

IT'S

UNCOVERING HOW ONE WEEK CAN TRANSFORM YOUR CHURCH

LANDRY HOLMES

FOREWORD BY RUSSELL MOORE

UNCOVERING HOW ONE WEEK CAN TRANSFORM YOUR CHURCH



**6 OUT OF 10**

AMERICAN ADULTS HAVE ATTENDED VBS



**9 OUT OF 10**

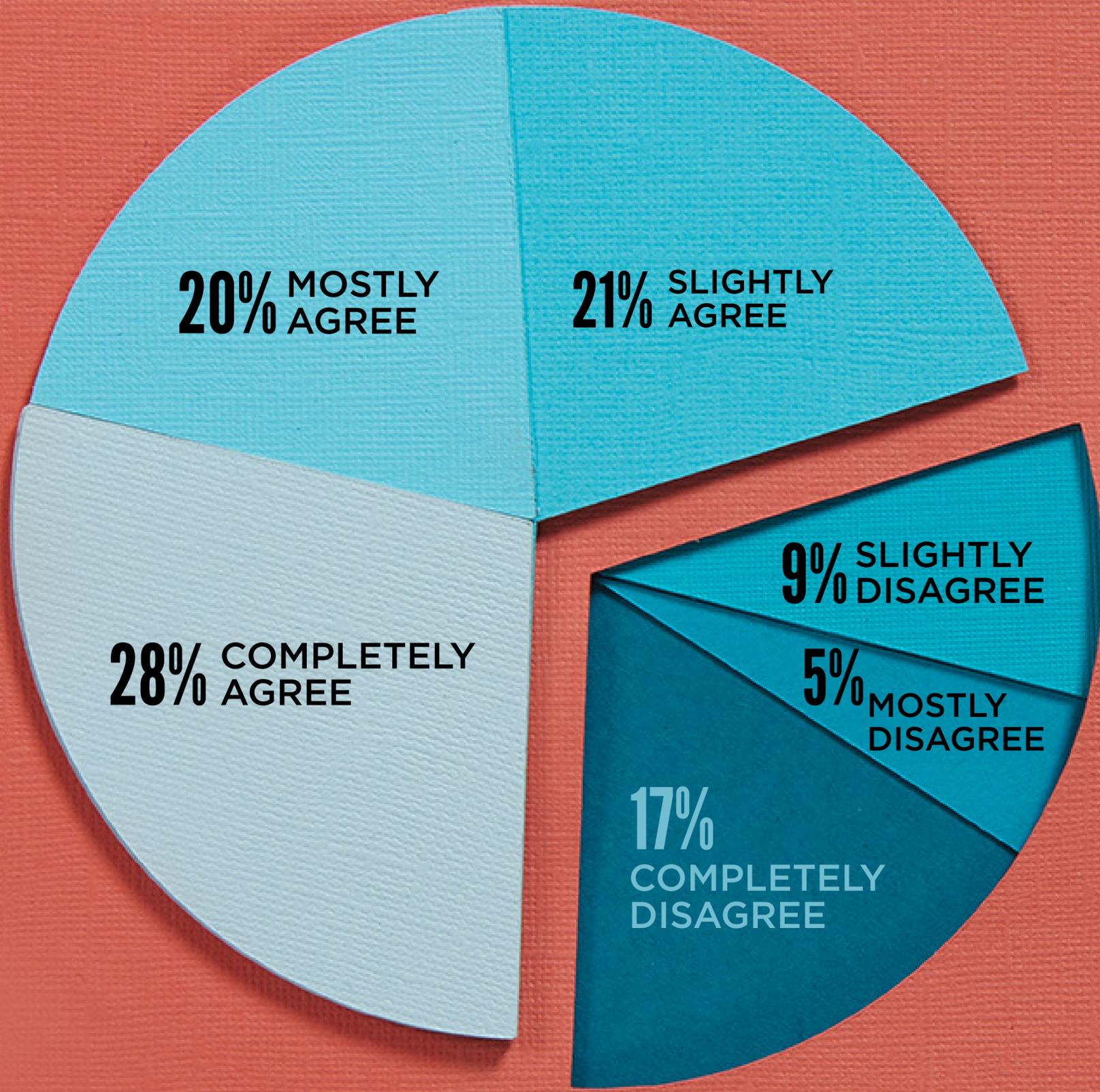
HAVE POSITIVE MEMORIES OF VBS



**8 OUT OF 10**

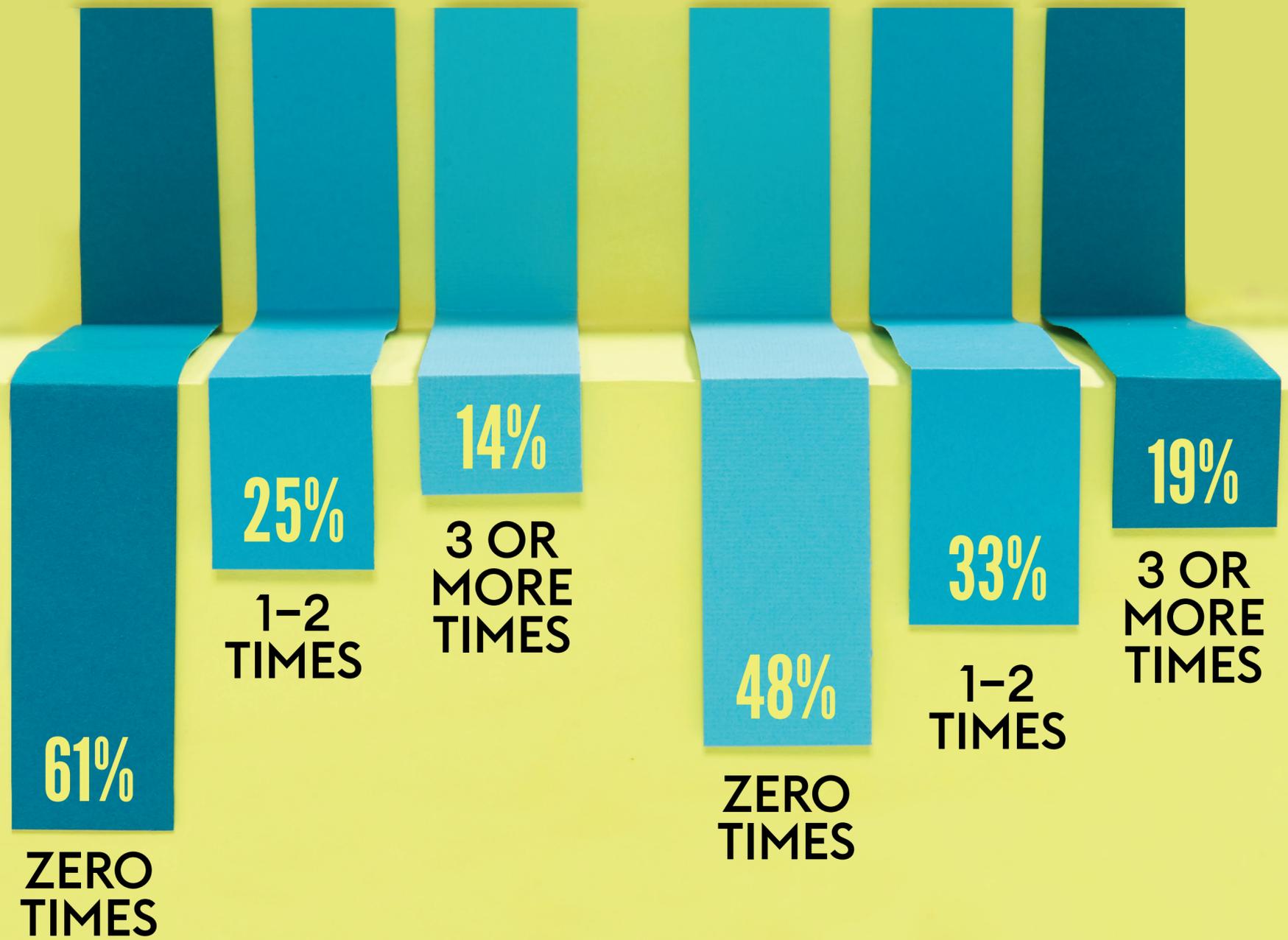
SAID IT WAS A CHILDHOOD HIGHLIGHT

**ADULTS WHO  
ATTENDED VBS HAVE  
OVERWHELMINGLY  
POSITIVE MEMORIES  
OF THE EXPERIENCE.**



**69%**

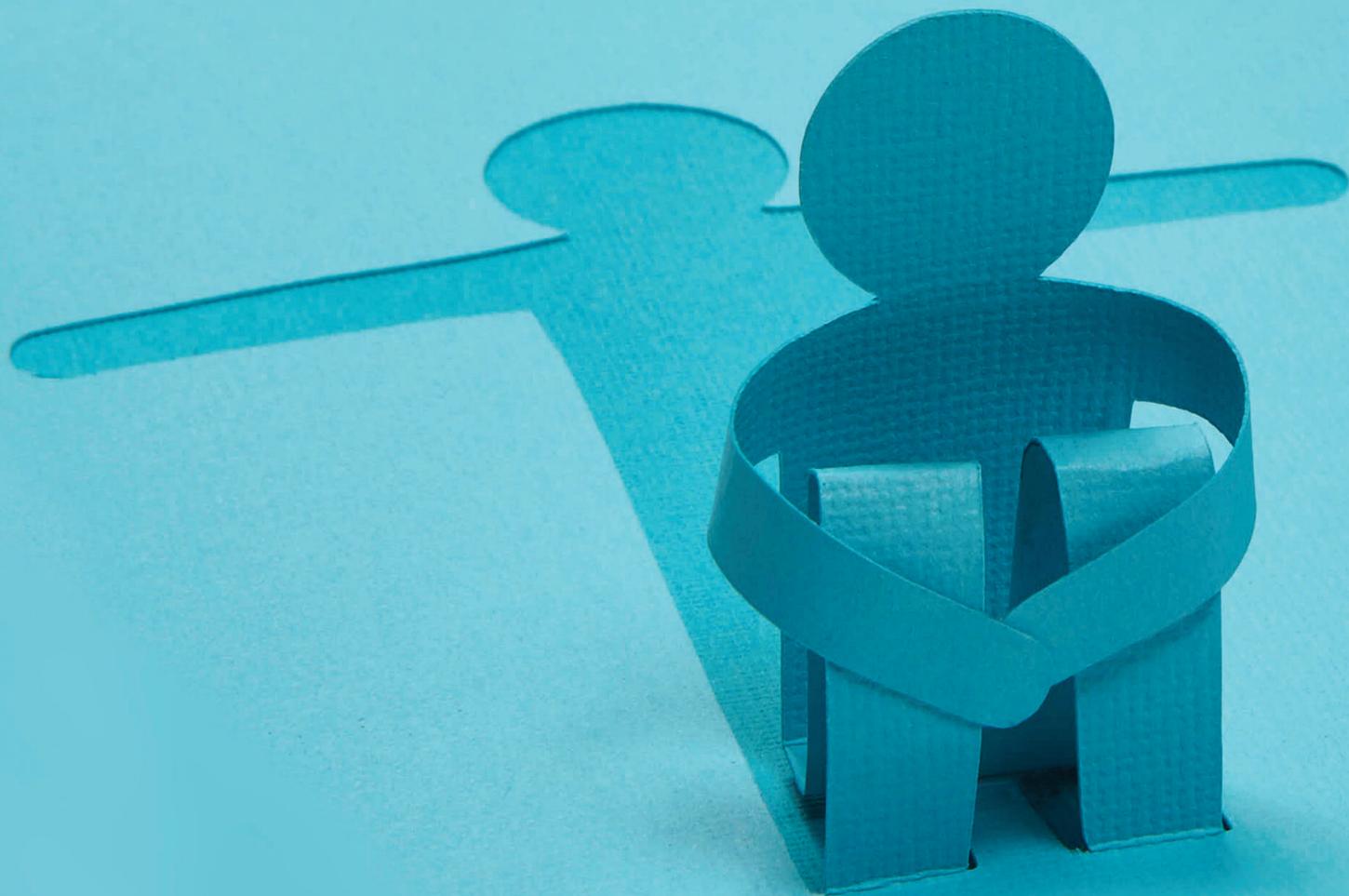
**OF AMERICAN PARENTS WILL ENCOURAGE THEIR CHILD TO PARTICIPATE IN A VBS EVENT AT A CHURCH THEY DON'T ATTEND IF INVITED BY ONE OF THEIR FRIENDS.**



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

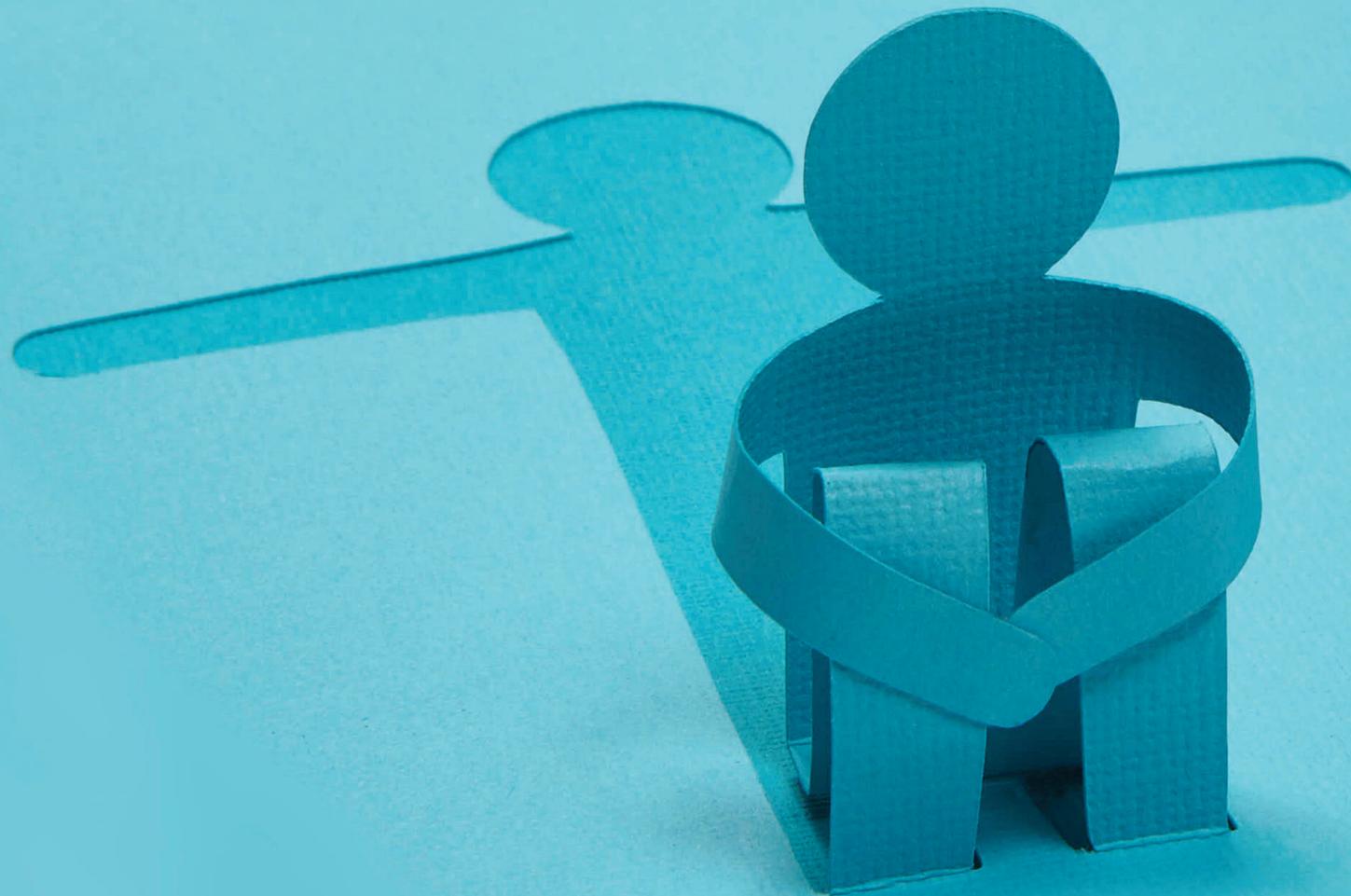
TO THE LORD OF THE HARVEST TO

## 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

**2,494,059**  
PEOPLE ENROLLED  
IN VBS

**\$7,012,010**  
GIVEN TO MISSIONS  
DURING VBS

**21,376**  
CHURCHES REPORTED  
A VBS

**160,926**  
PROSPECTS DISCOVERED  
THROUGH VBS

**65,301**  
SALVATION DECISIONS  
FROM VBS

**835**  
DECISIONS MADE FOR  
VOCATIONAL MINISTRY  
AT VBS

**2,494,059**  
PEOPLE ENROLLED  
IN VBS

**17,010,010**

**YEAR AFTER YEAR, THE  
TIDE OF VBS NUMBERS  
REFLECTS INDIVIDUAL LIVES  
CHANGED FOR ETERNITY.**

**65,300**  
SALVATION DE  
FROM V

**1,926**  
DISCOVERED  
HIGH VBS

# MYTH #1 PEOPLE ARE JUST USING US FOR FREE #1 CHILDCARE ... AND THAT'S A BAD THING!





## 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”**

**21%**  
**AGREE**

**79%**  
**DISAGREE**

**78% OF LEADERS  
DISAGREE WHEN  
ASKED WHETHER KIDS  
COMPLAIN.**

**MYTH  
#3**

**EVERYONE IN OUR TOWN  
IS DOING THAT VBS. NO  
ONE WILL COME TO OURS.**



**MYTH  
#4**

**VBS IS TOO EXPENSIVE!  
WE HAVE TO BUY TOO  
MUCH STUFF.**

**49%**

OF VBS PARTICIPANTS  
ATTEND THEIR  
OWN CHURCH

**29%**

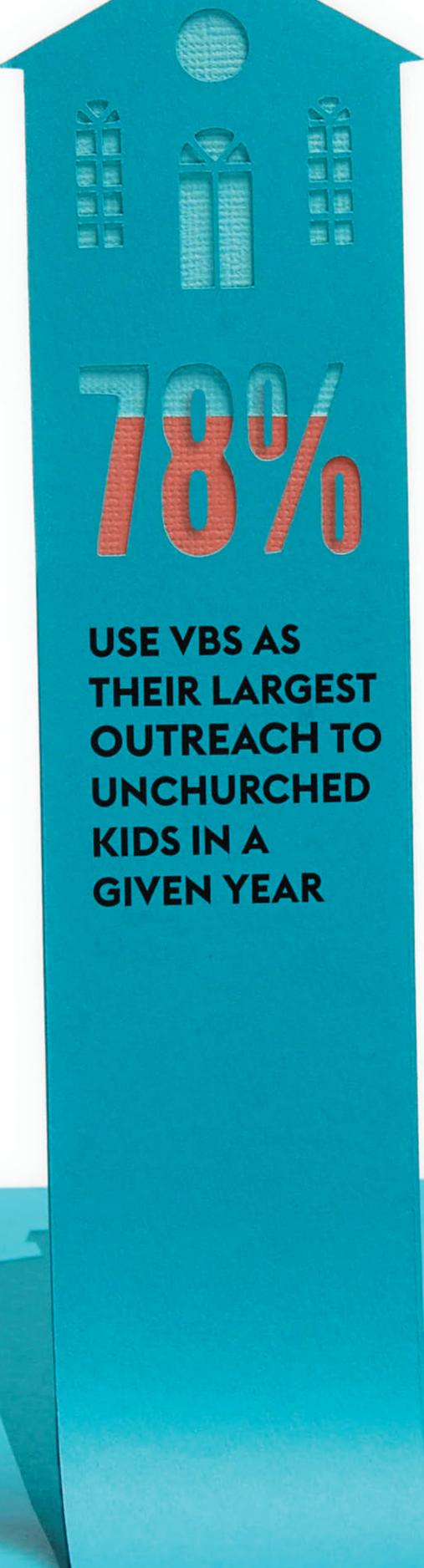
ATTEND  
OTHER  
CHURCHES

**22%**

DO NOT  
ATTEND  
CHURCH

**MYTH  
#5**

**THE ONLY KIDS  
WHO COME  
ARE OUR  
CHURCH KIDS.**



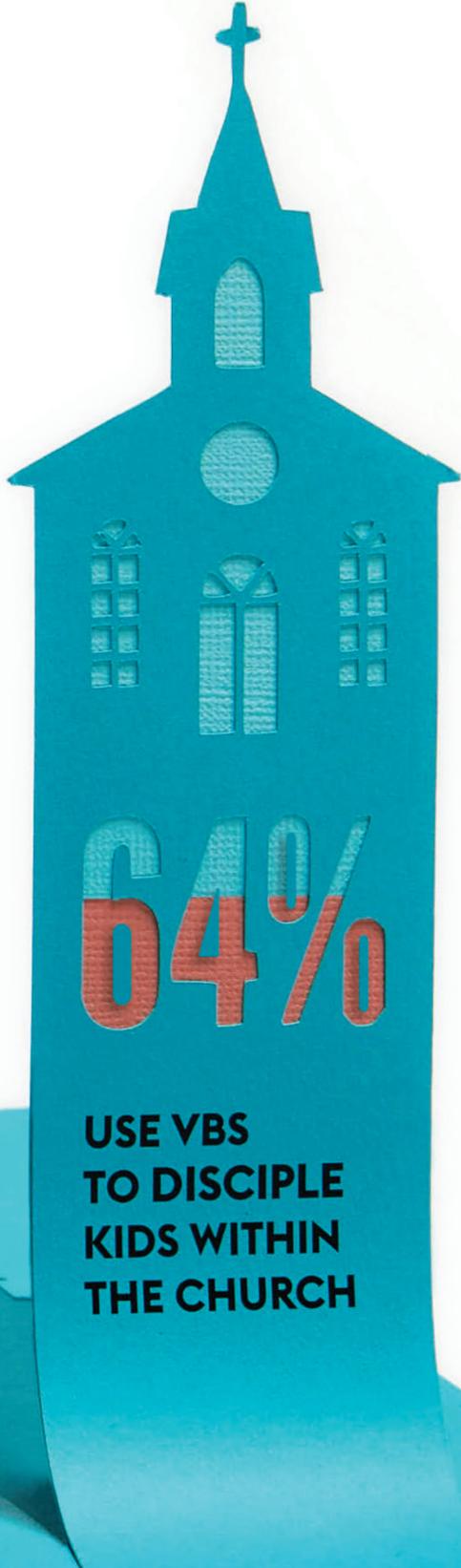
**78%**

USE VBS AS  
THEIR LARGEST  
OUTREACH TO  
UNCHURCHED  
KIDS IN A  
GIVEN YEAR



**64%**

OF CHURCHES  
RELY ON VBS  
TO CREATE  
EXCITEMENT  
ABOUT THEIR  
CHILDREN'S  
MINISTRIES



**64%**

USE VBS  
TO DISCIPLE  
KIDS WITHIN  
THE CHURCH

## 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.**

**15 HOURS**

**GOSPEL BEING SHARED**

**7 MONTHS**

**IN ONE 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.**

