

# Vision & Leadership for a Multigenerational Church - Episode 365

## *What It Really Takes To Reach Young Families (Part 2)*

**Who is responsible? When kids' attendance numbers are down, senior leaders can tend to blame the kids' pastor.** But the truth is that the children's pastor has very little control over creating the necessary environment for reaching young families. The church's leadership and vision are big factors.

Before Tony Morgan's tragic passing in early September 2024, we had recorded the remaining podcast episodes in this series on "What It Really Takes To Reach Young Families." Tony was passionate about this topic and had so much practical wisdom to offer. We've decided to release the remaining episodes of this series over the next few weeks.

For Part 2, Tony and Amy had a conversation specifically about the aspects of ministry vision and leadership that are essential to the success or failure of kids' pastors in their roles.

### *Key Quotes*

1. TONY: "You actually have to be a church that is thinking multigenerational across every aspect of your ministry, including services, programming and discipleship strategy."
2. AMY: "When I go to churches, I can tell almost instantly when I walk in a building if they're reaching young families just by the design and the feel of the gathering space."
3. TONY: "Every time we ask an adult to either attend or serve in one of those adult environments, it's pulling them away from saying yes to serving in our kids' ministry environments."
4. TONY: "The churches that are seeing growth are churches that are prioritizing Next Gen staffing, but specifically in the kids' ministry area."

### *Self-Assessment: How Are We Doing?*

1. In what ways do we currently design our weekend experience around young adults, specifically millennials?
2. If a visitor walked into our church, would they be able to tell immediately that we desired to reach young families from our facility and its décor? What are two or three things we could do that would make us even more family friendly?
3. Do we currently have enough enthusiastic volunteers for all areas of our kids' ministry? If not, what changes (either timing or pruning) could we make to boost engagement?
4. What pivotal roles are we missing when it comes to staffing for our Next Gen ministries?
5. When can we set aside a day to have our entire leadership team discuss the question, "What are the strategic priorities for creating the right framework to become a church that reaches young families?"

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