

WEEKLY STRATEGY FOR ONLINE YOUTH MINISTRY

Just about everything in our lives looks different today than it did a couple of short months ago. Nobody could have been prepared for this drastic shift, but we have the chance to respond in a way that brings peace, normalcy, and even growth in our youth ministries. Today on the podcast, Kenny and Elle are bringing us 10 tips to build a strategy for adapting our youth ministry to a completely online world.

1 BUILD A STRATEGIC WEEKLY PLAN.

Your youth ministry strategy has always included teaching, discipleship, fun, events, great volunteers, and partnership with parents. Each one of these elements is crucial towards maintaining a healthy ministry, which is why it's critical that we find ways to adapt our strategy to our new reality, each week. For a detailed look at what this weekly plan could look like, check out this video!

2 ADJUST YOUR TEACHING METHODS.

Keep your sermons as short as possible. Pre-record your sermons. Introduce a "hybrid" method where you can make discussion a part of your sermon. Divide your content into bite-sized pieces that can be released throughout the week.

3 SHORTEN YOUR MESSAGES.

Take advantage of the Grow Message Builder and focus on deleting whatever you don't need. Look for pieces of the message that you could pull out of a sermon and post to social media, separately.

4 DO MORE DISCUSSION.

All of the time, but especially right now, students don't need more content to digest, they need someone who will listen to them and help them process what is happening all around them.

5 POST A ONE-MINUTE MESSAGE.

You can use this as a teaser, giving students a reason to tune in for the rest of the message, or as a recap, reminding students of this week's message and giving them a practical take-away. Either way, you can strategically engage students in just one-minute, or less!

6 DO A WEEKLY DISCIPLESHIP CHALLENGE.

We recommend starting your week with a challenge for students to engage at a greater level. Weekly devotionals, discussion groups, and opportunities to serve can be excellent challenges.

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7 **PLAY A GAME VIRTUALLY.**

You can find games that are made specifically to be played live, online or customize existing games to be online friendly. For some cool ideas, check out this tutorial on “Jackbox.tv” with Mark Oestreicher and this tutorial on livereacting.com with Kenny Campbell.

8 **MAIL SUPPLIES TO FAMILIES.**

We can do ministry from a distance in more ways than just being online, thanks to the mail! You can send an encouraging note to parents, supplies that will come in handy for an upcoming game, or a resource for a family to use together (just as a few ideas to get you started!)

9 **HOST A VIRTUAL PARENT DISCUSSION GROUP.**

Make your discussion topics specific to the current situation and give parents an opportunity to express what they have learned with other parents. This is a great opportunity for parents to ask for help and to be updated on your new weekly plan in youth ministry.

10 **PARENT AND SMALL GROUP LEADER BREAKFAST, ONLINE.**

Create a virtual environment for training and connection between leaders and parents. You can make this a bring your own breakfast event and lean into the awkward and the funny elements of being online, rather than in person.

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