

Magnify the Why: VBS 2025

Introduction

Why VBS Matters

VBS is more than just a fun-filled week—it's a powerful ministry that changes lives! When we **magnify the why**, everyone involved—your pastor, volunteers, parents, kids, and community—understands the impact. A clear purpose creates passion, fuels commitment, and leads to eternal transformation.

Session Goals

By the end of this session, you will:

- Have a strategy to communicate **why** you do VBS.
- See the profound impact of VBS on individuals, families, churches, and communities.
- Be inspired to share and champion VBS like never before!

Resource Recommendation: *It's Worth It?* – A must-read for you, your pastor, and key leaders!

Welcome & Purpose

WELCOME! Are you ready to **Magnify the Why?**

VBS isn't just another event—it's a **divine opportunity** to disciple the next generation, grow your church, and reach your community. If you haven't read *It's Worth It?*, now's the time! Gift it to your pastor as a way to say **THANK YOU** for supporting this vital ministry. Some of the data I'm sharing today is in this book.

Let's Get Started!

1. Repeat after me: **Magnify! Magnify! Magnify the Why!** (*Use motions!*)
2. **Partner Activity:** Find a partner and list **5 reasons why** you do VBS. (*1 minute*)
3. **Share:** Invite attendees to share their lists. *Look at these amazing reasons!*

Now, let's think about **who** is impacted by VBS. With your partner, make a list. Every one of these people experiences **eternal impact** through VBS!

Advancing the Kingdom Through Eternal Impact

What Does Eternal Impact Mean?

Discuss with your partner. What does “eternal impact” look like?

Eternal impact means **lives changed forever** by the gospel! At VBS, people—kids, teens, and adults—hear the good news of Jesus and receive the gift of eternal life.

The Gospel Transforms Lives:

- **Dead in sin → New life in Christ**
- **Holy Spirit’s role:** Comforter, Guide, Convictor (*Use water to represent the Holy Spirit!*)
- **Relationship with God Almighty!**

This is why **VBS matters!** Kids need Jesus **now**, not later.

Did you know?

- **84% of the Silent Generation** accepted Christ as kids.
- **76% of Baby Boomers** made their decision for Christ in childhood.
- **67% of Gen X and 49% of Millennials** came to Christ young.
- **Today’s parents are less likely to identify as Christian**, making VBS more vital than ever!

VBS Changes Lives!

- **71% of parents** who never sent their child to VBS believe it would have positively impacted their child’s spiritual growth.
- **95% of parents** whose children attended VBS say it influenced their child’s faith journey.
- **89% of adults** who attended VBS as kids say it strengthened their faith.

VBS isn’t just for kids—**teens and adults** get saved too!

Example: Share a testimony of sisters coming to Christ through VBS.

Transforming Lives Through Deep Discipleship

The Butterfly Effect: Growth & Transformation

Discipleship isn't just about salvation—it's about **spiritual growth**. At VBS, kids, teens, and adults:

- **Study God's Word**
- **Sing God's Word**
- **Cheer & Declare God's Word**

Imagine every participant leaving your VBS knowing and believing these big truths:

- **God created everything and still wants to spend time with me.**
- **God holds the universe together and cares about me.**
- **God hates sin, yet loves sinners like me.**
- **Jesus came to save the world—including me!**
- **I don't have to worry because God keeps His promises.**

Activity: Hidden Truths!

- Place these truths under chairs.
- As people find them, have them read them aloud.
- Repeat each truth together!

The Power of God's Word

Read **Joshua 1:8 & Psalm 1:1-3** with a partner. What happens when we meditate on God's Word?

2 Timothy 3:16-17: God's Word **equips** us for every good work—including VBS!

Strengthening the Church Through Mission & Unity

VBS as a Powerful Outreach Tool

VBS is one of the most effective ways to bring new families into your church. How?

- **Families invite families.**
- **Kids invite friends.**
- **Grandparents bring grandkids.**
- **Local daycare centers & schools partner with VBS.**
- **VBS Parents** become engaged church members!

What's Your Goal?

- How many new families do you want to see connected to your church this year?

- Start **praying and planning now!**

VBS Unifies the Church

For an entire week, your church unites around a **shared mission**:

- **Teaching the same scripture**
- **Singing the same songs**
- **Serving the same purpose**

All ages, life stages, and backgrounds come together for **one mission—reaching the lost!**

Why This VBS Curriculum Stands Out

- **Gospel-Centered**
- **Trustworthy Content**
- **In-Depth Bible Study**
- **For All Ages**
- **Flexible & Customizable**
- **Equips Parents**
- **Custom Music & Media**
- **And it's FUN!!!**

VBS is a **blast**—it's the one time you can go **all out** for Jesus in ways that just don't fit on a Sunday morning!

Closing: Your Next Steps

Share Your Why

With a partner, share **three reasons why** VBS is a must and explain which one inspires you the most.

Two Must-Do Actions

1. **Get the book.** Read it and give one to your pastor.
2. **MAGNIFY THE WHY!**
 - Share it on social media.
 - Tell your team & leaders.
 - Train your volunteers.
 - Make sure everyone **knows** the purpose behind VBS!

Pray for Your Church

Pray that your church will **live, breathe, and share** the mission of VBS.

Now that you **know the why**, it's time to **get busy and magnify** it!

Bonus: Technology & Kids

Technology is rewiring how kids grow and develop. Learn how VBS can equip kids to **overcome screen addiction** and thrive in the way **God created them!**

Go & Magnify the Why!