

Introducing Ideas

On the following pages you will discover some ideas that will help you in the promotion of Sunday School. A key to promotional ideas is to spotlight the work of Sunday School and to have fun doing it.

It is not uncommon for a church to put more emphasis on results instead of the work that produces desired outcomes. This can be seen in most 'High Attendance Day' campaigns. The focus of the campaign becomes the final result rather than the good work of Sunday School that encourages people in their attendance. It is good to set goals, but spotlight the work rather than the result.

Instead of High Attendance Campaigns, I switched to High Contact Campaigns about fifteen years ago. The advantage was that people were taught how they could impact attendance on a week-to-week basis by being faithful in making contacts. Usually the end of the campaign featured a special Sunday. Invariably, that Sunday would be well-attended (high attendance) and celebrated as a success. People cannot guarantee their attendance on a certain Sunday because of the potential for sickness and the unexpected. However, they can commit to the completion of a task at some point during a specified week. We always exceeded the contact goal and as a result, more people were present.

Am I against High Attendance Days? No, but I think the real emphasis (or equal emphasis) should be on the work and having fun inviting friends to Sunday School. Recognize and celebrate the work of the people: praise God for the results!

Additionally, you will find ideas to help you contact your community and members. It is important to invite people to Sunday School because statistics reveal that a high percentage of people come to Sunday School at the invitation of a friend. Help your Sunday School to become a friend to the people of the community.

LifeWay Christian Resources is a partner to Southern Baptists when it comes to the work of the church and Sunday School. You will be introduced to some LifeWay web pages that will assist you with ideas for starting new units, selecting a curriculum, providing supplemental teaching helps for teachers, and conducting a Sunday School Kick-off Campaign. I am sure you will appreciate what LifeWay has to offer. Please make note of their helps for planning VBS. There is a direct link between Sunday School and VBS. As the person directing Sunday School you need to see your role in supporting and following up on Vacation Bible School. Some of the best prospects and potential new leaders for Sunday School are discovered during VBS. Don't miss out!

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