IT’S WORTH IT

LANDRY HOLMES

FOREWORD BY RUSSELL MOORE

UNCOVERING HOW ONE WEEK CAN TRANSFORM YOUR CHURCH
ADULTS WHO ATTENDED VBS HAVE OVERWHELMINGLY POSITIVE MEMORIES OF THE EXPERIENCE.

6 OUT OF 10 AMERICAN ADULTS HAVE ATTENDED VBS

9 OUT OF 10 HAVE POSITIVE MEMORIES OF VBS

8 OUT OF 10 SAID IT WAS A CHILDHOOD HIGHLIGHT
69% of American parents will encourage their child to participate in a VBS event at a church they don’t attend if invited by one of their friends.
In the past six months, about how many times have I shared how to become a Christian?

In the past six months, about how many times have I invited an unchurched person to attend a church service or program?

80% of those attending church 1 or more times per month believe they have a personal responsibility to share their faith ... but are they doing it?
GENERATION Z REPORTS THE HIGHEST LEVELS OF LONELINESS.
The harvest is abundant, but the workers are few. Therefore, pray to the Lord of the harvest to send out workers into His harvest. — Matthew 9:37-38
BECAUSE OF JESUS, YOU AND I DO NOT HAVE TO BE ALONE, EVER.

GENERATION Z REPORTS THE HIGHEST LEVELS OF LONELINESS.
“WE FELT THAT THE BIBLE IS NOT TAUGHT IN HOMES AS IT USED TO BE ... AND IT IS NOT TAUGHT IN THE PUBLIC SCHOOLS. SO WE OPENED ... A SCHOOL IN WHICH WE MADE THE BIBLE OUR ONLY TEXT BOOK.”

–VIRGINIA HAWES
YEAR AFTER YEAR, THE TIDE OF VBS NUMBERS REFLECTS INDIVIDUAL LIVES CHANGED FOR ETERNITY.
MYTH #1  PEOPLE ARE JUST USING US FOR FREE CHILDCARE ... AND THAT'S A BAD THING!

- 21%: THE THEMES WERE APPEALING TO MY CHILD
- 20%: THE THEMES WERE APPEALING TO ME
- 20%: MY CHILD VALUED THEIR SPIRITUAL GROWTH
- 20%: MY CHILD VALUED STUDYING THE BIBLE
- 18%: I VALUED MY CHILD BUILDING RELATIONSHIPS WITH OTHERS IN THE CHURCH
- 14%: MY CHILD VALUED BUILDING RELATIONSHIPS WITH OTHERS IN THE CHURCH
- 12%: IT PROVIDED ME WITH AN INEXPENSIVE CHILDCARE OPTION
MYTH #2
WE DON’T HAVE ENOUGH WORKERS.
NO ONE VOLUNTEERS.
79% of respondents disagree with the statement “Parents in our church complain when our VBS is the same as other churches in the area.”

*Myth #3*

Everyone in our town is doing that VBS. No one will come to ours.

78% of leaders disagree when asked whether kids complain.
MYTH #4
VBS IS TOO EXPENSIVE!
WE HAVE TO BUY TOO MUCH STUFF.
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>49%</td>
<td>Of VBS participants attend their own church</td>
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<tr>
<td>29%</td>
<td>Attend other churches</td>
</tr>
<tr>
<td>22%</td>
<td>Do not attend church</td>
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**Myth #5**

The only kids who come are our church kids.
Myth #6

All our kids are already Christians. VBS is not about discipleship.
IF YOU TOTAL IT UP, VBS RESULTS IN 15 HOURS OF INTENSE DISCIPLESHIP, THE GOSPEL BEING SHARED DAILY, AND 7 MONTHS OF MINISTRY IN 1 WEEK.
IS VBS WORTH IT?
VBS is the one week that mobilizes the entire church to reach the community with the gospel, while simultaneously providing a unique discipleship experience for the individual child and volunteer.
IT'S WORTH IT!