

## **Sunday School Campaigns and Promotions**

In its heyday Sunday school attendance was greater than the morning church service. The Sunday school was a means to build the church and reach adults. Today many churches are struggling to keep it alive. Attendance has waned and some churches have given up completely.

Is it worth the effort to try to keep it going or is it a lost cause? I am convinced that Sunday school is essential and it is worth every effort to make it successful. How can the Sunday school grow and become a vital part of the church?

1. It must be emphasized. Unless attention is given to it attendance will decrease. There must be a plan developed to strengthen it. Make a big deal about it. Create excitement.

2. Conduct a Spring and Fall campaign. There are many exciting things that can be done that will create new energy into the Sunday school program.

A. Emphasize a theme.

B. Display banners.

C. Every week during the campaign hold a teacher meeting. (Sunday night)

D. Possible campaign titles.

1. Ten Commandments.

2. Twelve Apostles.

3. March to Sunday School in March.

4. I love Sunday School.

5. Read Your Bible.

6. Grow in Grace.

7. Marching to Zion

8. Frantastic Days.

3. Provide training for your teachers. Make sure teachers have a book or curriculum to help them. Provide other materials they may need.

4. Make the adult class or classes successful. Put a lot of effort into them. If the adult classes grow the children's classes will grow. Parents bring their children with them. It is difficult to get the children without their parents. Reach young families.

A. Prepare exciting series.

1. A happy home.

2. A book study.

3. Tame your finances.

4. Prophecy.

5. Prayer.

6. Through the Bible in five weeks.

7. Kings on parade.

8. Spiritual warfare.

9. How to study the Bible.

**B. Maintain variety. Don't let classes become stale.**

**C. Have contests.**

1. On time students can put their name in a jar for a drawing.

2. Give out treats or gift cards.

3. Compete against other classes.

4. Set an attendance goal.

5. Balloons, candy, pizza, and others food can be done occasionally.

6. Having a picnic on a Saturday for the class

**D. Keep attendance**

**E. Visit prospects.**

5. Recruit students who attend only the church service. Look for new members or regular attenders that do not attend Sunday school.

6. Get your class excited about inviting quests.

7. Train your teachers and make sure they do a good job.

8. Use object lessons, power point, pictures, demonstrations, video etc. Be creative. The lesson is only part of teaching. Don't bore people with the truth.

9. Provide a weekly newsletter.

10. Email or text people during the week to promote the next class.

11. Give people something spiritual and edifying that helps meets their spiritual needs.

12. Visit the homes of the students in your class.

13. Pray for the salvation of the soul of everyone who attends.

14. Pray for God to bless your efforts.

15. Pray for laborers.

16. Pray for God to call some into full-time ministry.

**Matthew 9:37-38** *Then saith he unto his disciples, The harvest truly is plenteous, but the labourers are few; Pray ye therefore the Lord of the harvest, that he will send forth labourers into his harvest.*