

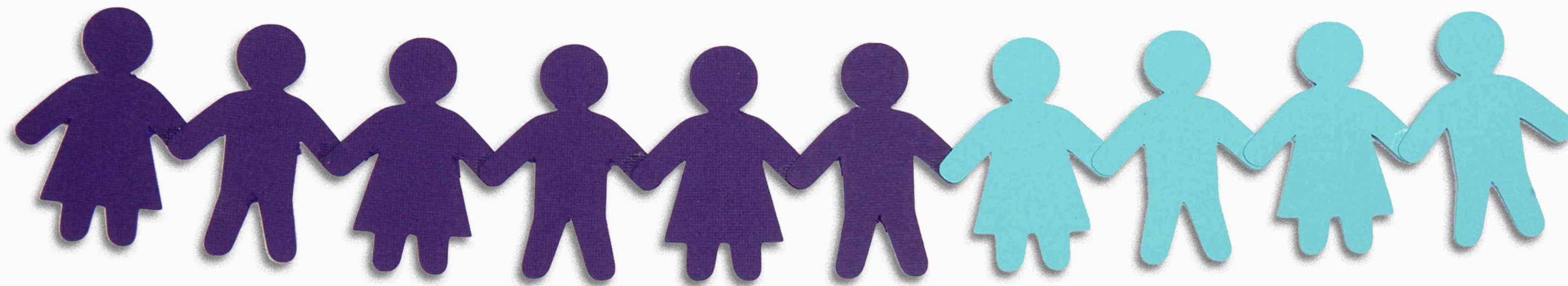
IT'S

UNCOVER

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

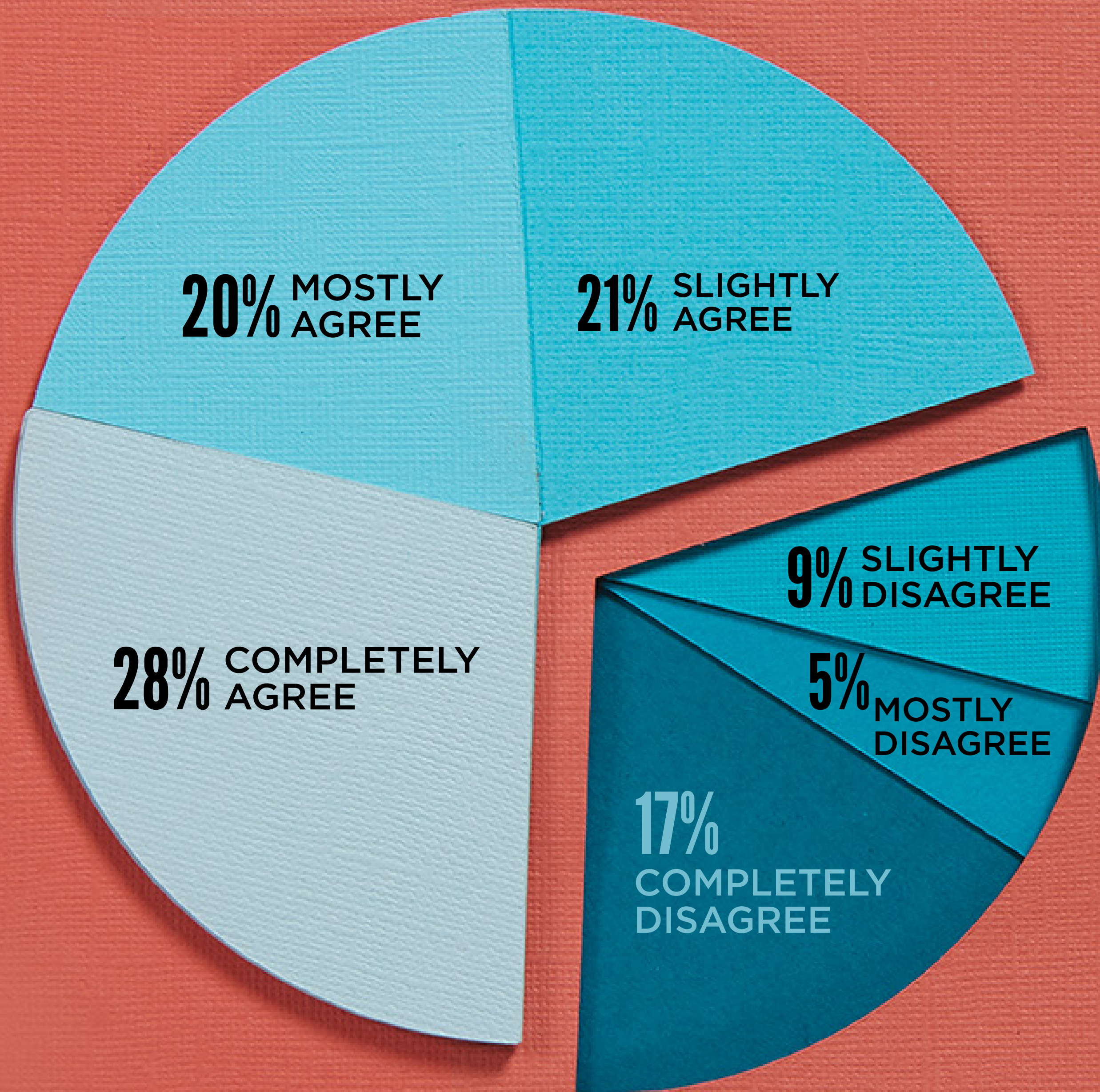
HAVE POSITIVE MEMORIES OF VBS



8 OUT OF 10

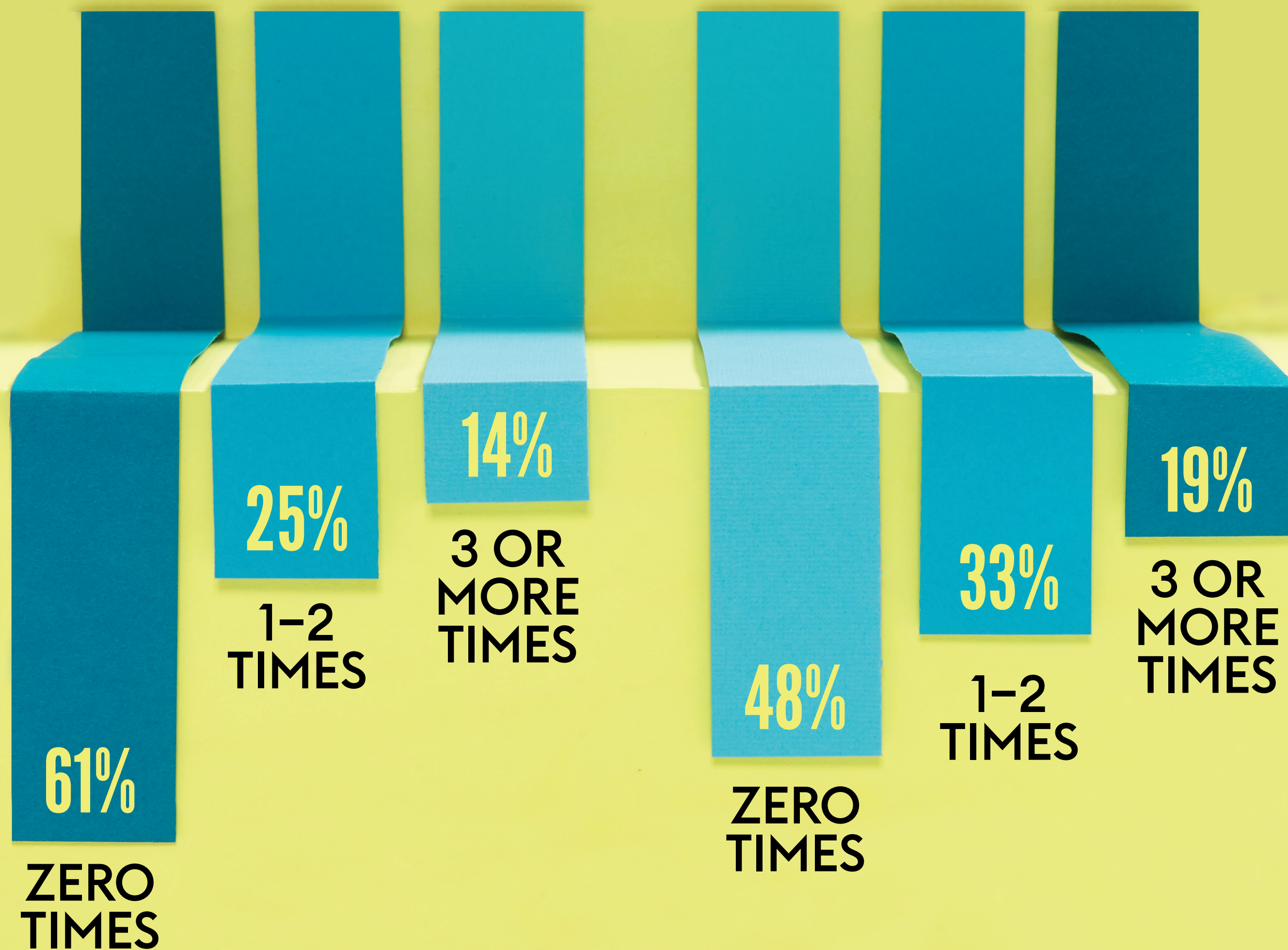
SAID IT WAS A CHILDHOOD HIGHLIGHT

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



69%

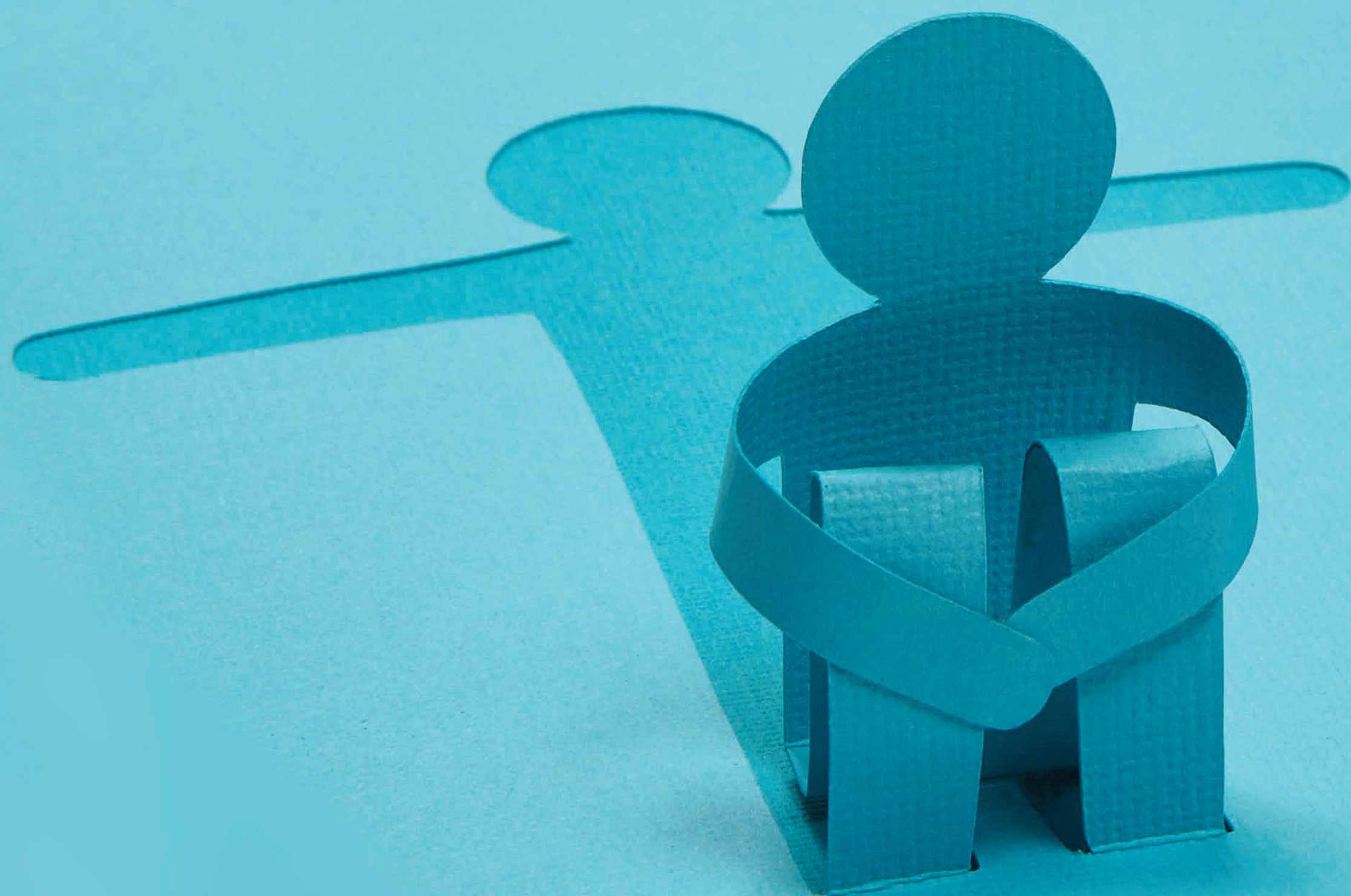
OF AMERICAN PARENTS WILL ENCOURAGE THEIR CHILD TO PARTICIPATE IN A VBS EVENT AT A CHURCH THEY DON'T ATTEND IF INVITED BY ONE OF THEIR FRIENDS.



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

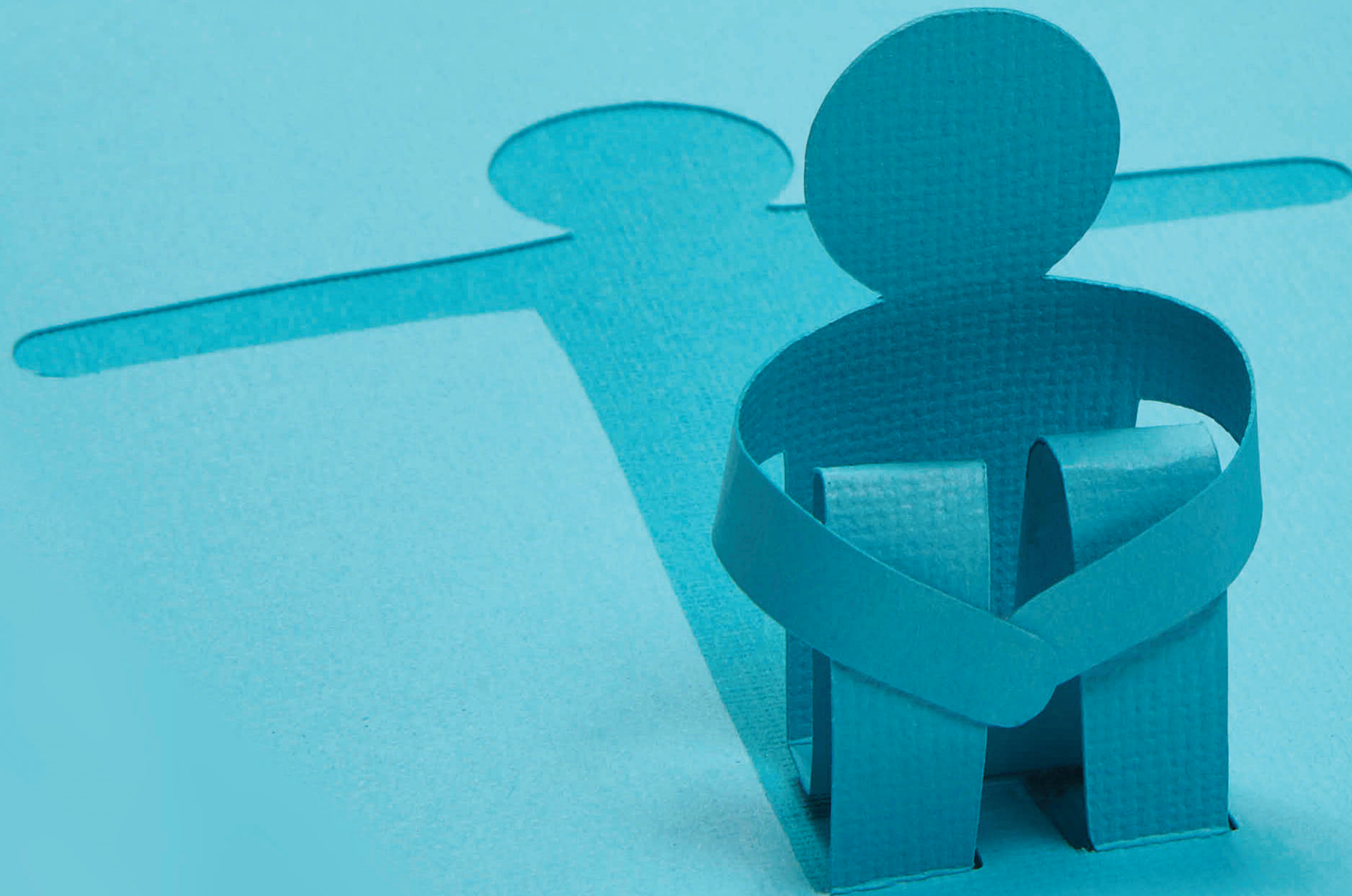
TO THE LORD OF THE HARVEST TO

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

926
DISCOVERED
GH VBS

MYTH #1 PEOPLE ARE JUST USING US FOR FREE 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.**

An infographic featuring three teal-colored church silhouettes of varying heights. The tallest silhouette on the left contains the text '78%' and 'USE VBS AS THEIR LARGEST OUTREACH TO UNCHURCHED KIDS IN A GIVEN YEAR'. The two shorter silhouettes on the right both contain the text '64%' and statements about church reliance on VBS. To the right of the silhouettes, the text 'MYTH #6' is displayed in large red letters, followed by the statement 'ALL OUR KIDS ARE ALREADY CHRISTIANS. VBS IS NOT ABOUT DISCIPLESHIP.' in red. The bottom right corner features the 'LifeWay Kids' logo.

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.

