

LEADER CONVERSATION GUIDE

How to Re-Engage KIDS & STUDENTS

(ft. Reggie Joiner and Kristen Ivy from Orange) - Episode 196

Reopening and Re-Engaging Our Churches in the Mission (Part 3)

Engaging kids and students may have been the most challenging aspect of ministry during the Covid season. Everything shifted online, including school and church; suddenly kids wired for participation and activity were stuck in front of screens Monday through Friday, then again on Sunday morning. Digital fatigue set in and every family was stretched thin. Some gave up altogether.

The fact of the matter is that most of our pre-Covid strategies weren't very effective either. So, as we reopen and re-engage our churches, we have a unique opportunity to take risks, learn from our mistakes, and discover new opportunities to disciple our kids and students like never before. In this episode, we discuss how helping kids and students grow their faith means we also really need to figure out how to engage and equip their parents.

Wisdom from Orange

In Part 3 of our re-engagement series, we're joined by Reggie Joiner and Kristen Ivy from [Orange](#) to discuss what the future of kids and students ministry *should* look like in a post-Covid context. Reggie and Kristen provided us with some great encouragement, but some hard truths as well. Here's what stood out:

- *"It's always been harder to do ministry for kids and teenagers. That's why your best talent should be put in those spaces. And that's why your budget should reflect that—because what's the faith of the next generation worth?" (Reggie)*
- *"It's going to be both/and moving forward... we have to provide more options than ever before. Both digital and physical. Both large and small. We just have to be thinking about more than one way for a family to participate." (Kristen)*
- *"We all have to own the fact that before COVID ever happened, we were losing influence with parents and families around the country." (Reggie)*

- *“There may not be a winning formula right now because we’re all in the lab, and that might be where we need to sit for a while.” (Kristen)*
- *“The goal would be for every church to sit around as a team and ask, how can we expand our definition of success to include families who may never come to our church on Sunday morning?” (Reggie)*
- *“This generation needs hope like never before. And that’s what the light of the church can do if we’ll just stick with it.” (Kristen)*

Four Key Takeaways and One Action Step

1. **We need to bring our best for the next generation.** We have to prioritize our talent and financial resources toward our kids and students ministries.
2. **We need to provide options for parents.** Both physical and digital options need to be available, beyond just Sundays.
3. **We need to empower our teams to take risks.** Most of our strategies weren’t really working before Covid anyway, so now is the time to experiment and fail forward.
4. **We need to redefine the win.** The goal is discipling kids to experience an everyday, vibrant faith, not to attend a service once a week.

Action Step: Build a relationship with a parent who’s not in your church and ask them questions about parenting. What parenting challenges are they facing? How would they describe their relationship with their kids today? What are their desires for their children? And based on those responses, how could someone best help them to win as a parent today?

Next Steps

RE-ENGAGE: An Unstuck Roundtable on Carrying the Mission Forward in the New Normal

Sign up to join us on July 20 for a [FREE Webinar](#) to share more best practices and learnings from churches who are leading the way in reopening and re-engaging their people. We can’t promise you all the answers for navigating these uncharted waters, but it’s our hope that you will leave this event re-energized and empowered to lead well in the Fall 2021 season.

[Register Now](#)

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