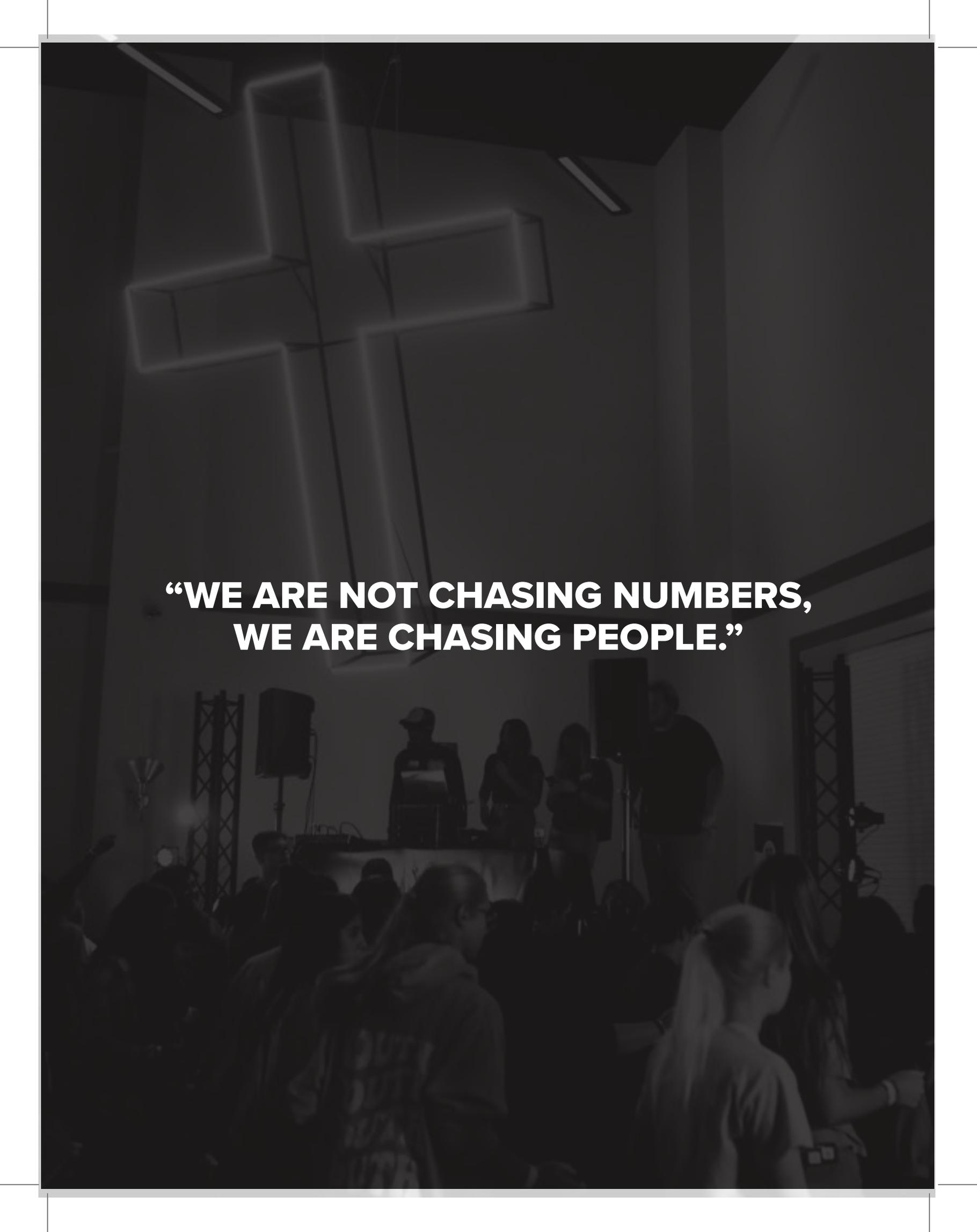


YTH DIRECTOR GROWTH PLAYBOOK

BAYSIDE **YTH**[®] KNOW GOD
FIND FAMILY
MAKE A DIFFERENCE



**“WE ARE NOT CHASING NUMBERS,
WE ARE CHASING PEOPLE.”**

HEART + GOAL

GROWING AVERAGE WEEKLY ATTENDANCE

We believe there are so many students in our area, and if we could give them God and show them who He is, biblical community, and a desire to make a difference, then how could these ministries not grow? The students in your area need you. They need you to have a fire in your heart to win souls for Christ. We cannot sit back and just hope students will come or that our ministry will grow on its own. There is a reality behind the work we are doing — we are talking about eternity. There are too many lost students in our area for us to be waiting around. This plan will help give you structure, measurables, and clear expectations so you can grow the youth group.

RUN THE PLAY

THE GOAL IS THAT DURING SERVICE, YOU SIMPLY DO THESE THINGS:

- **Communicate (You should be primary communicator at 50-70%)**
 - **Connect with every single student**
 - **Coach Culture In Volunteers and Environment**
- 

In order for you to just focus on those three things, everything else needs to be worked on during the week with volunteers so they can own their roles during services without help! Train them! Coach Them! Every detail should be taken care of before anyone walks in the room.

Excellence should be seen in planning and execution! Transitions and Environments are important! Help instill a culture in your volunteers of excellence! Excellence and preparation shows students that we care about them! Own your services like they are XII Conference!

Imagine going to a restaurant and the chairs were not set, the music was too loud or too quiet, nobody welcomed you when you walked in, they were making up the menu as they shared it with you... that would be the worst restaurant ever, they would not be in business very long. If a restaurant makes sure their environment is prepared and intentional to serve you food, why would we not when we are serving the Gospel!

SERVICES SHOULD BE RUN BY VOLUNTEERS!

SERVICE FLOW

MIDDLE SCHOOL

REPEAT FLOW FOR EACH SERVICE

Pre - Service

- Volunteer Rally - 25 mins before service
- Doors Open 15 mins before service
- Environment Check - 15 mins before service
- Pre - Worship Rally - 3 mins before service

Service

- Worship with adults down front
- Check-in
- Welcome MC
- Sermon Setup
- Sermon
- Close MC
- Small Groups

Post - Service

- Reset room - 25 mins before next service

SERVICE STRUCTURE

MIDDLE SCHOOL

Volunteer Rally 25Min before Service (10Min)

- **What?** Thank them for serving! Remind them of the importance of connecting with students! Give them the goal of getting to know one new student! Encourage them! Share any needed details regarding service!
- **Why?** This keeps the vision in the forefront of everyone's mind! It is easy to go through the motions, but it won't be so easy to fall into that if we can remind them of the life change that is happening and the value of every connection they make!

Open Doors 15min before Service

- **What?** Open doors for service! Everyone in their spots, ready to welcome, check in, and greet prior to doors opening.
- **Why?** This creates space for people to get connected before service even starts! Think of a new student, if they cannot meet anyone before service then they would go sit with parents in adult service and would leave alone, not even knowing where they are going when dismissed in worship! That would deter many students, this is why opening doors before service and being very welcoming is so crucial!

Environment Check

- **What?** Volunteers should own this. Make sure the music is up enough to create energy and a fun vibe, but not so loud that conversations can't happen. Have games on and ready to play. Put out basketballs, volleyballs, and other activities so students can jump right in. Students should recognize we are prepared for them.
- **Why?** The environment sets the tone for students. It seems small, but is so valuable! The feel in a room can get them loose and open up to new friendships and eventually God. Fun, energy, and connection open the door for real relationships to form. When students walk in, they should feel like this is their place that is welcoming, alive, and engaging. Owning the environment every week creates consistency and culture.

YTH Pastor! Be Available for parents and welcome every single student!

- **What?** Connect with every single student in the foyer/doors! In middle school be available for parents in the foyer and greet them!
- **Why?** Every Student should have the chance to talk with their yth pastor if needed! No student should go to a service without interacting with you! The best way to do this is to greet them all at the doors!

Welcome New Students!

- **What?** At the doors, as they arrive, it takes about 2 minutes to get to know any new students! Ask them tons of questions about themselves!! Then grab a volunteer to host new students for the entire service! Your volunteer's goal is to make sure they find family with other students!
- **Why?** New Students are the most important people every weekend! We must make sure they find family! They may not encounter God in a life-changing way their first week, but we can make sure they find family. If they find family, they will come back. And the more they come back, the more opportunities they have to experience a moment with God that changes everything.

Pre - Worship Rally

- **What?** Share with them we will be going down front to worship in the main auditorium, let's all walk over together and let's lead the adults in worship! Let's show them how much we love God!! Share with your students during this time things like, we jump around because we have Joy from the Lord and if I jump around when my football team is playing good, then I will jump around when I think about all God has done for me! We raise our hands in adoration towards God!
- **Why?** As much as we need to "do church", I believe we need to "teach church" to these students! Never to create someone going through the motions, but to teach these students why we do what we do! Creating a culture takes intentionality in everything! Think about the way you want your students to worship! If we don't teach them how to worship and why we do that, how will they know? So, even though it feels repetitive, it's needed. Every week we should be giving them a reminder of why we are going in the main auditorium. This also makes it welcoming to new students that do not know what we are doing.

Worship + Student Dismissal

- **What?** From the main auditorium platform someone should dismiss youth students and invite any other middle schoolers in the room to join - clearly stating what doors you are exiting!
- **Why?** This will acknowledge the fact we have a youth group, potentially getting you new volunteers, and encourage students who are not going to youth to head over with you guys!

Check-in & Enter Room (<5min)

- **What?** Have a check-in team and doors team ready!! They should be very happy and welcoming to every student and ensure that each kid has checked-in at the correct location and time!
- **Why?** Security and Safety! We cannot have a safe environment if we are not confident every student is properly checked-in! A safe environment and the perception of a safe environment are paramount to establishing and maintaining trust with parents.

Welcome MC: (5Min)

- **What?** Start this 25min after the start of service time! Volunteers should own this! Share any announcements! Play a game! This game should be engaging to the entire room, not just those playing it! Either a full room game or something so entertaining students watching are engaged! The measure cannot be, did the leaders love it. The measure is always: did the room love it!
- **Why?** Church is fun! Play a game! Also, this should give your leaders time to get comfortable in leading a room from a platform!

Sermon Setup (<2Min)

- **What?** At the start of your sermon, set up what a sermon is and your expectations of them during this time! Literally tell them every week! “This is a time where we look into the Word of God, something God gave us so we could know more about Him and how we are called to live. So, pay attention! This isn’t just a story, this isn’t just another class like school, this is literally God, creator of all things, including you, speaking to us! So if we listen and do as it says, our lives will be changed for the better!” Then literally tell them, “So, for the next little bit, pay attention! Pay attention and Take Notes! Take notes because sometimes God will use something today to help you in life down the road, so in 2 weeks, 2 months, or 2 years you can look back at these notes!”
- **Why?** Similarly to why we should share before we go in for worship... How will students know they should pay attention in the sermon, unless we teach them the value of it in their lives? We have a responsibility to not just do church, but “teach them church” This will shape your culture! You will be tired of saying it, but it is something we need to share every single week! It may take a while, but eventually you will see students start taking notes and recognizing the importance of the sermon time.

Sermon (<18Min)

- **What?** Sermon based on the provided sermon outline! Make it practical!
- **Why?** Give them Jesus! They need Him.
Count and input salvation count into headcounts

Close MC (<1Min)

- **What?** Celebrate any decisions for Christ! Point them to their next steps and show the next steps graphic! Share any announcements again. Dismiss them to small groups, clearly stating where each group will meet!
- **Why?** Makes a clear transition into sharing next steps with students. Also, it provides reps for your leaders!

Small Groups (10-15Min)

- **What?** Split students up by grade and gender, at minimum by gender. Small Group leaders should lead from the provided small group sheet (YTH Staff Drive -> Ministry Guide -> General Resources -> In Service Small Groups) Always gathering prayer requests and praying out!
- **Why?** The greatest win in small group time would be that every student walks away with friends! We want to create space for conversations about the Bible, but we really want a space for a student to know they belong, to know we care about them, to know we are here for them! Once again, they may not encounter God in a life-changing way their first week, but we can make sure they find family. If they find family, they will come back. And the more they come back, the more opportunities they have to experience a moment with God that changes everything.

Hangout time

- **What?** Time for students to connect with each other and leaders! Volunteers and YTH Pastor must make it a goal to ensure no student is alone!
- **Why?** Students need to have fun! There should be time for them to enjoy the fun environment we have set up! Also, this is where most friendships will be formed!

Reset for next service (25Min before next service)

- **What?** Straighten Chairs, Clean Up, Make sure everything is where it needs to be.
- **Why?** This provides a welcoming environment! It reminds us to be good stewards of even the rooms we have!

SERVICE FLOW

HIGH SCHOOL

Pre - Service

- **Volunteer Rally - 30 mins before service**
- **Doors Open 20 mins before service**
- **Environment Check - 20 mins before service**
- **Check-in**

Service

- **Optional - Welcome MC**
- **Worship setup**
- **Worship**
- **Sermon Setup**
- **Sermon**
- **Optional - Close MC**
- **Small Groups**

Food + Hangout

- **Pre - Service or Post - Service**

SERVICE STRUCTURE

HIGH SCHOOL

Service Timeframe Reminder

Our official service time is 6:30PM – 8:00PM. Everything we do must fit within this window. If a parent arrives at 8:00PM for pickup, but their student is still in a small group until 8:30, it will weaken the parent's trust and buy-in. Always honor the communicated timeframe. This doesn't mean students cannot hangout later (you guys should), but students should not be "stuck" in a group until 8:30.

Freedom Within the Frame Work

For High School service on Wednesday nights, there is freedom within the framework. For example, some campuses may choose to do food and hang time before service, others may do it after. Decide what works best for your campus, but always think through the why behind that decision.

Volunteer Rally 30Min before Service (10Min)

For high school service, you may want to do this earlier, given the later start time gives flexibility to start this sooner

- **What?** Thank them for serving! Remind them of the importance of connecting with students! Give them the goal of getting to know one new student! Encourage them! Share any needed details regarding service!
- **Why?** This keeps the vision in the forefront of everyone's mind! It is easy to fall into the motions, but it won't be so easy to fall into that if we can remind them of the life change that is happening and the value of every connection they make!

Open Doors 20min before Service

For high school service, you may want to do this earlier, given the later start time this gives flexibility to open doors sooner

- **What?** Open doors for service! Everyone in their spots, ready to welcome, check in, and greet
- **Why?** This creates space for people to get connected before service even starts! This is a time for your volunteer to be connecting and getting to know everyone! We have to be prepared and ready before students arrive!

Environment Check

- **What?** Volunteers should own this. Make sure volunteers are owning their roles! The music should be up enough to create energy and a fun vibe, but not so loud that conversations can't happen. Have games on and ready to play. Put out basketballs, volleyballs, and other activities so students can jump right in. Students should recognize we are prepared for them.
- **Why?** The environment sets the tone before students. A person staying on check-in provides that customer service you need! It seems small, but is so valuable! Environment feel is crucial, the feel in a room can get them loose and open up to new friendships and eventually God. Fun, energy, and connection open the door for real relationships to form. When students walk in, they should feel like this is their place that is welcoming, alive, and engaging. Owning the environment every week creates consistency and culture.

Check-in should be owned!

- **What?** Have a check-in team and doors team ready!! They should be very happy welcoming every students and ensuring that each kid has checked-in at correct location and time!
- **Why?** Security and Safety! We cannot have a safe environment if we are not confident every student is properly checked-in!

YTH Pastor! Be at doors! Welcoming every single student!

- **Why?** Every Student should have the chance to talk with their YTH pastor if needed! No student should go to a service without interacting with you! Only way to ensure this is to get them all at the doors!

Welcome New Students!

- **What?** At the doors, as they arrive, it takes about 2minutes to get to know any new students! Ask them tons of questions about themselves!! Then grab a volunteer to host new students for the entire service! Their goal is to make sure they find family with other students!
- **Why?** New Students are the most important people every weekend! We must make sure they find family! They may not encounter God in a life-changing way their first week, but we can make sure they find family. If they find family, they will come back. And the more they come back, the more opportunities they have to experience a moment with God that changes everything.

Welcome MC: (5Min) *OPTIONAL FOR H.S.*

- **Why Optional:** In high school services, a weak opener can hurt more than help. Most people make decisions if they like your service within 8 minutes, so if you give those first few minutes to MC, it must be done well! If you choose to run a game, it must be highly engaging, flow smoothly, and be led by strong, confident hosts. Anything that feels awkward or forced will turn students off quickly. Remember, most high schoolers are coming for church — if the game isn't excellent, they'd rather move straight into worship and the message.
- **What?** Volunteers should own this! Share any announcements! Play a game! This game should be engaging to the entire room, not just those playing it! Either a full room game or something so entertaining students watching are engaged! The measure cannot be, did the leaders love it. The measure is always: did the room love it!
- **Why?** Church is fun! Play a game! Also, this should give your leaders time to get comfortable in leading a room from a platform!

Worship Setup

- **What?** Call the room to get up and out of their chairs to come down front for worship! Share with them things like, we jump around because we have Joy from the Lord and if I jump around when my football team is playing good, then I will when I think about all God has done for me! We raise our hands in adoration towards God!
- **Why?** As much as we need to “do church”, I believe we need to “teach church” to these students! Never to create someone going through the motions, but to teach these students why we do what we do! Creating a culture takes intentionality in everything! Think about the way you want your students to worship! If we don't teach them how to worship and why we do that, they never will! So, even though it feels repetitive, it's needed. Every week we should be giving them a reminder to why we worship and this also makes it welcoming to new students that do not know what we are doing.

Worship

****As the pastor, always lead by example! Be down front, worship God!!**

- **What?** Yourself along with your volunteers, lead by example! Be down in the front showing students how we worship our God! Either live worship (first connect with yth worship resourcing) or lyric videos! With lyric videos, don't drag it on, keep it less than 10min.
- **Why?** We all called to worship him! Set our heart right in adoration and worship before we dive into the Word.

Sermon Setup (<2Min)

- **What?** This can be a little looser in high school, not as much: kids listen up, and more of an encouragement and reminder from their youth pastor. At the start of your sermon, set up what a sermon is and your expectations of them during this time! Literally tell them every week! "This is a time where we look into the Word of God, something God gave us so we could know more about Him and how we are called to live. So, pay attention! This isn't just a story, this isn't just another class like school, this is literally God, creator of all things, including you, speaking to us! So if we listen and do as it says, our lives will be changed, so much better!" Then literally tell them, "So, for the next little bit, pay attention! Pay attention and Take Notes! Take notes because sometimes God will use something today to help you in life down the road, so in 2 weeks, 2 months, or 2 years you can look back at these notes!"
- **Why?** Similarly to why we should share before we go in for worship. Why should students know they should pay attention in the sermon, unless we teach them the value of it in their lives! We have a responsibility to not just do church, but "teach them church" This will shape your culture! You will be tired of saying it, but it is something we need to share every single week! It will take a little, but eventually you will see students start taking notes and recognizing the importance of the sermon time.

Sermon (<18Min)

- **What?** Sermon based on the provided sermon outline! Make it practical!
- **Why?** Give them Jesus! They need Him.

Close MC (<1Min) *OPTIONAL FOR HS*

- **Why Optional:** In high school services, platform moments should be handled by people who are confident. Use middle school services as the space for newer volunteers to practice and grow. High school should remain a higher-quality, distraction-free experience, so only include a closing MC if it adds real value and is delivered with excellence.
- **What?** Celebrate any decisions for Christ! Point them to their next steps and show the next steps graphic! Share any announcements again. Dismiss them to small groups, clearly stating where each group will meet!
- **Why?** Makes a clear transition into sharing next steps with students. Also, it provides reps for your leaders!

Small Groups (10-15Min)

- **What?** Split students up by grade and gender, at minimum by gender. Always gathering prayer requests and praying out!
- **Why?** The greatest win in small group time would be that every student walks away with friends! We want to create space for conversations about the bible, but we really want a space for a student to know they belong, to know we care about them, to know we are here for them! Once again, They may not encounter God in a life-changing way their first week, but we can make sure they find family. If they find family, they will come back. And the more they come back, the more opportunities they have to experience a moment with God that changes everything.

Hang & Food (Option at start or at end of service)

- **Before or After Option:** Without intentionality, this time can turn into cliques hanging together instead of students finding family. Both options can work and be great! The decision behind what you do needs to be thought through and the weak points of both need to be taken into consideration.
- **If Before:** What are you doing to make sure the new student gets connected during the free time with nothing going on. If a new student were to walk in and all we have is time to connect with friends, what about when they do not know anyone? This must be solved and thought through before that student arrives! If you do food before, you **MUST** have a connect type team ready and available to connect with new students!
- **If After:** New students can slip out quickly if no one engages with them. Small Group leaders must be proactive in spotting new faces, introducing them to others, and making sure they do not go in and out of church without ever connecting.
- **What?** Time for students to hangout and connect, while having food available (not always a full meal)
- **Why?** Finding Family is part of our mission statement, so it is our responsibility to create space for students to do this! Students will rarely find family just because we want them to; We must be incredibly intentional about this time!



SERVICES RUN THE PLAY!! RUN WILD WITH EVENTS

LEADERSHIP FOCUSES

CREATE A CONSISTENT CULTURE

GROW DREAM TEAM

EQUIP DREAM TEAM

**COMMUNICATE CLEARLY
AND EFFECTIVELY**

CREATE A CONSISTENT CULTURE

The Heart

CREATE A CULTURE WHERE STUDENTS FIND FAMILY! They may not encounter God in a life-changing way their first week, but we can make sure they find family. If they find family, they will come back. And the more they come back, the more opportunities they have to experience a moment with God that changes everything.

- “At the end of the day people won’t remember what you said or did, they will remember how you made them feel.” — Maya Angelou
- “Don’t tell them what you’re going to do – that’s vision. Do what you are going to do – that’s culture.” — John Maxwell

The Principle

Culture is vital and it starts with you! As the leader, you set the tone. If you don’t care, nobody will. If you don’t correct, nobody will. If you don’t create it, nobody will. Every place has a culture, either by design or by default. You must own it, lead it, and guard it.

Practical Steps

1. Every volunteer must connect with one new student every service.
2. Give volunteers a “connection challenge” question to ask that service, (ex: “What’s your favorite fast food restaurant?”) — but teach them to be natural, not awkward.
3. Hold them accountable — volunteers should send a short summary after service of the student they met.
4. Coach when necessary — if a volunteer isn’t connecting, pull them aside and guide them.
5. Celebrate wins — once a month, shout out a volunteer, give them a thank you card and a small gift.

Measurable Goals

- First-time guest return rate (aim for 50%+).
- Is your Dream Team consistently sending you connection stories?
- If asked, can each volunteer state their personal connection goal for service?

GROW DREAM TEAM

The Heart

Matthew 9:37-38 // Then he said to his disciples, “The harvest is plentiful but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field.”

“He didn’t say, ‘The harvest is great and the workers are few, but don’t worry — God can make a few do the work of many.’ Instead, He made it clear that a great harvest requires many laborers, and that we should pray for God to send them.” — Charles Spurgeon

The Principle

If the harvest is plentiful, but the workers are few, the answer is not to work harder alone, it’s to grow the team. The strength of your youth ministry is multiplied by the size and health of your Dream Team.

Practical Steps

1. Pray weekly for God to send more workers.
2. Personally invite students, parents, and church members to serve.
3. Ask your volunteers, especially adult leaders to help you in recruiting more volunteers
4. Share vision in Growth Track and conversations — people join when they see purpose.
5. Onboard well — make their first serving experience excellent and relational.

Measurable Goals

- Add at least one new Adult Dream Team member every month.
- Add at least two new Student Dream Team members every month

EQUIP DREAM TEAM

The Heart

Ephesians 4:11-12 // So Christ himself gave the apostles, the prophets, the evangelists, the pastors and teachers, to equip his people for works of service, so that the body of Christ may be built up.

The Principle

If you try to grow this ministry on your own, it won't happen! Not even Jesus did ministry alone — He always had people with Him. In ministry, our first calling is not to do all the work ourselves. It's to equip others to do the work. When we see ourselves only as doers, we become the lid to our ministry. When we see ourselves as equippers, we multiply our impact through the leaders we invest in.

Practical Steps

- Cast vision — remind your Dream Team why their role matters in eternity.
- Share stories — highlight one student connection story a month in a volunteer huddle.
- Raise up team leads — let them own parts of ministry, not just tasks.
- Encourage and correct — celebrate wins and coach where needed.

Measurable Goals

- Are you able to only connect with students and preach and your service still flows with excellence? If so, that means you've done a good job of equipping your dream team to lead.
- Strong leadership shows itself when you are not in the room. How does your team do when you are not around? Do services still operate with excellence and purpose?
- Does each Dream Team member have 2 students/student volunteers they are investing in regularly?

COMMUNICATE CLEARLY AND EFFECTIVELY

The Heart

Communication is connection. If we don't reach out, we risk losing the opportunity to show students that they matter. Clear and consistent communication isn't about filling seats — it's about building relationships and reminding students they belong

The Principle

Students respond to what reaches them fastest and feels most personal. That's why we must be quick to reach out and quick to respond. The speed of our follow-up communicates the weight of our care. We don't text students just to get them back in the room, but we text to remind them they are seen, valued, and loved. Communication should never feel like marketing; it should feel like ministry. Every text is a chance to show a student we care more about who they are than simply whether they show up.

- 95% of texts are opened within 3 minutes of delivery (National Library of Medicine)
- 98% of business texts are opened, with 96% read within 3 minutes

Practical Steps

1. Ensure Workflows are being completed
 - If anyone's account does not have phone number, look for another number to reach out to within the household
2. Ensure you and your team are responding back to students within 24 hours!

COMMUNICATE CLEARLY AND EFFECTIVELY

PART 2

3. Every Thursday — Text all students who attended Wednesday Night

*Structure of Text: “I loved having you with us last night at church!
We are always here if you need anything. Is there anything we can
be praying for you about?”*

- Focus is care, not pressure to come back
- Consistency matters — reminders show students they were noticed.
- Keep it personal: Use names when possible. Be encouraging, not transactional.

4. Every Monday — text all parents of middle school students who attended Sunday!

*Structure of Text: “I loved having your student with us yesterday at church!
We are always here for your family if you guys need anything. Is there anything
we can be praying for you about?”*

- Focus is care, not pressure to come back
- Consistency matters — reminders show students they were noticed.
- Keep it personal: Use names when possible. Be encouraging, not transactional.

Measurable Goals

- 100% of students who attended service receive a text within 24 hours.

SCHEDULE

Weekly

- Meet with one potential dream team member
- Meet with one current dream team member
- Meet with one student per week
- Texting your dream team before services with what we are doing
- Fill out Small Group Guide
- Monday - texting middle school parents
- Thursday - texting high school students

Monthly

- Be on school campus twice
- Send monthly email to parents (start of new series)
- Phone call or meet with each team lead

Quarterly

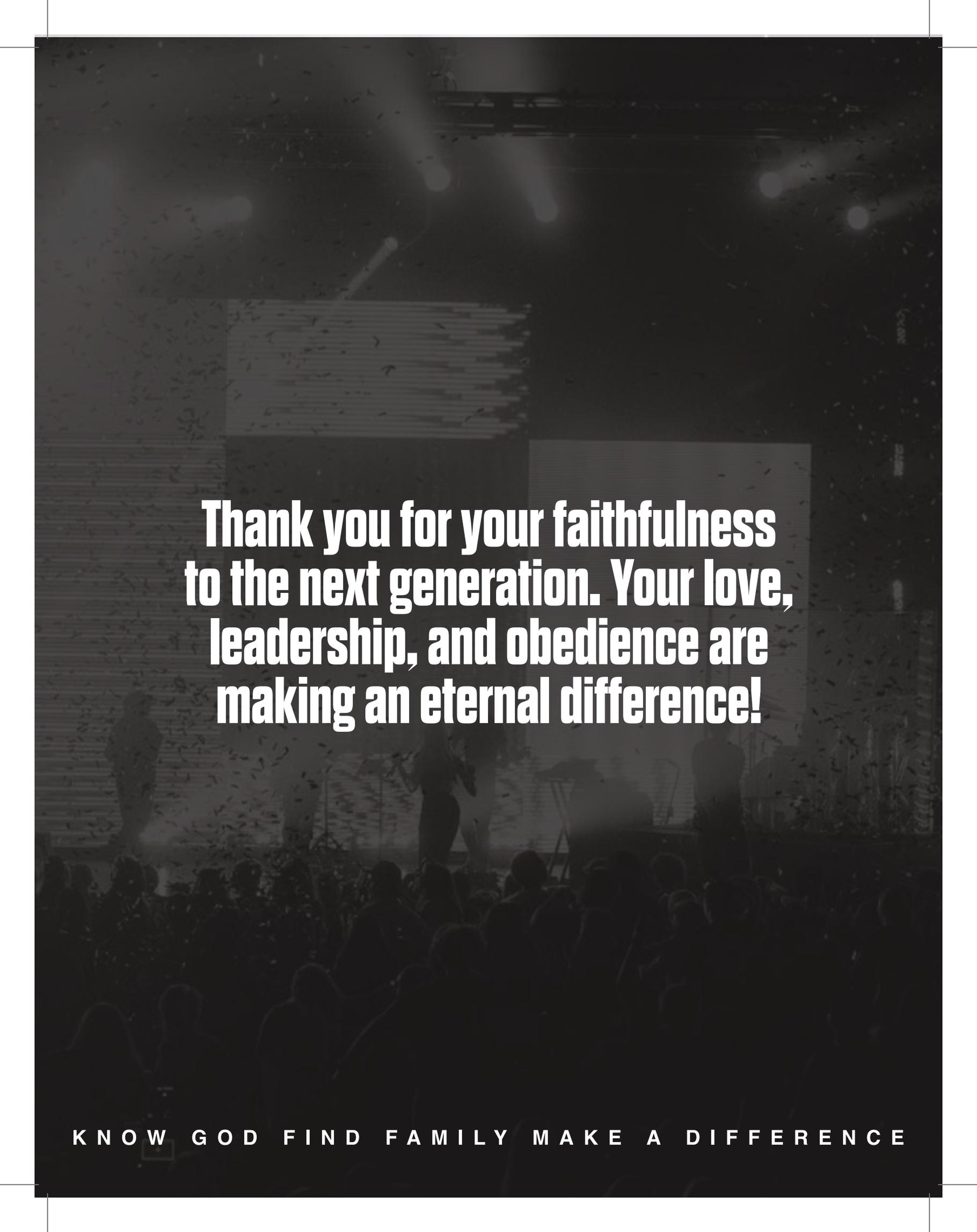
- Dream Team Night



YOUTH BAYSIDE YOUTH BAYSIDE YOUTH BAYSIDE YOUTH BAYSIDE

BAYSIDE [®] *youth*

KNOW GOD FIND FAMILY MAKE A DIFFERENCE

A dark, grainy photograph of a church service. In the center, a person stands on a stage, possibly a pastor or musician, with their arms raised. The foreground is filled with the silhouettes of a large congregation. Confetti is falling from the ceiling, creating a celebratory atmosphere. The lighting is dim, with some spotlights visible in the background.

**Thank you for your faithfulness
to the next generation. Your love,
leadership, and obedience are
making an eternal difference!**

KNOW GOD FIND FAMILY MAKE A DIFFERENCE

