

# Innovation & Creativity in Kids Ministry

## Feat. Justyn Smith - Episode 366

### *What It Really Takes To Reach Young Families (Part 3)*

**One thing is often overlooked when it comes to engaging kids and families—the environment.**  
Creating compelling ministry spaces is crucial for reaching the next generation.

Justyn Smith from PlainJoe Studios has 22 years of experience in kids' ministry. He works with some of the most innovative and creative churches in the country to develop compelling ministry spaces for children. In this episode, we invited Justyn to share what he's learned about reaching the next generation through dynamic environments.

### *Key Quotes*

1. JUSTYN: "If you can design a space that not only captivates kids but is also a space that volunteers enjoy being in as well, that makes a big difference."
2. JUSTYN: "If you spend time on your why, you're going to create a space that's not centered around any specific leader but instead is centered around your mission and vision as a church."
3. JUSTYN: "Sometimes, when you can create those memories for someone, it's basically a seed you planted, and it could cause them to want to come back (to the faith)."
4. JUSTYN: "I guarantee you there are people in your church who are gifted in ways that you're not tapping into that could change the trajectory of your kids' ministry."
5. JUSTYN: "You can invest in a lot of things in the church, but one place you'll never go wrong is investing heavily in your kids' ministry."

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

1. When we consider our kids' environments in light of the best practices shared in this episode (*knowing audience, intentional storytelling, safety, interactivity, functionality and flexibility and a welcoming atmosphere*), what are our greatest strengths and weaknesses?
2. Thinking about how Justyn described a successful children's ministry, how would we rate ourselves on a red/yellow/green scale in the following areas:
  - a. Making children feel like they belong
  - b. Creating memorable experiences
  - c. Going all-in on Bible engagement
3. Going forward, what should we focus on improving (both in terms of our environments' weaknesses and the areas we marked as red or yellow)?

Listen to the episode on iTunes or at [theunstuckgroup.com/episode366](https://theunstuckgroup.com/episode366).

## *Special Thanks to Our Sponsor for This Episode*



Horizons Stewardship utilizes a collaborative and integrated ministry framework designed to fit each organization's unique culture and support church and faith-based nonprofit leaders in their mission to grow disciples and fund ministry through coaching, planning, technology and analytics.

Horizons has over three decades of experience and has developed a spiritually focused approach that consistently yields more funding for ministry and more effective disciple-making strategies. With the support of seasoned ministry strategists, proven generosity guides and ICF-trained coaches, ministries that partner with Horizons experience, on average, a double-digit increase in giving within the first year.

Interested in learning more? [Click here.](#)