

Children's Ministry "Image Improver" Ideas

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Purpose

The "image" of children's ministry is the perceptions of the value of children's ministry held by the senior pastor, board members, parents, and other church attendees. These perceptions will either be a barrier to recruiting, support, and multiplication of the ministry, or they will propel the ministry to greater levels of fruitfulness. The following ideas are "human" techniques to enhance the "image" of the children's ministry. These all must be bathed in prayer, recognizing that God is the developer of all ministries!



1. **Testimonies** – The most powerful influencers on other people are testimonies from those who serve in the CM or those who have been blessed by the CM. These testimonies are shared during the worship service or in an adult Bible study. The testimonies should be short (under 2 min.) and focused on the impact that the CM has made.
 - a. **A CM team member** – Regarding the joy of serving in the children's ministry.
 - b. **A parent** – The impact that the CM has made on his/her child.
 - c. **Associate pastor** – Support for what the Lord is doing through the CM.
 - d. **Amazing teen** – A teen, who is doing amazing things (mission trips, evangelistic work on campus, etc.) gives a testimony highlighting the value of the children's ministry and its impact on his/her life.
 - e. **Senior Pastor comments** – After the testimony the senior pastor shares positive comments about the CM and encourages the audience to join the CM team.
2. **Short Videos** – Much like "trailers" for movies, these videos show specific "glimpses" into the CM. They are designed to captivate the viewers visually and to communicate positive messages about the power of the CM team and experiences.
 - a. **Team members in action** - Current CM team members interacting with children (teaching, talking, laughing, etc.)
 - b. **Children having fun** – Children enjoying the experiences in the CM (laughing, interacting with other children, praying, etc.)
 - c. **Parent encounters** – Supporting and interacting with parents at the doorways or in the halls.
 - d. **Moving soundtrack** – A powerful song that "wraps" around short "hints" of voices and words.
 - e. **Senior Pastor comments** – After the video, the senior pastor shares positive comments about the CM and encourages the audience to join the CM team.
3. **Praise Reports** – During the announcement time, "statistics" or praise reports of the children's ministry are shared.
 - a. **New Christians** – "Three children accepted the Lord last week in the fourth-grade class."
 - b. **Discipleship** – "Last week, the fifth-grade class all committed themselves to being pure before the Lord."
 - c. **Ministry/Service** – "This past week, 12 children and their parents served the homeless of our city."
 - d. **Senior Pastor comments** – After the information, the senior pastor shares positive comments about the CM and encourages the audience to join the CM team.



4. **Inspiring Children Images** - During the announcement time, images of children are shown interspersed among the PowerPoint announcement slides with positive statements about the CM.
 - a. **Worshipping** – Children with hands raised or eyes closed obviously worshipping.
 - b. **Praying** – Children with heads down and deep in prayer or praying for other children.
 - c. **Helping** – Children helping others.
5. **Children As Greeters** - Children greet those who enter the auditorium.
 - a. **Hand out bulletins** – With smiles and “good morning” greetings, they hand out the bulletins.
 - b. **Senior Pastor comments** – Before his sermon, the senior pastor shares positive comments about the children greeters and encourages the audience to join the CM team.
6. **Images of Children** – Pictures of children praying, worshipping, or laughing are displayed along the hallways leading to the worship service. These images include words or phrases to emphasize the importance of children, such as:
 - a. **“Powerful!”** – The Children’s Ministry helps children become powerful examples of God’s love!”
 - b. **“Next Generation!”** – The Children’s Ministry is building the next generation of Godly servants!”
 - c. **“God’s Favorite!”** – The Children’s Ministry is caring for God’s favorite people – His children!”
 - d. **“Examples!”** – The Children’s Ministry is helping children become examples of God’s love!”
 - e. **Senior Pastor comments** – Before his sermon, the senior pastor comments on the posters of children and encourages the audience to join the CM team.
7. **“Live” Stories of Children** – Children who are making an impact in their school, neighborhood, or community, are brought to the stage and their stories are told by the senior pastor.
 - a. **Images of the child “in action”** – Images of the child doing what he/she is known for are shown on the screen as the senior pastor tells the story.
 - b. **The child’s parents** – The parents can stand with the child on stage.
 - c. **Senior Pastor comments** – The senior pastor comments on the power/value of children and encourages people to join the CM team.
8. **Printed Stories of Children** – Stories of children (similar to #7, above) printed on half sheets and inserted into the bulletins.
 - a. **Child’s picture** – A picture of the child is included in the printed story.
 - b. **Child stands and waves** – The child is asked to stand and wave during the service.
 - c. **Senior Pastor comments** – The senior pastor comments on the power and value of children and encourages the audience to join the CM team.
9. **Video Interviews of Children** – Children are interviewed about what they are doing for the Lord.
 - a. **Witnessing at school** – Stories of how he/she spoke up for God or witnessed about Jesus.
 - b. **Memorizing scripture** – Highlights the value of scripture and recites a verse from memory.
 - c. **Praying for others** – Comments about the power of prayer and his/her own prayer life.
 - d. **Making tough decisions** – Comments about the challenges he/she faces and how he/she decides what choices to make.
 - e. **Child and parents introduced** – The child is asked to stand in the audience and wave, then his/her parents are asked to stand.
 - f. **Senior Pastor comments** – The senior pastor comments on the power of children and good parents, then encourages the audience to join the CM team.

