

2023 VBS TRAINING

Monday, May 1, 2023
PROMOTING YOUR VBS

WEBSITE

Basics

dates, times, ages, theme, pricing, schedule, location, contact info, pics + videos from last year

Registration

grade completed or grade entering? allergies? special needs? photos ok? emergency aid ok?
how did you hear? previously attended? church home?

FAQ Page

what to wear? bring? how to drop off? pick up? how are kids safe? what will they learn?
what about inclement weather? cancellation?

INTERNAL

- Start teaching songs now!
- Cross promote in all areas (food banks, SS, adult Bible study, weeknight, etc.)
- Any printed material - include a QR code to website/registration page; Make a small postcard to hand out, for kids to hand out, to include in your bulletins (2 to give away)
- Taster Sunday - have some of the snacks available after the service; Utilize list from last year, member list, AWANA list, etc.

EXTERNAL

- Remember who your audience is!
- Banner, yard signs, school flyers/postcards
- Popsicles at the park
- Ask church members that have kids on sports teams to pass out postcards; Offer an incentive for kids in your church to invite a friend
- Create "date night" vouchers
- Hold a coloring contest - local restaurants
- What businesses do people in your congregation own or work for? How can they promote there?
- Host a Family Night BEFORE VBS instead of after
- Invite daycare centers via email - send them something they can print and pass out
- Capitalize on high attendance Sundays - set up a large display in the foyer, giveaways

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SOCIAL MEDIA

- Again, remember your audience!
- Create a plan - schedule in advance
- Always give a call to action - route back to webpage
- Utilize polls in Facebook posts
- Utilize stories, reels
- Find a "mom influencer" or a teen that can help
- Create a Facebook event - have everyone share it at the same time on Sunday morning
- Boost your Facebook event \$
- Create a Facebook ad \$
- Use images in your posts
- Post within your community groups
- Sneak peeks! - show unboxing, decorating, etc.
- Film short videos of kids "What's your favorite part of VBS?"
- Use Facebook Lives
- Utilize hashtags
- Continue posting on social media throughout VBS week

ADDITIONAL INFO:

- [Next Door app](#) - post about VBS within neighborhood app
- [QR Code Generator](#)
- [Canva for free for non-profits](#)