

FAITH LUTHERAN



PRESCHOOL HARVEST STRATEGY

MISSION AND VISION

Faith Lutheran Church, Sharpsburg, Georgia

Our preschool exists as an arm of the outreach ministry of Faith Lutheran Church. Our mission is to communicate Christ to the children and families of our community by providing the premier early childhood center in Coweta County.

KEY PRINCIPLES FOR THE HARVEST STRATEGY

- **Centered on the Means of Grace.** We believe that the Holy Spirit creates faith when and where he wills as he uses the means of grace. Our harvest strategy seeks to get our school families where the means of grace are highlighted weekly: Sunday morning worship. This strategy is our attempt to be the best stewards of the means of grace that we can be by funneling prospects toward Sunday morning worship.
- **Excellence matters for outreach.** Running the premier early childhood center in the county will enable us to reach many more parents than running a mediocre program. We will bring our best for Christ.
- **We are counting on a long term commitment.** Parents enrolling in our preschool are committed to seeing us multiple times per week for 10-36 months. Our outreach work need not be hurried. We have time to build relationships with the families
- **We build relationships.** Through personal contacts, programs and procedures we will seek to build a personal relationship with every parent. After earning the right to be heard, we will clearly speak.
- **Every family will be taken through a taxonomy of outreach experiences.** The goal of the set of experiences is to have every unchurched family come to worship with us at least once this year.

MISSION – VISION GOAL

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Faith Lutheran Preschool exists as an arm of the outreach ministry of Faith Lutheran Church.

Our Mission:

To communicate Christ to children and their families by operating the premier early childhood center in Coweta County.

Our vision. We will...

- *Commit to excellence*
- *Build relationships*
- *Earn the right to be heard*
- *Provide a taxonomy of outreach experiences*
- *Engage every family with worship opportunities*

Our Goal:

The goal of our harvest strategy is to have 100% of unchurched families in the preschool worship with us at least one time.

TAXONOMY OF OUTREACH EXPERIENCES

Every family in the preschool is taken through the following list of outreach experiences. We treat preschool families differently than prospects during a canvass. We are planning on seeing the preschool families two or three times per week for a year or more. We want to make good use of that time. This set of experiences seeks to accomplish the following objectives:

- Make use of the long term commitment
- Familiarize the parents with our staff and facility and philosophy of ministry before inviting them to worship
- Give the parents reasons to come to church that center in their children
- Give the parents reasons to stay at church that all center in Christ
- Build on prior experiences
- Make use of secular calendar items that have inertia for outreach
- Integrate with the outreach plan of Faith Lutheran Church

| Experience | Time frame | Goal |
|---|---------------|---|
| Preschool Tour | February-July | Meet the director; signup for school. |
| Orientation Night | August | Meet the staff, the pastor |
| Party: Fall/Halloween | October | Invite to Fall Festival |
| Worship: Fall Festival | November | First church event |
| Adult Instruction Class (Fall) | November | Enroll any visitors from Fall Festival |
| Party: Christmas | December | Invite to Christmas Eve |
| Worship: Christmas Eve | December 24 | Church event, nothing to do with kids |
| Adult Instruction Class (Winter) | January | Enroll any visitors from Christmas Eve |
| Party: Easter | Before Easter | Invite to Easter Sunday |
| Worship: Easter Sunday | Easter | Big push church event |
| Adult Instruction Class (Spring) | April/May | Enroll any visitors from Easter |
| Party: End of Year | End of May | Invite to summer camps, final L/G message to everyone |
| Follow-up Visits | June-Aug | Home visits with any prospects not returning to program in the fall |

CENTERED ON THE MEANS OF GRACE

Our harvest strategy seeks to funnel everyone to Sunday worship. We are convinced that's a great place for unchurched families to have first contact. They will be surrounded by a culture defined by the means of grace; they will hear Law and Gospel; they will experience the body of Christ through our Christian family.

After attending worship, the families become part of the ongoing congregational follow-up program that includes thank you visits, level 2 and 3 visits, FaithBuilder invitations, etc.

EXCELLENCE MATTERS FOR OUTREACH

We seek to be the best preschool in the county because that will lead to many more opportunities to reach families. So we strive for excellence in everything for the sake of Christ. This is why we go through SACS accreditation processes and seek continuous improvement. This is why we want to be the best at what we do: because it opens doors for the Gospel.

Our reputation in the community is of utmost importance. Preserve it; protect it; build on it.

BUILD RELATIONSHIPS

Our parents make a long term commitment by enrolling with us. We will use that time to build relationships with them by interacting with them twice a day and creating opportunities for deeper connections.

Our preschool staff is the front face of Faith Lutheran Church: the parents will see what it means to be a Christian here at church by watching you. Be positive. Be friendly. Be a great teacher or aide. Preserve relationships by listening first and trying to address parental concerns. Be a servant of all.

We will know the names of the parents and greet them by name. We don't call them "Billy's mom," we say, "Good morning, Sally." Use the picture boards posted by your door to ensure you know everyone by name. We will have procedures like classroom checkin/checkout to ensure opportunities for relationship building.

Earn their trust. Earn the right to be heard.

PARTIES WITH A PURPOSE

Parents love coming to the parties! They are a great time to have fun with the children, but remember that they are one of the most important parts of our harvest strategy. This is the time for you to sit and eat and talk with the parents who have entrusted their children to you. The main goal is to invite them to the upcoming worship event (Fall Festival, Christmas, Easter, Soccer Camp).

Remember Party Rules are in effect:

- Staff will not talk with members during the party. You are only allowed to talk and sit with non members.
- Staff will stay and talk as long as parents want to hang out. No clean up until the parents have all left.
- Staff will seek to shine the light of Christ through their words, actions and attitudes.
- Staff will make every effort to ensure their attendance in church at the worship events to which we invited preschool parents.

CONTACT INFORMATION

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