



KiDs Beach Club® 2020-21

7 Steps to an Awesome Virtual Beach Club

1. Gather Your Volunteers

A Virtual Beach Club certainly doesn't need the same number of volunteers as an in-person club, but you should still line-up volunteers! What are some ways to use volunteers in your Virtual Clubs?

- Praying for kids and their families.
- Sending character word postcards each week to promote the club and connect with the family.
- Calling parents to welcome them to your virtual club and introduce your church.
- Delivering KBC Bibles/Hosting a Bible distribution at your church.
- Tracking the attendance through KiDs Online Management System (KOMS), noting students who missed a week, as well as those families that are extra-engaged, then referring students for follow-up.

2. Promote Your Clubs to Parents

- Email the parents of students who were in club last year.
- Provide flyers to the school telling about the virtual club or posting on Peach Jar.
- Promote on the school's social media such as their school newsletter, FB, Twitter, Instagram, etc.
- Announce on your social media, website, and in your church services.
- Send parents to your specific club webpage to register their kids.
- Reach out to current families in your church and prospects whose students attend your Beach Club school(s).
- Put up KBC Virtual Club yard signs around town (graphics provided by KBC).

3. Promote Each Week's Club

- Promote on social media with the link to KBC's platform. All the videos will be watched on KBC's platform which will allow attendance tracking.
- Promote through KBC's character word postcards by sending to the students each week encouraging them to watch the next episode.
- Promote through church service announcements.

4. Connect with Families

- This is the most important aspect! Look for every opportunity you can to connect with these families such as...
 - i. Provide prizes, certificates, KBC T-shirts, etc. once a student attends a certain number of weeks or every so often. All of these are "reasons" for you to connect with families in a natural way.
 - ii. Call or text families to offer prayer.
 - iii. Make sure families know how to find your church services online.



5. Give Out Bibles!

- Just like in-person clubs, every Beach Club student who has not received a KBC Explorer's Study Bible will get one. You determine how best to distribute these Bibles...
 - i. Schedule and make home visits to the front door.
 - ii. Have a designated time for parents to drive through your church parking lot and pick it up.
 - iii. Other ideas??? The sky's the limit!

6. Be Creative!

- There are many ways to use Virtual Beach Club to promote your church and connect to families. Some churches will...
 - i. Encourage their student to watch the week's club by a certain day and time and invite to a group Zoom meeting to discuss the lessons, character word, etc.
 - ii. Film their own short video with their club volunteers talking about club or expanding on biblical truth discussed in club.
 - iii. Encourage students (with their parent's permission) to make home videos acting out the lessons or other elements and then submitting to the church to show on its social media.
 - iv. Do social media posts of church volunteers talking about Beach Club content.
 - v. Have a Beach Club Saturday at your church or at a park, encouraging kids to hang out, play games, and learn more about the teachings they are getting in Beach Club. You can use KBC's free Surfs Up! curriculum for these events.
 - vi. And many, many, more. Unleash the creativity in your church!

7. Expand Your Ministry!

- With Virtual Beach Clubs, for a nominal cost you can target new schools where you do not have a Beach Club.
- Ideal if you have students in your church that go to multiple schools, if there is a neighborhood you are targeting for outreach, or you just want to connect with more families across your community.
- Through KBC's Virtual Beach Club ministry, KBC will also be discovering students in your area and can recommend new schools for you.

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