

# Facebook Live: Creating a Great Experience for Families

## Life.Church Open Network

When it comes to our LifeKids ministry, there's a reason we bring our best week-in and week-out. **We want kids and families to want to come back.** And we want them to come back because we're passionate about leading people to become fully devoted followers of Christ. It's why we work so hard to create an environment that feels welcoming, fun, and safe.

Every part of your church matters, but a thriving kids ministry is vital to creating a place families want to be. Here are a few ways you can ~~aim to~~ create a great experience for families.

### Before Service

Before each weekend begins, the LifeKids team walks through the entire area to make sure everything is clean and ready for the weekend. This is called an Excellence Walk, and you can download our **Excellence Walk Checklist** free on the Open Network.

<https://open.life.church/resources/3280-lifekids-excellence-walk-checklist>

One of the areas we focus on during the Excellence Walk is our Guest Services area. This is where new families go to check in their children. Our Guest Services desk is the face of LifeKids, so **we're very intentional about details relating to a warm and friendly check-in.**

Here's what we do:

- While a parent completes a family information card (name, date of birth, and contact information), a Guest Services leader talks with and gets to know the child being checked in. **Tip: We address the child first, and the family second.**
- Once the Guest Services leader enters the information from the family information card into our system, we print a name tag for the child and a parent tag for the parent. We add a special sticker on the child's name tag so their classroom teachers know it's their first time attending.
- The new family then receives our welcome kit, a red bag containing a welcome letter from the LifeKids pastor, a brochure that explains in detail what LifeKids is

and the curriculum used, and some LifeKids swag (stickers, balls, etc.) for the kids. These bright red bags serve two purposes: to welcome and inform families and to help our staff team spot new families in our church so they can make sure their first experience is amazing.

- Next, the Guest Services volunteer walks the family to the classroom and introduces the child to his/her classroom teacher.
- Finally, a leader is ready at the door to greet the family and kneels down to meet each child eye-to-eye. The leader is also available to answer any questions from the parents.

## During Service

**One of the core values of LifeKids is safety**, so every volunteer has been background-checked and approved to serve in each room. All staff and volunteers wear LifeKids t-shirts to clearly indicate they are part of the ministry. It's the little touches like this that can bring uniformity and professionalism to put parents at ease.

For parents or kids who might be a little apprehensive, a leader in the room can even text updates or pictures to the parent at various points during the service as reassurance that everything is going great. **Going the extra mile like this really indicates the level of care and importance given to each family.**

## After Service

So the beginning and middle parts of the experience have been great—and now you want that feeling to continue when it's time to leave.

As a first step to accomplishing this, during the pick-up conversations we encourage our leaders to **celebrate what went well**. Be specific!

We also send home an Adventure Book for a follow-up activity or a Resource Card that explains in detail what the child learned during the lesson. This helps kids to “take church home.” **In LifeKids, our goal is to partner with parents to lead their children to become fully devoted followers of Christ.**

Babies also get “Changed with Love” diaper stickers. We change every diaper, and these stickers let parents know their child was cared for during their experience. Knowing their child was noticed, cared for, and loved helps parents trust our kids ministry.

Even after services are over, there are plenty of ways to keep showing love and kindness to the new families who visited. For an initial follow-up, the LifeKids pastor or associate pastor will personally send the parents a text thanking them for coming—the parent phone number comes from the contact card they filled out during child check-in. This is a good time to encourage questions, offer to meet for coffee, and let them know what’s coming up next week. Our pastors tell us that parents have been very appreciative of this personal touch!

For long term follow-up, the leaders always mail notes to the kids thanking them by name for coming, recalling specific details, and expressing excitement about seeing them again. (Kids love getting mail!) **This not only encourages the kids but also lets parents know that someone is investing in the life of their child.**

## Questions from the Live Event

1. How do you handle latecomers?

We want everyone to experience the same great welcoming environment, so our Guest Services leaders stay at the counter even after service has begun. We also have a leader in each room who lingers at the door to welcome and direct children who show up after the curriculum has started.

2. What metrics do you use to measure success?

The most important number we look at is **returning families**. If kids are coming back, we know we’re doing a good job engaging them. Another important metric is the number of **new families**. If we’re projecting a fun, welcoming, and safe environment in our community, our ministry will attract new families and grow.

3. What is the ratio of kids to leaders?

We have a specific system we stick to:

- 0 – 23 months: 1 adult leader for every 4 kids
- Age 2 – Kindergarten: 1 adult leader for every 6 kids
- 1<sup>st</sup> Grade – 6<sup>th</sup> Grade: 1 adult leader for every 10 kids (plus audio/video personnel to run the experience since our lessons are audio/video-based)

4. How do you prevent bad attendance or low energy from volunteers?

When encouraging our volunteers, **we always lead with the “why.”** We build energy by casting vision for why we do what we do and why it matters. (Our pre-service volunteer huddles are a good time for this.) Also, we have LifeKids coaches who are dedicated to supporting our LifeKids volunteer leaders. Our coaches are available for encouragement and meetings to help our leaders feel **needed** and **known**.

## Related Free Resources

- Excellence Walk Checklist: <https://open.life.church/resources/3280-lifekids-excellence-walk-checklist>
- LifeKids t-shirt file: <https://open.life.church/resources/3273-lifekids-shirt>
- Bible App for Kids Curriculum: <https://open.life.church/preschool>
- Konnect Curriculum: <https://open.life.church/categories/303-elementary>