



Ministry Leader,

According to The Barna Group, a person’s worldview is primarily shaped by age 13. This is the middle school student in your church...the kid who, just two years ago, was in your children’s ministry. We tend to talk about the student-church-dropout-rate as if it’s a youth ministry issue. But if a human’s worldview is largely formed by age 13, isn’t this more of a children’s ministry conversation? This is why some children’s ministry leaders have begun asking a strategic question about the future:

Are we adequately preparing today’s kids to engage the culture and lead the church of 2050?

Perhaps you are newer to leading children’s ministry, but you grew up a couple of decades ago when the world didn’t seem quite so complex? Or, maybe you’ve been at this for quite some time and you remember leading children’s ministry in what appeared to be a “majority Christian culture” when the world seemed less fierce. Regardless of your tenure or experience, we all find ourselves in a unique cultural moment—one we rightly call post-Christian. But what does that mean?

Pastor Mark Sayers of Red Church in Melbourne, Australia says, “A post-Christian culture is an attempt to advance the goals of Christianity without Christ. It’s the Kingdom without the King.” We see this all around us. Perhaps you’ve heard it said, “You Be You.” “My Body, My Choice.” “Live Your Truth.” What is going on here exactly? It’s a striving for freedom, justice, happiness, purpose, fulfillment, redemption and more...but lacks Gospel. No Bible. No Jesus.

This is the world in which today’s children are living. From Seattle, Washington to Savannah, Georgia, today’s kids are swimming in a post-Christian Culture, forming them into the identity of a hyper individualist (“You Are Enough!”). When they see you on the weekend teaching from the Bible, this is the lens through which they are looking to interpret and understand your message.

So where do we go from here? What are the key conversations we have ahead of us as a children’s ministry community? How can we collaborate together to be more fruitful in child disciple-making in a changing world? This is precisely why we are facilitating an **invitation-only** discussion on this very topic in South Carolina on **February 23 – 24, 2022**. We are only inviting 200 children’s ministry leaders, pastors, and resource providers, and we hope you will be one of them. Will you join us for this important and timely gathering?

We can’t imagine having this event without you present! Will you join us?

Please see the additional information attached. If you have any questions, please contact us and let us know how we can help.

For the Future of the Church.

Matt Markins.
President and CEO, Awana

Sam Luce.
Pastor of Families, Redeemer Church



PS: Hosting a gathering like this isn’t possible without generous, like-minded partners. To help reduce your expenses, organizations like Compassion International, David C. Cook, Q Ideas, 4/14, D6 and Awana have each come together to make this conversation happen. We can’t wait for you to be a part of it. See you there!