**CedarCreek Kids**

**New Family Strategy**

The following strategy allows us to live out our GUEST principles to serve new families and give them an excellent first-time experience.

**Strategy:**

1. Check-In – The family will be warmly greeted and added to our database. Check-In tags and security procedures will be explained.
   1. The more information we have the better we can serve them. *(Ex. An email address on file will provide them with a Family Ministries update every month.)*
   2. Rock Check-In tutorials are posted on CreekHelp.
2. Vision – The family will be gifted with a New Family Folder. Check-In Leaders will use the contents to cast vison around what kids and families will experience:
   1. New Family Brochure
   2. Meal Time Tent
   3. Start Here Parent Guide
   4. Kids RightNow Media Postcard
   5. You Matter Invite Card
   6. Kids Invite Card
   7. Kids Pen
   8. Airplane
3. Tour – The Check-In Team Member will introduce the family to a Kids Staff Member and/or DreamTeam Member who will walk the family through CedarVille, help the new child connect with their group leader, and answer any other questions.
4. Follow-Up – Each new minor added to the database creates a connection for Kids Directors. The follow up includes:
   1. Send the family a New Family Card the week after their first visit. *(Group Leaders are also encouraged to send postcards)*
   2. Create a “future follow up” connection in Rock to follow up with the family in 2-4 weeks.
   3. When that “future follow up” occurs, look at the family’s attendance and take the most appropriate approach:

* If the family has been regularly attending and they are connected *(Ex. GrowthTrack, Group, you are personally helping them take a next step, etc.)* make a note in Rock and close the connection at your discretion.
* If the family has been attending but they don’t appear to be connected, reach out and ask how their experience has been. Invite them to take a next step *(Ex. GrowthTrack, Groups, etc.)* Make a note in Rock and close the connection at your discretion.
* If the family has not been attending, reach out and invite them back. *(Ex. Explain what our next series is for Adults and Kids why they wouldn’t want to miss it, etc.)* Make a note in Rock and close the connection at your discretion.

Follow Up Strategy per Ministry – Kids Directors receive all connections for minors who are added to the database. The following workflow will be followed:

* Babies-4th Graders will be owned by the campus Kids Directors
* 5th- 12th Graders will be transferred to the campus Student Director
* CR/Another Ministry/Etc. will be transferred to the campus Ministry