

# 5 STEPS TO PLAN A VIRTUAL VBS



1

## REVIEW YOUR DIGITAL DIRECTOR MATERIALS

Before getting started with your digital VBS, be sure to review all of the materials in your digital starter kit. If you purchased your starter kit on [cph.org](http://cph.org), the digital kit was included automatically with purchase of your physical starter kit.

2

## PLAN YOUR CONTENT

Mix video elements with hands-on activities for VBS. Videos make VBS fun and personable for kids, especially when they are separated physically! Supplement your personal videos with teaching videos and passalong music to complete the VBS experience.

3

## ASSEMBLE YOUR STUDENT PACKS

Hands-on activities such as crafts, snacks, and music help create lasting VBS memories. For each student, create a physical student activity pack for them to use at home during the week of VBS. The student pack can include a personal note, leaflets, music, and crafts that the student could use during the week.

4

## CREATE YOUR HUB

It's important to have a central hub, such as a website page, to collect all of your church's VBS information and provide links to publisher materials. A hub makes it easy for families to access important forms, videos, downloads, and any other information that is unique to your church.

5

## SPREAD THE WORD

Once your plan is in place, be sure to get the word out to families at your church about what's different this year. Spread the word using social media and email to drive traffic to your digital VBS hub.



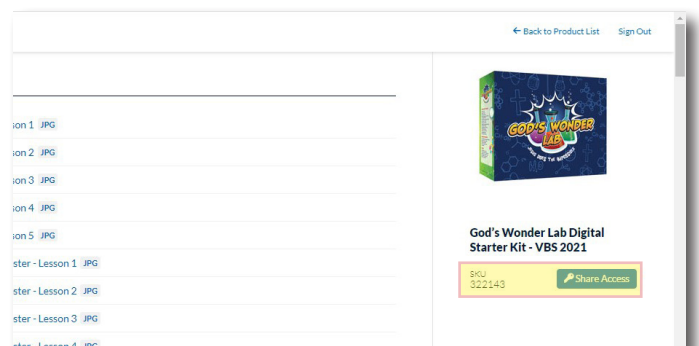
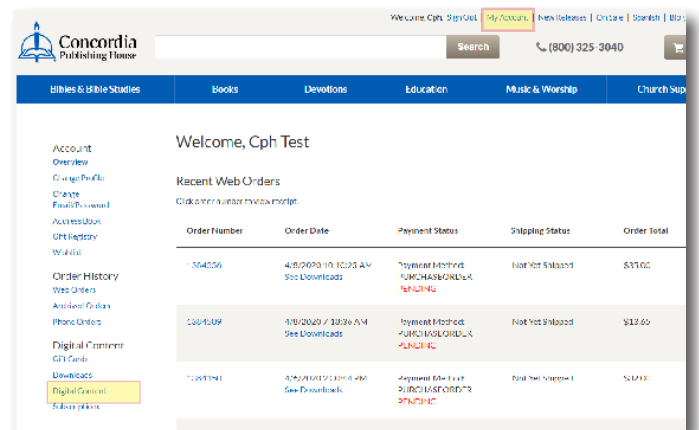
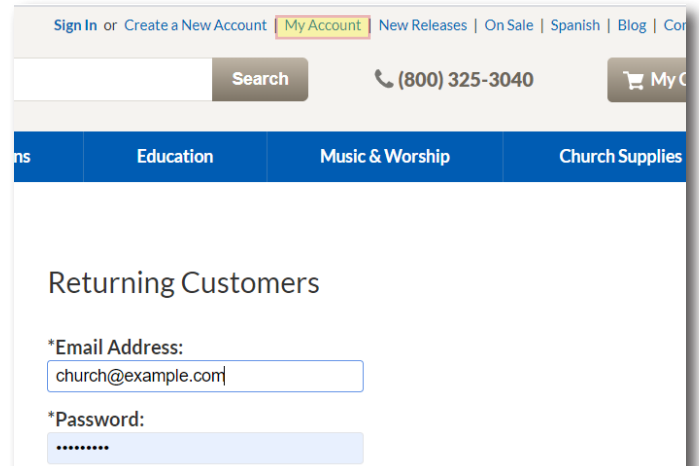
# REVIEW YOUR DIGITAL DIRECTOR MATERIALS

## Step One

Purchase of your starter kit gives you automatic access to the digital starter kit on [cph.org](http://cph.org). The God's Wonder Lab [downloads page](#) also contains bonus resources such as art and shareable social media images. Follow these instructions to access your digital kit:

1. Sign in to your [cph.org](http://cph.org) account.
2. Click on **My Account** at the top of the page.
3. Click on the **Digital Content** option on the left side of your screen.
4. Click the link that says **God's Wonder Lab Digital Starter Kit - VBS 2021**.
5. Review the materials and decide which ones you will use for your VBS.
6. Share access with your volunteers and teachers using the link on the right side of your screen.

(if you did not purchase your kit from CPH, contact us at [vbsteam@cph.org](mailto:vbsteam@cph.org) and we can help grant you access)





# PLAN YOUR CONTENT

## Step Two

There are many tools to help families re-create the VBS experience at home. Planning your content is a critical, and sometimes tricky, part of making a digital VBS.

To keep kids engaged throughout the day, create a mix of video content with hands-on activities in the home. Video content helps create a personal experience for your kids, and hands-on activities provide variety and help break up the day.

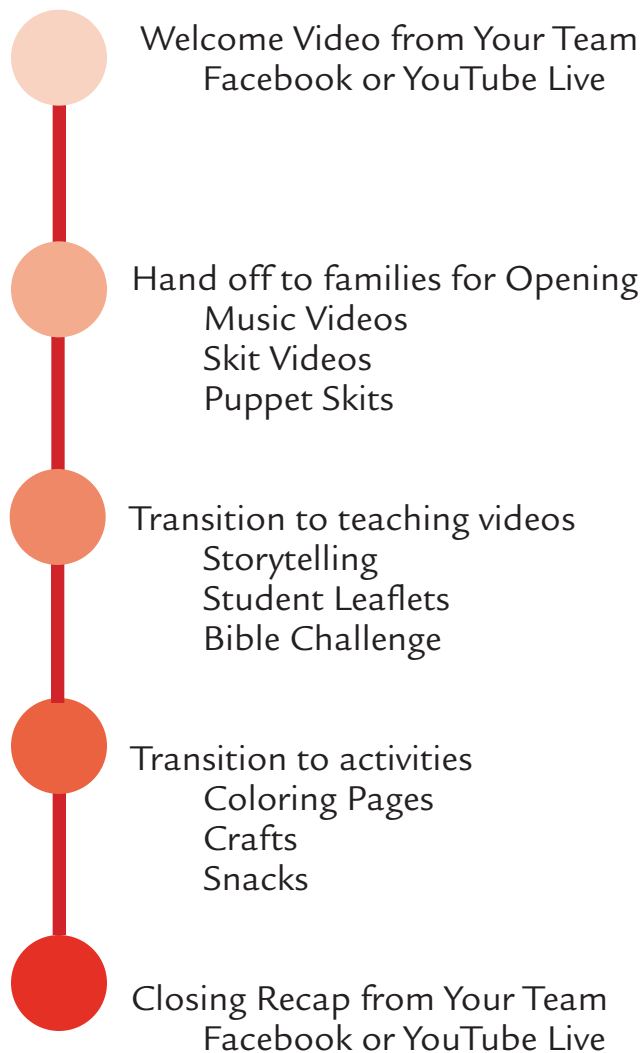
Though some churches may choose to create all teaching video content on their own, CPH is creating a series of teaching videos each day for two VBS sites:

- Puppet Skits
- Bible Challenge

These teaching videos will help you stay focused on what you do best: building personal content for your children and families.

Use the following schedule for a digital VBS to provide a good mix of content.

## DAILY CONTENT OUTLINE



***For best results,  
share the family lesson outlines at***

**[CPH.ORG/FAMILYVBSWONDER](http://CPH.ORG/FAMILYVBSWONDER)**



# ASSEMBLE YOUR STUDENT PACKS

## Step Three

To make your digital VBS as interactive and hands-on as possible, incorporate some type of physical element or student pack with your VBS. This will allow children to participate in activities at home.

### STUDENT PACK MATERIALS

Each church's student pack may include a different mix of materials for the week. When possible, be sure to balance personal elements with teaching tools. Consider asking your pastor or volunteers to write a personal note to students. The checklist to the right can help you brainstorm some options for your church's unique situations.

### ASSEMBLY & DISTRIBUTION

When assembling and distributing the student packs, be sure to follow the CDC and government regulations for your area. You may choose to ask families to pick up packets at your church, find volunteers to drop them off at students' homes, or even mail out materials.

## STUDENT PACK CHECKLIST

- ☐ Personal Note from Your Church
- ☐ Mission Project Information
- ☐ [Drawstring Bag](#) or Envelope
- ☐ [Music Download Card](#) or [CD/DVD](#)
- ☐ [Collectibles](#) & [Carabiner](#)
- ☐ Student Leaflets for [Early Childhood](#)  
or [Elementary](#)
- ☐ [Lesson One Craft](#)
- ☐ [Lesson Two Craft](#)
- ☐ [Lesson Three Craft](#)
- ☐ [Lesson Four Craft](#)
- ☐ [Lesson Five Craft](#)
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_



# CREATE YOUR CONTENT HUB

## Step Four

With all your digital content in place, the next important step is planning how families will access it. **Create a page on your church's website** with essential information and links to outside resources. This is often the first place people will check when looking to find more information about VBS.

You also may choose to use another platform such as Zoom, Google classroom, or a Facebook group to help facilitate discussions during the week. If you decide to use these platforms, be sure to provide a link and instructions on your main site page.

Use the following checklist to help you make sure that you haven't forgotten anything on your hub.

### CONTENT HUB CHECKLIST

- ☐ VBS Dates & Times
- ☐ Registration information
- ☐ Student Pack distribution Information
- ☐ Link to family materials
- ☐ Supply Lists
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

Privacy and copyrights regulations are two other important factors when building your content hub. Use the following general guidelines when deciding what to put online.

#### PRIVACY

When working with children, it is essential that their privacy is protected. If you wish to build an interactive environment where students and volunteers are having two-way conversations, make sure it is not publicly accessible and password protect materials.

#### COPYRIGHTS

Copyrights regulations protect the work of content creators. Here are some general guidelines for navigating VBS copyrights.

- Don't share copyrighted materials such as music or student leaflets on public forums.
- When possible, share links provided directly from your publisher. Here are a few examples from CPH:
  - [God's Wonder Lab Downloads](#)
  - [CPH VBS Digital Bonus Materials](#)
  - [CPH VBS YouTube](#)
  - [CPH VBS Pinterest](#)
- **When in doubt, ask!** If you have a question or concern, send us an email at [copyrights@cph.org](mailto:copyrights@cph.org). We're here to help!





# SPREAD THE WORD

## Step Five

With your content plan in hand, your final step for hosting a digital VBS is to get the word out. When planning to spread the news, make sure that all of your **inbound communications** point to your content hub on your website. This includes things such as:

- Newsletter articles
- Emails
- Twitter
- Facebook
- Instagram

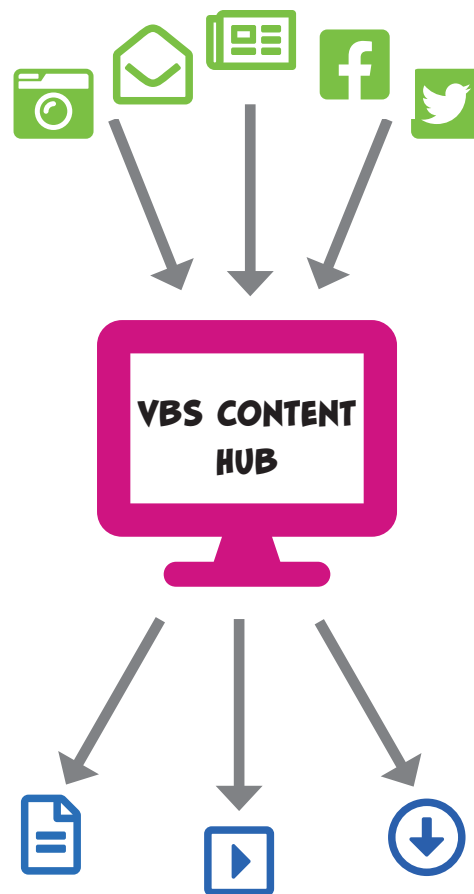
If you have additional links for resources that people will use during VBS, filter these **outbound communications** through your hub first. This will help avoid unnecessary confusion about where to learn more and serve as a reference point when people have questions. This includes things such as:

- Downloads
- Forms
- Lesson materials
- Teaching Videos

## COMMUNICATION TIPS

Creating a communications plan can definitely be intimidating, but remember you're not alone. Use these best practices to help you get started:

**1. START SMALL:** When planning your communications, quality definitely matters over quantity. When starting, aim for one email a week and one social post. Focus on short, meaningful messages to share with your congregation.



**2. MIX IT UP:** Plan a mixture of photos, videos, and written communications. A good variety of content will help capture and keep people's attention.

**3. MAKE IT PERSONAL:** Share personal stories of what VBS means to your congregation members. Ask some children what they love best about VBS. In times of physical separation, personal connections matter more than ever.

# QUICK REFERENCE GUIDE



Congratulations on making it this far! We hope that these ideas have helped set you on the right path for your church's VBS this year.

We know that you still may have some questions about what to do next and that more questions will come up along the way. Here's a quick reference guide of where to look when you might need help:

## CONTACT INFORMATION

VBS Team: [vbsteam@cph.org](mailto:vbsteam@cph.org)

Stephanie: [stephanie.didonato@cph.org](mailto:stephanie.didonato@cph.org)

Anna: [anna.johnson@cph.org](mailto:anna.johnson@cph.org)

Copyrights: [copyrights@cph.org](mailto:copyrights@cph.org)

Customer Service: [order@cph.org](mailto:order@cph.org) or

800.325.3040

## SOCIAL MEDIA

Facebook Page: [CPH's VBS](#)

Pinterest: [CPH VBS](#)

YouTube: [CPH VBS](#)

Facebook Group: [Concordia VBS](#)

Hashtag: #GodsWonderLab

## WEBSITES

Theme Site: [cph.org/wonder](http://cph.org/wonder)

Shopping Site: [cph.org](http://cph.org)

Digital Family Guides:

[cph.org/familyvbswonder](http://cph.org/familyvbswonder)