

The logo for BCMD (Bible Curriculum Ministries Development) is displayed in white, bold, sans-serif font against a dark purple background.A banner featuring a group of diverse children of various ethnicities and ages, smiling and looking towards the camera. The text "Kidmin Forum" is overlaid in large, white, bold, sans-serif font.

Kidmin Forum

VBS Promotion June 2, 2020

Notes, Takeaways & Resources

Questions to answer before you think about promotion...

- What type of VBS are you having?
virtual, backyard kid's club, outdoor, one day, weekend, etc.
- Who is your target audience this year
(ie. backyard kid's club - kids in a specific neighborhood)
- How much of your VBS budget do you want/need to spend on promotion

Traditional Promotion

- church's website
- church's Facebook page
- church newsletter (electronic or mail)
- pastor announcement
- banner in front of church/marquee announcement
- postcards/mailers (flyers) - they still have their place!
- door to door (backyard kid's club)

Facebook Promotion

- create an event
post on church's Facebook page, encourage congregation to share the event on their personal pages, if they have a local business - ask them to share the event on their business page, share on local community pages,
- "boost" your event
for as little as \$10 you can choose a target audience and expand your reach by up to 500 people, the more money you choose to spend, the more frequently you will reach your target and the larger your reach gets
- post short videos on your church's Facebook page
testimonial from a child last year who had fun
testimonial from a teenager who use the attend VBS or who serves in VBS

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highlight a volunteer - in what area do they serving, how long? have them give a sneak peek into the craft or Bible lesson or game

sneak peeks of crafts, skit characters, music, etc.

do a series of videos that connect leading up to VBS

keep it short a minute or less!

go live! live video gets 3x the engagement then a regular video

- post reasons why VBS is important, especially this summer, use statistics
- always encourage people to “share” and always include the link to register!

Outside the Box Promotion

- yard signs, make them reuseable from year to year (no date)
- food distribution centers - get permission to tuck fliers inside bags of food
- customized face masks
- car art - decorate the back of your car and your congregation’s cars with window paint that includes your website link (see image on last page) during a drive in service get permission to decorate everyone in your congregation’s cars or have a two hour window where they can come to the church and have their window painted (one week before VBS)
- plastic hard hats with VBS info on it, hang on mailboxes or place on front door step of houses in neighborhood where doing backyard kid’s club
- free toilet paper rolls - label them “ROLL into VBS this summer!” place on doorsteps
- car parade in neighborhood where you’re hosting backyard kid’s club
- tip cards for members to leave at restaurants with VBS info on one side, encouraging Bible verse on the other
- posters in local businesses windows
- tape flyers to local pizza place’s boxes

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- host a local coloring contest through a few restaurants (they hand out the coloring sheets with their orders, on the back is your VBS info), winner gets gift card to restaurant (that your church purchases), have the coloring page be something like, “Draw a picture of what you did during the quarantine.”
- if you’re hosting a virtual VBS, schedule a time for families to “zoom” with you so that you can encourage them and walk them through your program - offer two sessions, daytime and evening

Have a back up plan!

If VBS or some variation of VBS is just not feasible, consider using your VBS budget money to host a family movie night at your church, outside. Rent an inflatable movie screen, invite families to bring a blanket and their dinner and enjoy an outdoor movie together! At the end of the movie, share the gospel with families. Send home thing small with the kids or hand out a promotion piece about your church or a fall event. You could even do this once in July and again in August! Pick a family friendly movie that you can relate the gospel to or a characteristic of Jesus, then lead into the gospel. Don’t miss the chance to minister to families this summer! Have fun!

Click directly on the resource name:

Banners On The Cheap

Signs On The Cheap

Car window paint

Kid’s construction hats - bulk

Maryland Youth Camp guidelines #1

Maryland Youth Cam guidelines #2

Socially distanced games for kids

**Canvas Discount -
custom face masks**

**Custom Ink -
custom face masks**