

K-LIFE MINISTRIES

problem: client:

K-Life is a youth ministry focused on mentoring and discipling teenagers.

- K-life networks kids from all churches throughout the community.

- Low numbers in students attend high school klub
- Numbers normally range from 45-50 and they would like them to run around 60-65

solution:

Plan an event for high school students so that the ones who normally come can bring along a friend

- This event will give students a chance to be introduced to K-Life in a non-intimidating and fun way
- The ideal situation would be for the student who attended the event will then be curious about klub and start attending that as well

HOW TO SPREAD THE WORD ABOUT THE EVENT:

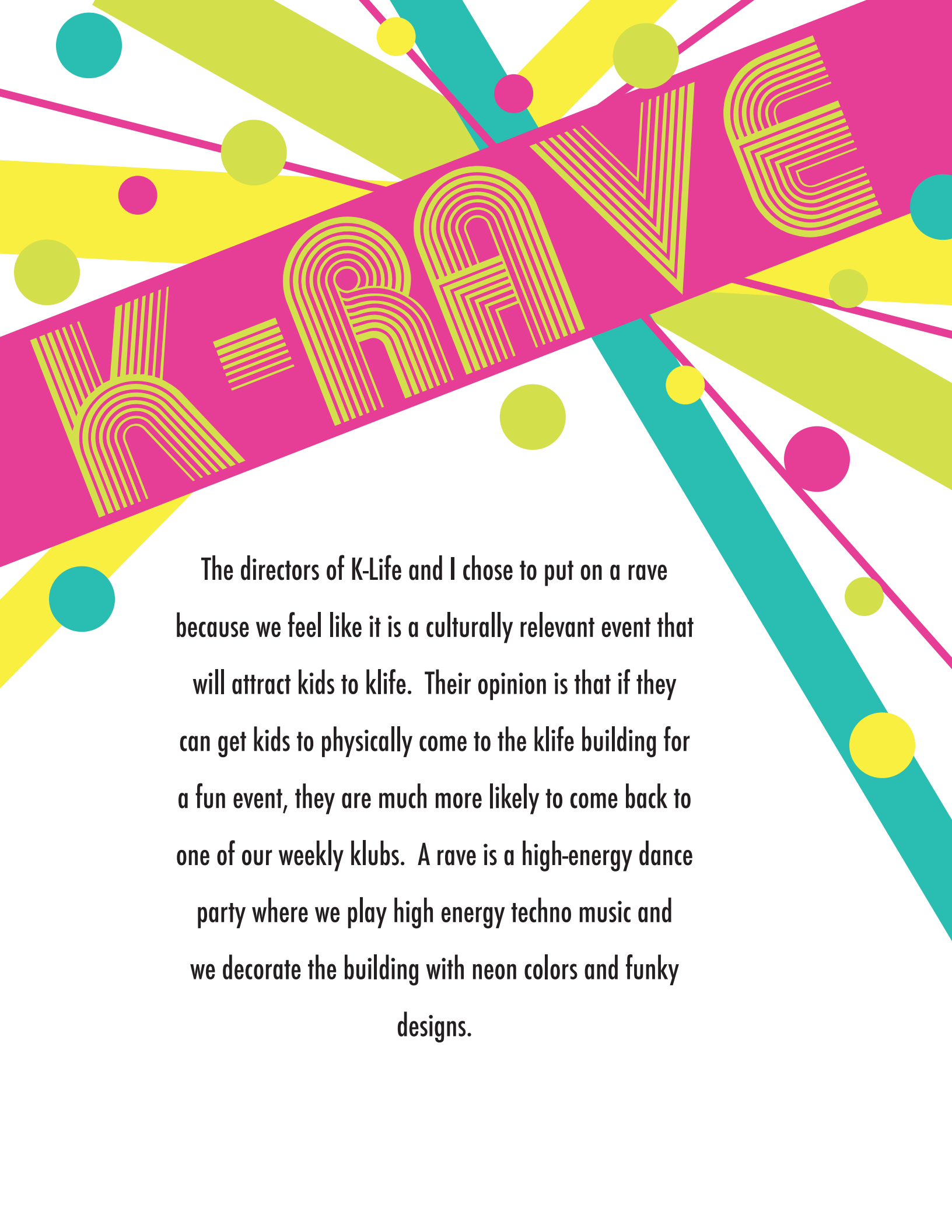
The best way to get information into the schools about the event is through word of mouth.

- Assign certain students the specific job of talking up the event. This student is known as the "mouthy maven" and will do a better job of spreading the word than flyers or posters would do. Make sure this student has strong influence over his or her peers
- Have some sort of incentive for the regular attending students to bring a friend. Ex: The one that brings the most friends receives some kind of prize.

HOW TO GET STUDENTS TO ATTEND K-LIFE AFTER THE EVENT:

For each of the first time attendees, provide an incentive to come to klub the following Tuesday.

- Offer a gift for the newcomers if they also bring a friend with them.
- Play a game that doesn't wrap up until klub, that way in order to even be eligible to win they must be there the next Tuesday.



The directors of K-Life and I chose to put on a rave because we feel like it is a culturally relevant event that will attract kids to klife. Their opinion is that if they can get kids to physically come to the klife building for a fun event, they are much more likely to come back to one of our weekly klubs. A rave is a high-energy dance party where we play high energy techno music and we decorate the building with neon colors and funky designs.