision and Roll Out Docs, opt in email campaign 5/3
  + Leadership Team – Vision and Roll Out Docs, opt in email campaign 5/4
  + All Staff   
    -April All Staff meeting – FMFP Vision

-Exec Summary - Vision and Roll Out Docs, opt in email campaign 5/5

-Staff Video reiterating FMFP vision and explaining opt in email campaign 5/5

* + Kids and Students DT – ongoing roll out of FMFP vision; opt in email campaign as of 5/5
  + Other DT – FMFP vision and opt in email campaign as of 5/5
* Guests
* Weekend service
  + Week 1 during message - Launch FMFP and opt in email campaign (use website video, show website and several age pages, text “FAITHPLAN” to 419-419-0707)
  + Week 2 during message – Reiterate FMFP and opt in email campaign
  + Week 3 vision cast – reiterate FMFP and opt in email campaign
  + Week 4 vision cast - reiterate FMFP and opt in email campaign
* Websites
  + Link on Kids/Student ministry websites
  + Link on /Kids and /Student websites
  + Video on /Preschool and /Elementary sites for page resource vision, including the Faith Plan.
* Emails
  + May Family Ministry Email to highlight FMFP
  + FMFP included in the May Series Promotion email to all actives
* Social
  + Kids, Student, and CedarCreek posts weekly throughout “Phase” series
  + Kids and Student posts every 6-8 weeks ongoing
* Family Ministries Groups
  + Group Leaders will be equipped to use FMFP resource on a regular basis to partner with parents
* Parent Strategic Focus (currently in progress)
  + Regularly highlighted

**Execution Details**

* Kids Central will work with Arts on promotional details
* Family Ministries Central Team will ensure Next Steps are equipped with vision to equip Family Hubs.
* Family Ministries Central Team will ensure Kids and Student Teams are equipped with vision and training
* Kids and Student Directors will equip their DreamTeam Leadership with vision
* Kids and Student Directors, in partnership with their DreamTeam Leadership, will share vision with entire DreamTeam
  + Kids Group Leaders will receive additional vision during the upcoming Group Leader Training.
* XD of Ministries working with Ben on weekend message content related to FMFP and opt in email campaign.

**Staff Role**

* Family Ministries Central will ensure Kids and Student Teams are equipped with vision and training.
* Kids and Student Teams will ensure their DreamTeam is equipped with vision and training.

**DreamTeam Role**

* Group Leaders will be equipped to use this resource on a regular basis to partner with parents.

**FAQ’s**

*Where did the content come from?*

The majority of the Faith Plan content came from Orange Curriculum. We look forward to adding resources, and updating Orange content as they continue to research and develop, in future versions.

*Is this the exclusive resource we should be suggesting to parents?*

The short answer, no. We recognize parenting resources can be found everywhere. We recommend Orange (Ex. Parent Cue) resources because we trust their Biblical foundation and the research and development that goes into their products. The Faith Plan also includes individual resources (Ex. book recommendations) within each age group. It’s a broad resource meant to be a good starting point to help equip parents.