

KIDMIN MAGIC®

*It's not magic. It's Kidmin Magic.™*

CONSULTING: Healthy | Strategic | Growth



## ABOUT JUSTYN

*A dynamic leader with over 20 years of experience, Justyn specializes in team building and strategic collaboration to maximize impact. He has served as Executive Pastor of Children's Ministry at several of America's largest and fastest-growing churches, including his current assignment at Cornerstone Church in Chandler, AZ. Through Kidmin Magic®, he consults with churches to enhance their children's ministries, while also serving as a Story Catalyst with PlainJoe Studios, helping faith-based organizations craft compelling narratives. Justyn has authored multiple books, including "Kidmin, Trust And Pixie Dust," "Power Up," and co-authored "If Disney Ran Your Children's Ministry."*

Need guidance to take your children's ministry to the next level? Even the greatest achievers in any field rely on coaches to reach their full potential. Just as professional athletes depend on expert guidance, ministry leaders benefit from experienced mentorship to navigate challenges and maximize their impact.

Partner with Justyn and gain access to over two decades of successful children's ministry experience—at a fraction of the cost of a full-time staff member. Through personalized coaching tailored to your unique context, Justyn will help you:

- Navigate ministry challenges
- Develop strategic solutions
- Celebrate victories
- Accelerate your growth as a leader

Kidmin Magic® Consulting helps you build a thriving children's ministry that:

- Prioritizes child safety and well-being
- Implements clear, actionable strategies
- Establishes measurable goals aligned with your vision
- Creates sustainable growth through intentional planning

Let's explore how targeted coaching can transform your ministry and amplify your impact.

## HEALTHY

A healthy children's ministry should be a safe, engaging, and nurturing environment where children can grow in their faith, connect with other children, and develop their God-given potential. Here are some key characteristics of a healthy children's ministry:

1. **Safe environment:** A healthy children's ministry prioritizes the safety of children. This includes implementing appropriate child protection policies, screening volunteers, and providing adequate supervision.
2. **Engaging and age-appropriate programs:** A healthy children's ministry should provide age-appropriate programs that engage children and help them grow in their faith.
3. **Trained and dedicated leaders:** A healthy children's ministry has trained and dedicated leaders who are committed to helping children grow in their faith. These leaders should have a heart for children and a desire to see them grow in their relationship with God.
4. **Parental involvement:** A healthy children's ministry recognizes the importance of parental involvement in the spiritual growth of children. The ministry should provide opportunities for parents to be involved and informed about what their children are learning.
5. **Outreach:** A healthy children's ministry reaches out to the community and seeks to connect with families who do not attend church. This may involve hosting events or providing resources for families.
6. **Service opportunities:** A healthy children's ministry provides opportunities for children to serve and make a difference in their community. This may include outreach projects, volunteering at local organizations, or participating in mission trips.

## STRATEGIC

A strategic children's ministry is one that is intentionally designed to achieve specific goals and objectives. Here are some key characteristics of a strategic children's ministry:

1. **Clear vision and mission:** A strategic children's ministry has a clear and compelling vision and mission that guides all its activities. The vision and mission should be communicated clearly to all stakeholders, including parents, volunteers, and staff.
2. **Goals and objectives:** A strategic children's ministry sets specific, measurable goals and objectives that align with its vision and mission. These goals should be regularly reviewed and updated based on feedback and progress.
3. **Evaluation and assessment:** A strategic children's ministry regularly evaluates and assesses its programs and activities to determine their effectiveness in achieving its goals and objectives. This may involve gathering feedback from parents, volunteers, and staff, as well as analyzing data and metrics.
4. **Strategic planning:** A strategic children's ministry engages in strategic planning to identify priorities, allocate resources, and ensure that all its activities are aligned with its vision, mission, goals, and objectives.
5. **Leadership development:** A strategic children's ministry invests in the development of its leaders, providing training and support to help them grow in their roles and responsibilities. This includes both paid staff and volunteer leaders.
6. **Collaboration and partnerships:** A strategic children's ministry seeks to collaborate with other organizations and ministries to leverage resources and achieve common goals. This may include partnerships with other churches, community organizations, or non-profit groups.

## GROWTH

A growing children's ministry is one that is experiencing growth in its attendance, engagement, and impact. Here are some key characteristics of a growth children's ministry:

1. **Clear vision and mission:** A growing children's ministry has a clear and compelling vision and mission that resonates with parents and children. The vision and mission should be communicated effectively and consistently to attract and retain families.
2. **Engaging programs and activities:** A growing children's ministry provides engaging and age-appropriate programs and activities that are fun, educational, and meaningful for children. These programs must include activities that capture children's interest and imagination.

3. **Empowered volunteer team:** A growing children's ministry has a team of dedicated and empowered volunteers who are passionate about serving children and creating a welcoming environment. The ministry invests in volunteer training and development to ensure that volunteers are equipped to serve effectively.
4. **Outreach and community engagement:** A growing children's ministry actively engages with the community and seeks to reach families who are not yet connected with the church. This may involve hosting outreach events, providing resources for families, or partnering with other organizations in the community.
5. **Parental involvement and support:** A growing children's ministry recognizes the importance of parental involvement and support in the spiritual growth of children. The ministry provides opportunities for parents to be involved and informed about what their children are learning, and offers resources and support for parents as they disciple their children.
6. **Continual improvement and innovation:** A growing children's ministry is committed to continual improvement and innovation. The ministry regularly seeks feedback from parents, children, and volunteers, and uses this feedback to make adjustments and improvements to its programs and activities.

Investment:

**1/2 OFF!**

**Two day in-person assessment**—Justyn will attend weekend church services followed by meetings with the children's team, lead/senior pastor and direct reports to assess the health, current status of the team and ministry and present an eight-page report with actionable goals within 24-hours complete with a follow-up video call. (\$5,500) **\$2,750**

**12-month healthy ministry coaching**—Justyn will do the two day in-person assessment. He will then coach the children's ministry team for 12-months following the Healthy Strategic Growth plan.

First three months—Health focus (soul care, team dynamics, communication, culture)

Second three months—Strategic focus (goals, systems, logistics, planning)

Third three months—Growth focus (intentionality, retention, volunteerism, follow-up)

Last three months—Check-ins, follow up, continuation and tweaks of healthy strategic growth

(Contact for pricing)

**Interim lead children's director**—Justyn will act as your interim children's director for an agreed upon amount of time. During this time he will lead and perform the duties of the children's director via a hybrid work schedule (Sunday-Wednesday on-site; Thursdays remote; off Friday-Saturday; on-site for special events; or otherwise agreed upon conditions). The end goal will be to create a healthy vibrant ministry that can be passed on to a permanent on-site children's director/pastor.

(Price TBD; typically the same salary amount as the future director/pastor + travel)

**Children's ministry team placement**—Justyn will also collaborate with church leaders and other stakeholders to understand your specific needs and preferences for hiring staff. He will assist to develop job descriptions, identify potential candidates, and facilitate the hiring process.

(Contact for pricing) (\*first half paid upfront non-refundable; second half paid after successful hire)

**Speaking/Training**—Looking for someone with 17 plus years of experience teaching and inspiring NextGen, Children's and Family Leaders, then Justyn is your speaker. Whether a keynote address to thousands or a session with a handful of volunteers, Justyn uses his insight, humor, practical wisdom and creativity to inspire others to action. Book him today for your next conference, training or seminar event.

(Typically starts at \$500 based on the type of event + travel, food and lodging expenses)

Please let Justyn know how he can help you and/or your ministry. Anything can be customized to meet the needs of your unique situation. He never wants cost to be a factor as he has a huge heart for the local church.

For more information you can email Justyn at [justyn@justynsmith.com](mailto:justyn@justynsmith.com) or text his cell phone at 702.716.8195.

-Justyn