

ATHENS KIDS

Growing a Gospel-Centered Children's Ministry

amen
able



THE BEGINNER'S

GOSPEL

STORY BIBLE

Kennedy

Illustrated by
Luke Mahoney

who they are

Athens Church is a local community church located in Columbus, Indiana. With the majority of its congregation being comprised of young families, the church strategically sought to develop and grow their children's ministry—Athens Kids. Athens Kids focuses on collaborating with parents to build a gospel-centered foundation in their children's lives through Sunday morning opportunities and by equipping parents to disciple their children at home. Amenable partnered with the Children's Ministry Lead to refresh their brand, and design and develop multiple tools and resources to aid Athens Kids in their mission.

Since officially launching in 2016, Athens Church has grown and established itself as being a gospel-centered community in Columbus, Indiana. Athens seeks to awaken people, the city, and the world to the glory of God. They do this by gathering together regularly on Sundays and throughout the week. The staff at Athens knew families and children made up a large percentage of their members and regular attendees. Because of this, it was important for them to ensure they were connecting with and coaching the families in their care. They knew that this ministry was especially important for their church, and they wanted to communicate well, build trust, and equip parents to support their children.

“Anna is excellent at her craft. She is so enjoyable to work with, incredibly knowledgeable, resourceful, full of creative ideas, and pays excellent attention to detail.”

SAMANTHA W.

Athens Kids exists to fulfill the mission of Athens Church in making disciples by partnering with parents to build a gospel-centered spiritual foundation for their children.

the challenge

The staff members at Athens had exciting ideas and knowledge that would impact the families at Athens, but they needed help bringing them to life. Amenable was able to take the seed of the staff's creative and thoughtful ideas, and bring it to fruition through tangible tools, resources, and materials, resulting in further support for a trustworthy and fruitful children's ministry.

"I was amazed at (Anna's) vast knowledge, experience, and great ideas about how to take an idea and turn it into a great resource. Multiple times I began with a small idea and a dream, and Anna was able to turn those ideas into amazing resources for families that were even more helpful, polished and professional than I could've imagined."

SAMANTHA W.

How we partnered together

Given our term's previous experience partnering with churches, we immediately had some great ideas about how we could support the Athens Kids sub-brand. We listened to the project's key stakeholders—the staff, ministry leads, volunteers, parents, and, importantly, the kids. We spent time learning the ins and outs of the ministry, including the details of the various classes, and routine processes such as check-ins and check-outs. Safety is a huge priority for children's ministries, so as we began building a brand, resources, and tools, we kept families', children's, and volunteers' well-being at the forefront of our minds.



THE WORK

a brand refresh

To communicate more effectively with parents and unify volunteers, our team worked with Athens Church to develop an Athens Kids sub-brand. When we joined, the ministry had a logo, but it needed to be further developed into a sub-brand. Working with the Ministry Lead, we refined the logo, created a vibrant color palette, established a unique typography, built high-resolution logo files, and developed a set of energetic triangle graphics to represent the Athens Kids brand. We then implemented this new brand in a variety of ways.

“Anna listened intently to my ideas. She was always encouraging and stayed true to the original project intent while making the final product even better.”

SAMANTHA W.

Kids

ATHENS CHURCH



LOGO



BRAND SHAPES



BRAND GRAPHIC



Athens Church Baby Dedication

As a parent, I am committing myself, by the grace of God, to seek to raise

to know and love Jesus.

Father *Mother*

*As a church, we are committing ourselves, by the grace of God,
to come alongside these parents to encourage, help, and walk with them
as they raise their children to know and love Jesus.*

Pastor *Athens Kids* *Date*

FROM INFANCY YOU HAVE KNOWN THE SCRIPTURES, WHICH ARE ABLE TO MAKE YOU WISE FOR SALVATION THROUGH FAITH IN CHRIST JESUS. – 2 TIMOTHY 3:15

THE IMPACT OF OUR WORK

The new sub-brand for Athens Kids made creating cohesive resources, signage, and informative materials simple. It was easy to distinguish this ministry from the others, and it echoed the energy and playfulness found within the Athens Kids classrooms. This was the first step in being able to implement new tools and resources to help Athens Kids live out their mission of partnering with parents to disciple their children.

THE WORK

postcards & birthday cards

It was incredibly important for the staff to have resources that allowed them to connect intentionally with families. Using the new sub-brand elements, we created two different sets of cards with engaging designs—The first was a general postcard that could be used for a variety of purposes. The second set of cards was for celebrating birthdays and included age-appropriate gospel-centered activities to remind families that their children are cared for.

1

AS YOUR CHILD TURNS

trust

While giving your baby plenty of love, make sure to respond to his/her needs in a way that builds trust between you and your child.

• • • • •

Even at a young age, teach your child about the trust we have in God. You can do this best through your example!

PSALM 9:10

i am learning to:

- ▶ group familiar objects
- ▶ label body parts
- ▶ *understand* and use words for items
- ▶ make myself understood
- ▶ experience stranger anxiety
- ▶ play simple games
- ▶ practice *taking turns*
- ▶ exert my control
- ▶ distinguish between *acceptable* and *unacceptable* behavior

speak words of faith:

- ▶ "I trust God"
- ▶ "**God loves you**"
- ▶ "Look at the beautiful trees! God made those!"

bible stories:

Using a **picture Bible** is a great way to start reading the Bible with your one-year old.

2

AS YOUR CHILD TURNS

explore

Two year olds are always on the go, ready to explore and get into everything! Give your child plenty of sensory activity experiences to help him explore the world he lives in!

• • • • •

Play Idea: Find Bible Story playsets (such as Noah's Ark or the Nativity) for your child to experience the Bible hands-on!

i am learning to:

- ▶ display *creativity* and *imagination*
- ▶ know what things are and how they work
- ▶ show some self-control
- ▶ dress myself fairly easily
- ▶ play *cooperatively* with others
- ▶ imitate and please adults

speak words of faith:

- ▶ Identify some **Bible characters** and stories.
- ▶ Recognize the Bible as a **special book**.
- ▶ Sing **songs** about God and Jesus.
- ▶ Understand that **God, Jesus,** and **church** are special.
- ▶ **Exodus 15:11**

imagination:

Take time to point out the world around you and how God's *imagination* and *creativity* are clearly seen. Nature walks are a wonderful way to do this!

AS YOUR CHILD TURNS **3**

imagination

Whether it's their excitement, imagination, exploration or discovery, the perspective a three-year-old has on life is wonder-full!

• • • • •

Show wonder at God's creation and His abundant mercy.

i am learning to:

- ▶ display *creativity* and *imagination*
- ▶ know what things are and how they work
- ▶ show some self-control
- ▶ dress myself fairly easily
- ▶ play *cooperatively* with others
- ▶ imitate and please adults

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imagination:

Take time to point out the world around you and how God's *imagination* and *creativity* are clearly seen. Nature walks are a wonderful way to do this!

AS YOUR CHILD TURNS **4**

adventurous

Your four-year-old's favorite question might be "why" because he is adventurous and excited about life. He doesn't need a long explanation, but he will probably ask 'why' again!

• • • • •

Use your child's adventurous spirit to explore the amazing stories from God's Word together.

i am learning to:

- ▶ do two things at once
- ▶ be highly imaginative
- ▶ show great *independence*
- ▶ be a helper
- ▶ play cooperatively with others
- ▶ recognize that God and Jesus *love people*
- ▶ express love for God and Jesus

speak words of faith:

- ▶ Practice **retelling** Bible stories.
- ▶ Say **Bible verses** together.
- ▶ **Worship** God by singing and dancing.

prayer:

- ▶ **Wow** – Praise God for how awesome He is!
- ▶ **Sorry** – Why do you need to say sorry to God?
- ▶ **Thanks** – Thank God for all he has done.
- ▶ **Please** – What requests do you need to bring before God?
- ▶ **Jeremiah 29:12**

AS YOUR CHILD TURNS **5**

school

School is coming, no matter what type your family chooses. School can be just as emotional for mom and dad as it is for your child. Routines and consistency are important throughout this phase.

• • • • •

Praying with your child before school is a great way to prepare her (and you!) for each day.

AS YOUR CHILD TURNS **6**

approval

If there's one thing your six-year-old is searching for, it's approval. Make sure you give your approval often and sincerely.

• • • • •

Remind your child his value comes from God.

DEUTERONOMY 7:6

i am learning to:

- ▶ seek explanations about why and how
- ▶ **comfort** friends who are upset
- ▶ imitate adults
- ▶ accept **responsibility**
- ▶ have good hand-eye coordination
- ▶ **remember** Bible stories
- ▶ use the Bible to find phrases or verses

memorizing:

Five-year-olds have an amazing memory and are able to memorize God's Word! Choose a simple verse to learn together and practice it while driving in the car, eating dinner, or playing together.

emotions:

Help your child label how he feels in certain situations, and talk about what God thinks of the things we say and do. At this age, your child has a great need for reassurance that he is loved and accepted. Lay the foundation of God's love through your own example and examples from the Bible.

1 John 3:1

i am learning to:

- ▶ learn through discovery
- ▶ be **competitive**
- ▶ view failure as hard and thrive on encouragement
- ▶ seek attention
- ▶ see Jesus as a **friend** and **helper**
- ▶ enjoy praying
- ▶ like learning from the Bible
- ▶ know many basic Bible stories
- ▶ have a simple **understanding** of sin and the gospel

spiritual traditions:

Make a habit of regularly asking your kids about **ways they've seen God at work**. It may take some time and modeling on your part before your child starts to get it, but continue by asking your child about the highs and lows of her day, or any mistakes that happened during the day.

AS YOUR CHILD TURNS

discovery

There is so much to explore and discover when you're seven! While maintaining a consistent routine, let your child think outside the box, play, use his imagination, and discover.

• • • • •

Use your child's inquisitiveness to explore God's Word and discover the truths in Scripture.

i am learning to:

- ▶ be sensitive to others' *feelings*
- ▶ discover how things work
- ▶ work *independently*
- ▶ put Bible stories into sequence
- ▶ understand the relationship between the Old and New Testaments
- ▶ *understand* that Jesus is God's Son and what that means

eager to learn:

As your child starts to discover more about the Bible, teach him both Bible stories and biblical concepts, such as **love**, **justice**, **mercy**, etc. Sometime during this age your child may experience difficult times with friends. Use these experiences to teach them about God's mercy, using **Ephesians 4:32** to show him the importance of forgiving others and being kind.



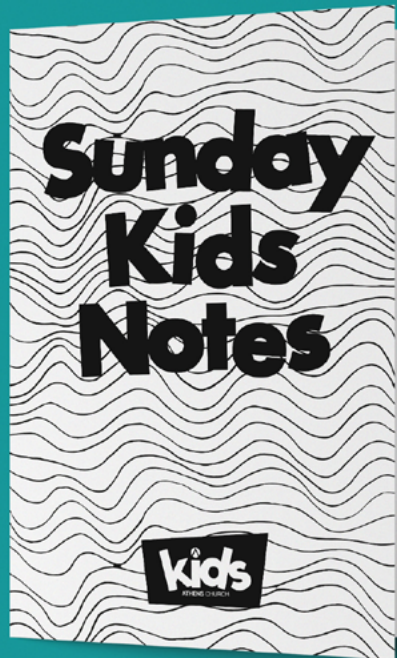
THE IMPACT OF OUR WORK

The team behind Athens Kids truly cares about the children entrusted to them and these cards communicated that to all their families. Children and families at Athens felt known and celebrated—like they were part of a community that wanted the best for them.

THE WORK


sunday notebooks

Throughout the year, Athens held special Sunday events where children would participate in the service instead of in their individual classes. For these days, we developed playful custom coloring booklets to help children stay engaged while worshipping with their parents.



Today's Scripture Reading:
 Book: _____
 Chapter: _____ Verse(s): _____

Draw a picture of something you saw today at Athens Church.




What was your favorite song today?

Questions I will ask:

**Make a joyful noise to the LORD,
 all the earth; break forth into joyous
 song and sing praises!**

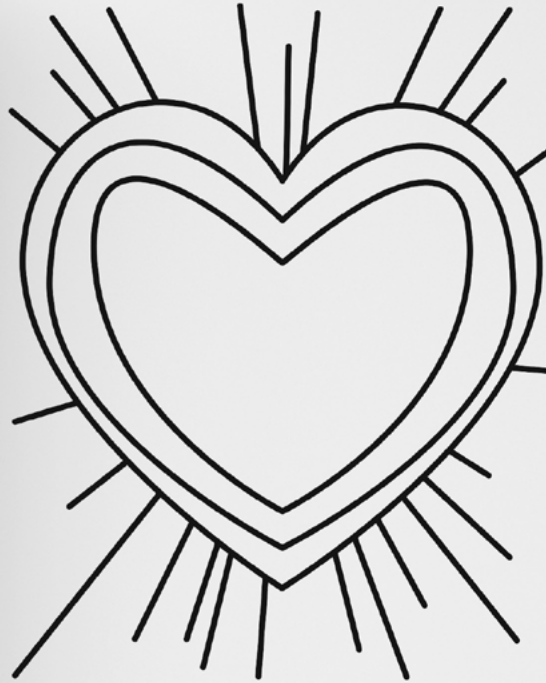
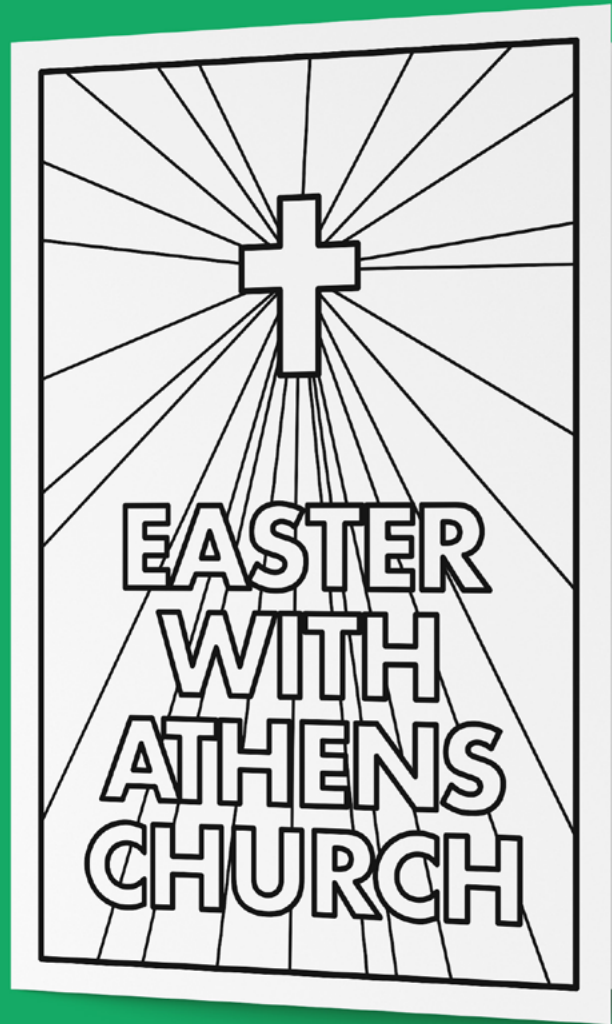
PSALM 98:4



Draw a picture of what you learned about God today.

Color the letters that spell the book of the Bible we are learning from today.

A B C D
 E F G H I
 J K L M N
 O P Q R
 S T U V
 W X Y Z



But God shows his love for us in that while we were still sinners, Christ died for us.

Romans 5:8




For I delivered to you as of first importance what I also received: that Christ died for our sins in accordance with the Scriptures, that he was buried, that he was raised on the third day in accordance with the Scriptures.

1 Corinthians 15:3-4

**ATHENS
CHURCH
CHRISTMAS
EVE OF EVE**

Joseph went up from Galilee to the city of David, which is called Bethlehem to be registered with Mary, his betrothed, who was with child. And while they were there, the time came for her to give birth. And she gave birth to her firstborn son and wrapped him in swaddling cloths and laid him in a manger, because there was no place for them in the inn.

(LUKE 2:4-7)


 A black and white line drawing of a nativity scene. In the center, Mary is kneeling in prayer, looking at the baby Jesus who is lying in a manger. Joseph stands to the right, holding a staff. To the left, a donkey and a cow are looking towards the baby. The scene is set under a simple roof structure.

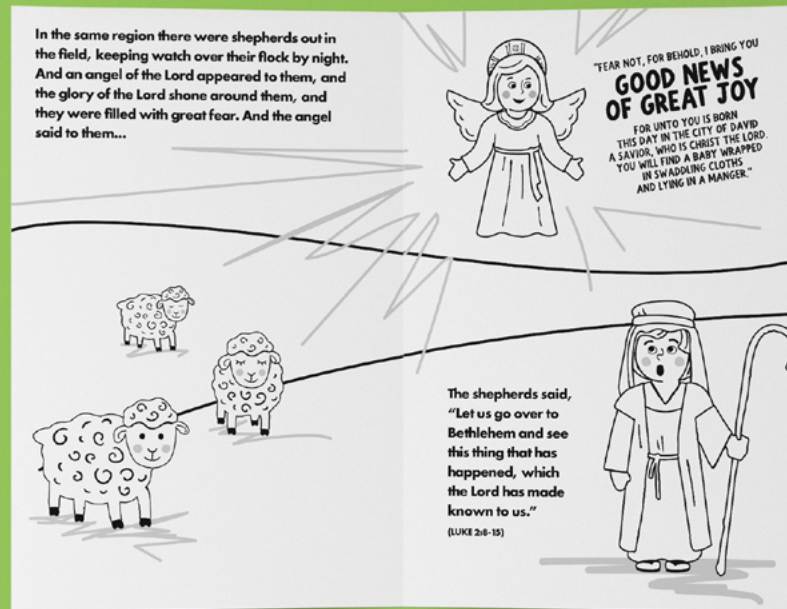
In the same region there were shepherds out in the field, keeping watch over their flock by night. And an angel of the Lord appeared to them, and the glory of the Lord shone around them, and they were filled with great fear. And the angel said to them...

**TEAR NOT, FOR BEHOLD, I BRING YOU
GOOD NEWS
OF GREAT JOY**

FOR UNTO YOU IS BORN THIS DAY IN THE CITY OF DAVID A SAVIOR, WHO IS CHRIST THE LORD. YOU WILL FIND A BABY WRAPPED IN SWADDLING CLOTHS AND LYING IN A MANGER.

The shepherds said, "Let us go over to Bethlehem and see this thing that has happened, which the Lord has made known to us."

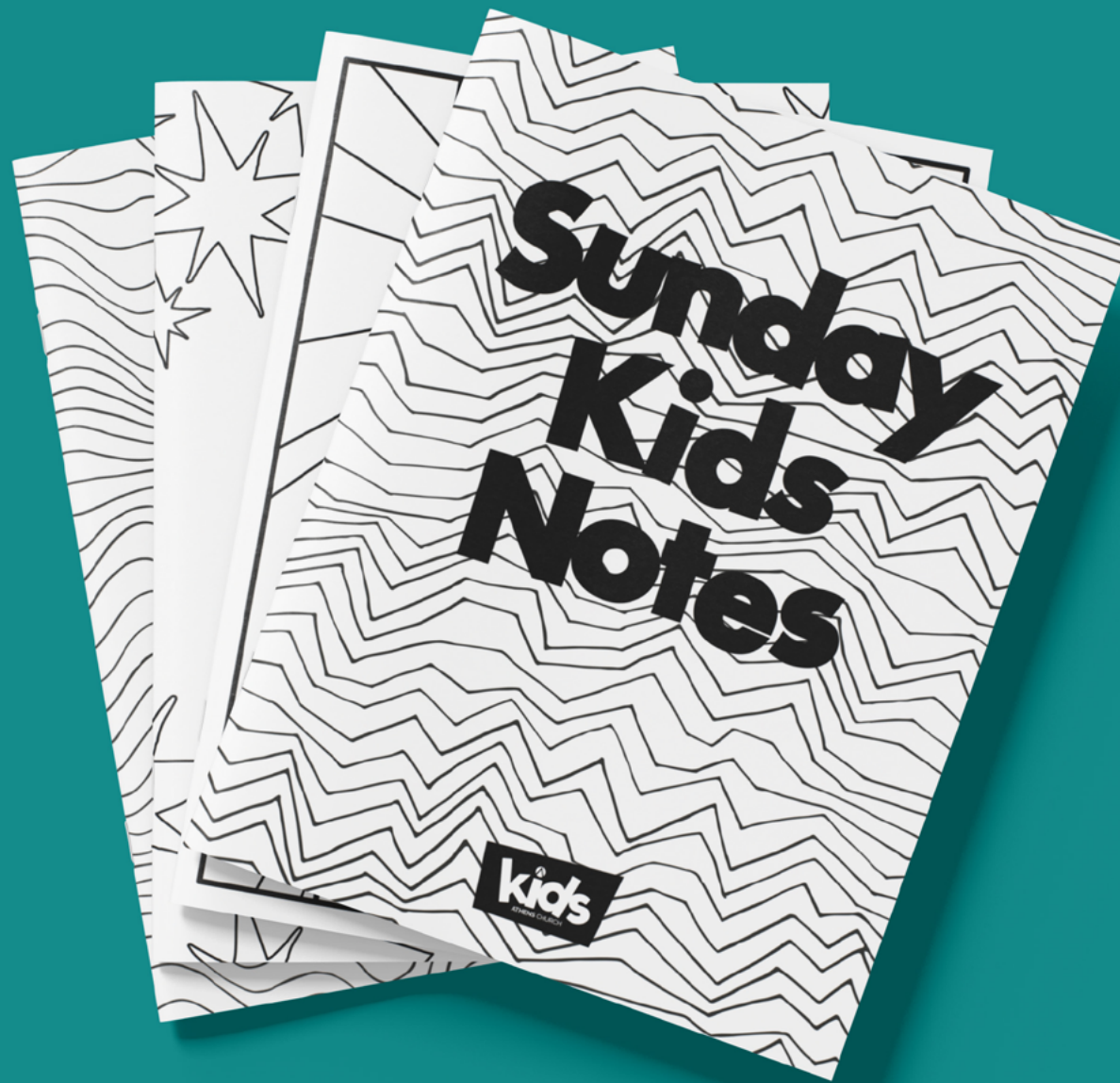
(LUKE 2:6-15)


 A black and white line drawing showing an angel with wings and a halo appearing to a shepherd. The shepherd is holding a staff and looking up in surprise. In the background, there are several sheep grazing in a field.

The shepherds hurried to find Mary and Joseph, and the baby lying in a manger. When they saw him, glorified and praised God for all they had heard and seen.

(LUKE 2:16-20)


 A black and white line drawing showing two shepherds with their sheep approaching Mary and Joseph. One shepherd is holding a staff, and the other is holding a sheep. Mary and Joseph are standing together, looking towards the shepherds.



THE IMPACT OF OUR WORK

Athens believes that even the youngest children can benefit from gospel-centered activities. These coloring books encourage children to engage with the Sunday service in an age-appropriate way. Rather than spending the service entertaining their children, parents were able to participate in the service alongside their children because of these useful tools.

THE WORK

identifying t-shirts

Building on an idea from the Athens Kid Ministry Lead, we used the Athens Kids sub-brand as the basis for a colorful and energetic t-shirt that would easily stand out and make program volunteers recognizable and identifiable.





THE IMPACT OF OUR WORK

Safety is one of the most consistent concerns that families have. By developing t-shirts that would identify volunteers, Amenable was able to help Athens Kids foster trust with families and their children.

THE WORK

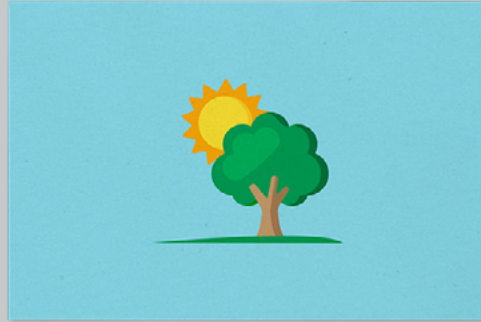
monthly theme verses

Each month, Athens Kids works on memorizing a theme verse. To help the children with memorization, Amenable designed and developed a series of relevant illustrations. These illustrations were then used on posters, teaching materials, and take-home resources.



For the Son of Man came to seek
and to save the lost.

Luke 19:10



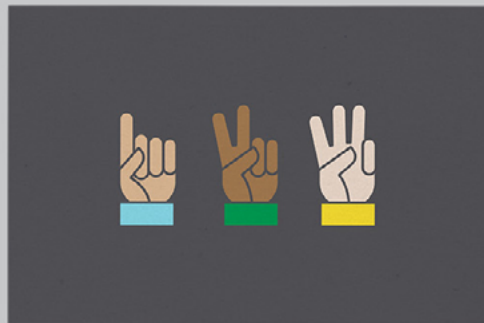
For in him all things were created: things in
heaven and on earth, visible and invisible,
whether thrones or powers or rulers or
authorities; all things have been created
through him and for him.

Colossians 1:16



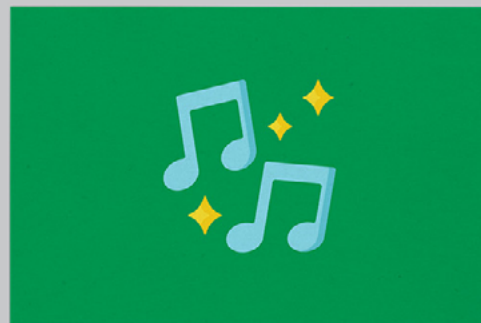
And I will ask the Father, and he will give
you another advocate to help you and
be with you forever.

John 14:16



So teach us to number
our days that we may get
a heart of wisdom.

Psalms 90:12



Serve the Lord with gladness!
Come into his presence with singing!

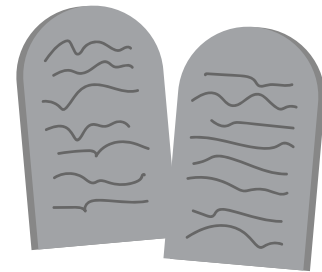
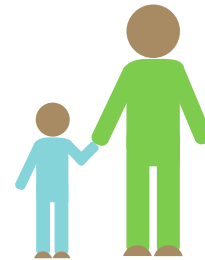
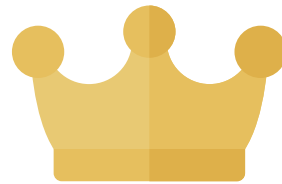
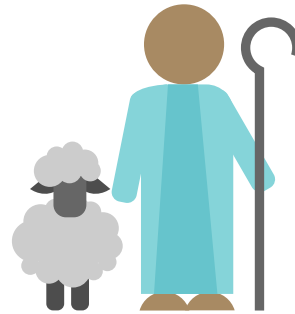
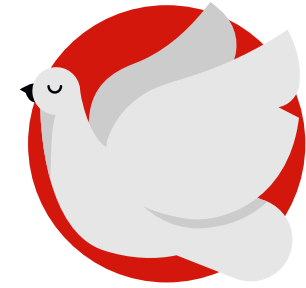
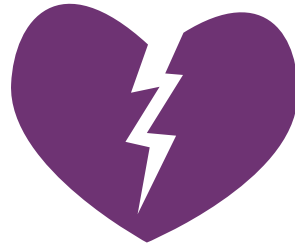
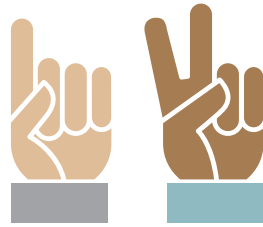
Psalms 100:2



The heavens declare the glory
of God; the skies proclaim
the work of his hands.

Psalms 19:1

VERSE ICONS





Know therefore that the Lord your God is God; he is the faithful God, keeping his covenant of love to a thousand generations of those who love him and keep his commandments.

Deuteronomy 7:9



Oh give thanks to the Lord, for he is good; for his steadfast love endures forever!

Psalms 118:1



But God demonstrates his own love for us in this: While we were still sinners, Christ died for us.

Romans 5:8



Jesus replied, "What is impossible with man is possible with God."

Luke 18:27



For unto us a child is born, unto us a son is given: and the government shall be upon his shoulder: and his name shall be called Wonderful, Counsellor, mighty God, everlasting Father, Prince of Peace.

Isaiah 9:6



For the wages of sin is death, but the free gift of God is eternal life in Christ Jesus our Lord.

Romans 6:23

TAKE HOME SHEET TEMPLATES WITH SCRIPTURE MEMORY ICONS

THE IMPACT OF OUR WORK

Scripture memorization is an important part of the children's ministry at Athens Church. Athens Kids supports a wide range of ages, and many of the children are unable to read. Having illustrations not only makes memorization more fun and engaging, it also serves as a practical reminder cue for children who can't read yet.

kids
ATHENS CHURCH

DECEMBER 20, 2020

TOOLS FOR HOME

NURSERY & PRESCHOOL

BIBLE STORY: God Makes Everything **BIBLE TRUTH:** God made everything.

READ: Genesis 1:1 – 2:3

ASK: What is your favorite thing God has made? God made everything. He was happy with the world he made. He wants you to enjoy it, too!

ELEMENTARY

Long Story Short Family Devotional: Week 1: pages 9-14

BIBLE STORY: God Creates the World

BIBLE TRUTH: God is the powerful and majestic maker of all things.

READ: Genesis 1

ASK: What did God use to create the world? God didn't use anything at all. He made it out of nothing by his mighty power.


ASK: How can we thank God for creating our world? We can thank God by taking care of what he has given us, praising him for all that he made, and obeying his commands.

ASK: What is your favorite thing God made by speaking?

CATECHISM (BIRTH-3 YRS)

How and why did God create us?
God created us male and female in his own image to glorify him.

BIBLE MEMORY (4+ YRS)



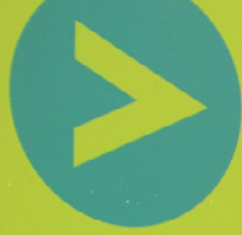
But God demonstrates his own love for us in this:
While we were still sinners, Christ died for us.
(Romans 5:8)

Church Liturgical Calendar: Eastertide

THE WORK

environmental design + signage

At the time of our partnership, Athens Church was meeting in a school. Because of this, the various age groups met in different classrooms. As the ministry grew and more families began participating, foot traffic became an issue. Working with the Ministry Lead, Amenable did a walkthrough of the space to evaluate problem areas and rethink flow. Based on our signage plan, we designed and managed production of directional and instructional signage. To identify the check-in desk, we created a pillow box environmental display wall. We also created a pillow box environmental display wall with the triangle graphic to guide parents through the hallway.



ATHENS KIDS SELF CHECK-IN



NEW FAMILY CHECK-IN



 **ATHENS KIDS SELF CHECK-IN**

 **NEW FAMILY CHECK-IN**

 ATHENS CHURCH

 **PRESCHOOL**
2-3 YEARS

PRESCHOOL
4-5 YEARS

ELEMENTARY
K-3RD GRADE

DROP-OFF & PICK-UP

 ATHENS CHURCH

kids

Stop.

The Athens Kids Hallway is closed from 10:15-11:15am.

See instructions on the Athens Kids Check-In Desk if you need assistance.

kids

Stop.

Only parents with tags may enter this hallway.

Lost your tag? Come to Athens Kids Check-In Desk before proceeding to your child's classroom.

 **ATHENS KIDS DROP-OFF & PICK-UP**

kids

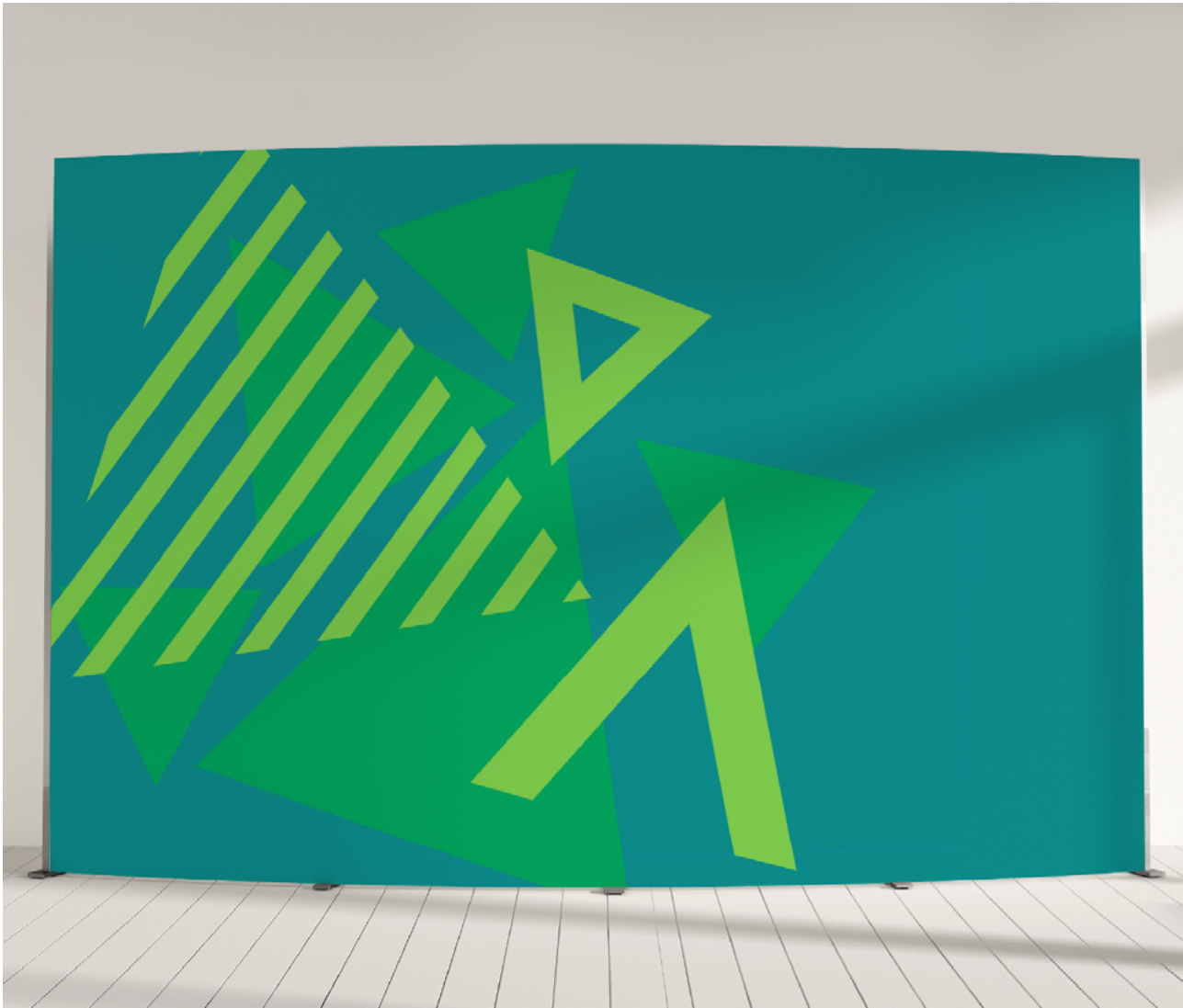
Self Check-in
BARCODES ONLY

kids

DROP-OFF/PICK-UP

PLEASE WAIT UNTIL A VOLUNTEER CALLS YOU

LANDMARK SIGNAGE / FABRIC WALL BOX DISPLAYS



THE IMPACT OF OUR WORK

Getting out the door with children can be challenging enough early on a Sunday morning. Our work with signage and environmental design made getting to the right classrooms easy and simple for parents and volunteers. Providing consistent, clear, and energetic designs and signage made getting involved in Athens Kids simpler.



The impact of our partnership

Because Athens Church is a small church with limited resources, our goal was to create a brand around the logo which would be easily implementable for staff and volunteers, regardless of communication skills. Providing a simple, yet invitational brand, allowed for easy implementation and consistency throughout Athens Church and its ministries.



**Now that you know a bit more
about what we can do, want to learn
more about what we could do for you?**

Email us at hello@weareamenable.com with any questions you have.
We'd love to hear from you and have a conversation!

weareamenable