



# VBS FOLLOW-UP GUIDE

Turning a Great Week Into a Lasting Relationship





# VBS FOLLOW-UP GUIDE

## Turning a Great Week Into a Lasting Relationship

**License:**

You may use, edit, and adapt the information and templates contained herein for your ministry's use. You may also distribute them to others in your organization. You may NOT sell nor distribute them, or any derivative of them, in any way that represents them as an original work without written permission from Converge MidAtlantic.

Vacation Bible School fills a church building with noise, color, and kids who showed up because a parent trusted your church for a week. That trust doesn't end when the closing program does. This guide gives your team a simple, practical plan for what to do in the days and weeks after VBS wraps, so the families you met keep hearing from you.

Your church already did the hard part. You planned, recruited volunteers, decorated, taught, and hosted a week that kids will remember. What follows is shorter, cheaper, and just as important: staying in touch.

## Why Follow-Up Deserves a Plan

Most VBS follow-up dies for the same reason: everyone is tired. The week is over, volunteers go back to their normal schedules, and the sign-in sheets sit in a folder somewhere. A family who dropped off their child for the first time on Monday and never heard from the church again quietly concludes that the invitation wasn't really for them.

A plan fixes that, and it doesn't need to be complicated. Every family on your registration list falls into one of two groups: families already connected to your church, and families who are new to you. New families are the ones worth the most focused attention, because a single good week of VBS is often the only exposure they've had to your church.

The rest of this guide walks through what to do in the first two days, the first week, and the following month, along with templates you can copy, adjust, and send.

## The First 48 Hours

Speed matters here more than polish. A quick, warm message sent the same day or the next morning tells a family they were noticed, not just processed.

- ☐ Send a short thank-you text or email to every family within 24 hours of their child's last day.
- ☐ Have the VBS director or a pastor personally call first-time families, just to say thanks and answer any questions.
- ☐ If you took photos with permission, share a few with the specific families pictured rather than only a general post.
- ☐ Note anything a child said or did that a parent would want to hear, a memory verse learned, a friend made, a craft they were proud of.

## Days Three Through Seven

This is when a phone call or text gets followed by something a family can hold onto. A handwritten note costs a stamp and ten minutes, and it stands out in a mailbox that's otherwise full of bills and flyers.

- ☐ Mail a short handwritten card to each family, especially new ones. Keep it personal rather than a form letter.
- ☐ Include one clear, specific invitation: a service time, a family event, or a kids' program, with the date already decided.
- ☐ Give the practical details up front: where to park, where to check in kids, and what age groups meet where.
- ☐ Assign a real person, ideally someone the family already met, as the point of contact for questions.

## Weeks Two Through Four

The goal here shifts from thank you to belonging. Families decide whether a church is for them based on whether a second visit feels as warm as the first.

- ☐ Host a low-pressure reunion, an ice cream night, a park meet-up, or a family movie evening, and invite VBS families by name.
- ☐ Introduce parents directly to the children's ministry leader or Sunday school teacher their child would have.
- ☐ If a family attends a service, have someone greet them by name and sit with them if it's their first time.
- ☐ Keep a simple record of who has responded, who hasn't, and who needs one more invitation before you let it go.

## Ready-to-Use Templates

Adjust names, dates, and tone to match your church. Keep the wording simple and specific; a clear invitation outperforms a clever one.

### Text Message, Sent Within 24 Hours

*Hi [Parent Name], this is [Your Name] from [Church Name]. [Child's Name] had such a great week at VBS, thank you for letting us be part of it! We'd love to see you both again this Sunday at [time]. Let me know if you have any questions.*

### Email or Letter, Sent by Day Five

*Dear [Parent Name],*

*Thank you for bringing [Child's Name] to Vacation Bible School this year. It was a joy having them with us all week.*

*We'd love to keep getting to know your family. We have a [family event, e.g., ice cream social] on [date] at [time], and no sign-up is needed, just come as you are. If Sundays work better, our kids' programs run during our [time] service, and [teacher name] would love to meet [Child's Name].*

*If you have any questions at all, you can reach me directly at [phone/email].*

*Warmly,  
[Your Name]  
[Church Name]*

## Phone Call, First Week

Keep this conversational. The goal is a real exchange, not a script read word for word.

- ☐ Introduce yourself and mention one specific thing their child enjoyed during the week.
- ☐ Ask how the week went from the parent's side, then actually listen.
- ☐ Mention the next event or service time as a low-pressure invitation, not an obligation.
- ☐ Thank them again and let them know who to contact with questions.

## Family Follow-Up Tracker

Copy this table into a spreadsheet or print it for your team. Even a basic version prevents families from being forgotten.

| Family/Child | Contact Info | First Contact (Date & Method) | Response | Next Step |
|--------------|--------------|-------------------------------|----------|-----------|
|              |              |                               |          |           |
|              |              |                               |          |           |
|              |              |                               |          |           |
|              |              |                               |          |           |
|              |              |                               |          |           |
|              |              |                               |          |           |
|              |              |                               |          |           |

## A Few Reminders

Every family that walked through your doors this summer took a small step of trust, whether they've never set foot in a church or have been part of one for years. That step deserves more than a single thank-you and silence afterward.

Not every family will respond, and that's fine. A good follow-up plan isn't measured by how many people join your church by fall. It's measured by whether your church did its part: reaching out, staying warm, and leaving the door open.

If you need help building out this plan for your specific church, Converge MidAtlantic is glad to walk through it with you.