**Family Ministry Parent Communication**

**Vision Doc**

**Bottom Line –** To enhance our Partner with Parents strategy, Family Ministry will communicate using a monthly video update to parents via email.

**Goals**

* Starting in December 2021, provide a monthly video update with series information, parent equipping/encouragement and event details.
* Increase our open rate by providing a video update.
* Promote occasional opt-ins for parents to receive more encouragement and equipping from Family Ministries to include:
  + Parent Cue content
  + Series specific information
  + Event details and sign ups
  + Text/email campaigns (Ex. Content from the Parent Strategic Focus)
  + Etc.

**Broad FAQ’s**

* *What’s the best way to communicate with parents? Is email outdated?*

According to current findings, email is still an industry standard for communication. With opt-in permission, we also look forward to experimenting with some more specific content. Orange and our Parent Strategic Focus give us strategy for parent communication. Social Media is another tool we use to communicate however this looks different as Kids/Student social audiences are not the same.

* *Who will film the monthly updates?*

The Senior Directors of Kids and Students will film on a regular basis. 2-3 minutes is the goal. Occasionally other voices may be invited to share specific vision or purpose.

* *Who owns the relationship with parents, campus or central?*

One of our Family Ministry strategies is to Partner with Parents. While Campus Teams own the relationship between Kid/Student and Parent (fostered through Group Leaders) the Central Team owns broad vision and communication for church-wide content, events, initiatives, etc. We will give thought to not over-communicate or saturate inboxes. As an example:

|  |  |  |
| --- | --- | --- |
|  | **Weekly** | **Monthly** |
| **Central** | Occasionally (Ex. Opt-In Campaign) | Regularly |
| **Campus** |  | Occasionally (Ex. Child Dedication) |
| **Group Leader** | Occasionally | Regularly |