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# Summer-to-Fall Growth Strategy

## Playbook for Your Church

School is out across the United States and families are planning vacations, camps for their kids and activities at church. It's the perfect time to begin announcing back-to-school events for both your members and guests.

Below is a playbook outlining an 8-week summer growth strategy designed to help your church attract new families and build momentum for a strong fall launch.



### 8-Week Calendar

#### **Week 1: June 23–29 — Community Listening**

Activity: Neighborhood or congregation survey (via Faith Teams QR code to a form)  
Goal: Identify event ideas and build local relevance.

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#### **Week 2: June 30–July 6 — Summer Celebration**

##### **Event: 4th of July Evening Gathering**

- Cook-out or potluck
- Lawn games, trivia, acoustic music, cornhole
- Short prayer or devotional

**Goal:** Community connection & visitor list building

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#### **Week 3: July 7–13 — Family Engagement**

##### **Event: Family Water Day**

- Water balloons, sprinklers, kiddie pools
- Popsicles and lemonade lounge for parents

**Goal:** Build trust with young families

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## **Week 4: July 14–20 — Vacation Bible School**

### **Event: VBS Week (evenings or mornings)**

- Theme example: "Camp Firelight"
- Sunday: VBS Celebration Service with kids singing

**Goal:** Connect with parents and promote Back-to-School Sunday

**NOTE:** Your VBS may start at a different time and may need to be switch weeks with other activities listed in this playbook. Other alternatives to VBS include day camps, mission-focused programs, sports clinics, field days, musicals, and even Christmas in July.

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## **Week 5: July 21–27 — Community Need Week**

### **Event:** School Supply Giveaway

- Partner with local schools
- Free prayer/coffee booth for parents

**Goal:** Serve the community + invite to fall launch

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## **Week 6: July 28–Aug 3 — Back-to-School Sunday**

### **Big Sunday Moment:**

- Student & teacher blessing
- Family photo booth
- Launch fall kids/youth programs

**Goal:** Mark the official start of fall ministry

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## **Week 7: Aug 4–10 — Welcome Series Launch**

### **Sermon Series: "Fresh Starts" or "Faith for the Real World"**

- Promote online & in-person
- Highlight small group launch dates

**Goal:** Draw visitors back with relevant topics

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## **Week 8: Aug 11–17 — Group & Volunteer Launch**

### **Event: Next Steps Lunch or Ministry Fair**

- Light lunch after service
- Booths/tables for groups, serving, youth/kids
- Simple gift: mug, magnet, or shirt

**Goal:** Get people connected and committed

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### **Promotion Tips**

- Weekly social media posts (use Canva for simple graphics)
- Text & email follow-ups to guests (with Faith Teams of course!):
  - "Thanks for coming!"
  - "Here's what's next!"
  - "We'd love to see you this Sunday!"
- Use QR code connection cards or paper sign-ins or even Faith Teams check-in at every event

### **Ongoing Sunday Highlights**

- 2-minute event promo each week
- Testimonies or quick interviews from guests or volunteers
- Sneak peek of fall sermon series

### **Optional Considerations**

- Facebook or Instagram Ads for community events (\$50–100 budget)
- Invite cards or door hangers (members deliver locally)
- Local newspaper advertisements