

What It Really Takes To Reach Young Families: The Foundation - Episode 364

What It Really Takes To Reach Young Families (Part 1)

If a church is engaging young families, it's pretty easy to see. What's less obvious to the outside observer is all the decisions they have made to become a church that parents and kids want to attend—**what it really takes**.

There's much more to it than curriculum, facilities or finding the right staff, and through this series, we are going to unpack all of what goes into it.

In this first episode, we explore why reaching young families needs to be a priority and the tensions we know pastors are feeling around it.

Key Quotes

1. TONY: "The reality is if we're not reaching kids or their parents, our church is aging."
2. AMY: "The challenges facing young parents today are very different from what these older pastors faced when their own kids were young."
3. TONY: "You have to decide to become a multi-generational church that's focused on reaching young families if you want to reach them."
4. AMY: "These young families are the future of the church."

Self-Assessment: How Are We Doing?

1. Let's take a few minutes to determine the percentages of kids and students in our church:
 - a. What percentage of children (birth through elementary) engage in our ministry?
 - b. What percentage of students (6th through 12th grade) engage in our ministry?
 - c. What is the total percentage of all kids and students (birth through high school) engaged in our ministry?
2. How does the total percentage of all kids and students in our church compare to the local population percentage of the same group?
3. Thinking about the benchmarks The Unstuck Group uses to ensure churches are reaching multiple generations (20% of total attendance is kids; 10% is students), how do our percentages measure up?
4. Based on these comparisons, how would we rate (on a green/yellow/red scale) our current strategies to reach young families?

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