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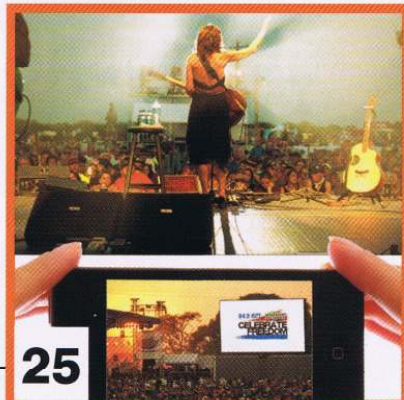
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## The Ministry Making Jesus Cool in Schools

*By Starlene Stringer*

With so much publicity about what Christians aren't permitted to do in public schools you may be surprised to learn what is being done to share God's love with students through popular organizations like Kids Beach Club.

KiDs Beach Club® is a ministry dedicated to connecting kids to Christ and His church through after-school, faith-based clubs called Beach Clubs. The clubs consist of children in 3rd-6th grade that meet after school for one hour, one day a week for 24 weeks each school year. The gatherings – or beach clubs as they're called – are described as high-energy and filled with fun.

There are five steps to the KiDS Beach Club program:

- **Get Connected Time** - Kids transition from school into the club with a snack and fun activity or object lesson while attendance is taken.
- **Worship Time** - After sitting in class all day, kids get pumped up with a little hip-hop style dancing and music.
- **Memory Link Time** - Kids are rewarded for memorizing Bible verses.
- **Bible Connection Time** - Children enjoy Bible stories told through drama, role play or storytelling.
- **Make it Stick Time** - Activities and games are played to review the lesson.

While beach club meetings are structured to be fun, the overall goal is serious. Kids Beach Club was established to take the message of Christ into the heart of the community and by partnering with churches and schools their goals are being reached.

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94.9 KLTY's Starlene Stringer with the local KiDs Beach Club® Staff at a Natalie Grant Concert benefit.

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Since 2004, Kids Beach Club has grown from one church in North Texas to 54 church partners in 8 states and 77 schools. So far, nearly 27,000 children have attended beach clubs and almost 3,700 of them have made Jesus their “Forever Friend.” Prior to their attendance, 55% of beach club goers had no church affiliation and 30% had no concept of Christ. Now they do!

“Kids Beach Club is an exciting way to expand ministry to children, said Gateway Church Executive Senior Pastor, Tom Lane. Other church leaders agree. The Senior Pastor of First Baptist Euless, John Meador said, “Kids Beach Club has been an incredible outreach tool for our church,” and “the people of Kids Beach Club keep us equipped and in touch with ways to reach families for Christ.”

A new way Kids Beach Club is reaching young people and their families is by expanding to other venues. In 2012, KBC teamed up with Hawaiian Falls Waterparks. Through their partnership, KBC was able to hold beach club meetings at local waterpark locations over the summer months. The Director of Culture, Coaching and Community for Hawaiian Falls, Rod Jones said the organization has their support because, “We think everybody needs to be involved with an organization like this. Hawaiian Falls wanted to partner with Kids Beach Club to showcase not just on campuses at school, but in the community and waterparks, that kids need to know Jesus.” The President and Founder of Kids Beach Club, Jack Terrell, agreed and encouraged others to support them, “It helps us to expand and grow and do all that we want to do for kids. We want to make Jesus cool at every elementary school!” Judging by the organizations growth and support, that goal may soon be a reality.

To offer your support or to learn to more visit: [www.KidsBeachClub.org](http://www.KidsBeachClub.org).