

WORLDS OF WOW!

Theming And Play Make A Difference!



There are many avenues for a church to connect with the local community and increase attendance. It is often said that if kids are happy, mom and dad are happy. By creating an inviting environment for preschool, elementary and student ministries, ultimately more kids want to attend, families feel valued by the church and the ministry grows.

The Research

Yes, we believe in the impact that inviting kids spaces have on a church environment. To document this impact, we sent out a survey to churches who have added theme or play to their ministry. By no means is this a scientific research project, but it puts numbers to what we already know.

The Evidence

Churches that responded to our survey noted the following increases in attendance and participation:

Children:	10-35%
Volunteers in preschool and children's ministry:	14-99%
Overall church:	11-39%

Guaranteed?

Imagine stepping into an environment where children are being taught God's Word and the words "drab and sterile" come to mind. Now step into a WOW environment and the words "fun and inviting" are spoken. Definately makes it easy to ask a friend to come to church with you. It's not a guarantee, but another ministry tool to help have an impact on the next generation.

From The Churches

We experienced a 35 percent increase in overall attendance - - nursery, preschool and elementary age. The increase is attributed to the new facility environment which includes new spaces, great décor, state-of-the-art security/check-in system and a super location.

- Ruth Charlson, Second Baptist Baytown

We have seen about a 10 percent increase in young families under the age of 40 which is reflected similarly in our preschool/children areas. It is not an uncommon sight to see families taking pictures of their children by the scenes. This has helped change the attitude of workers and parents alike in a positive way.

- Mark Harrison, Spring Baptist Church

TK's Place is a unique facility that will simply make your jaw drop and say WOW. Worlds of WOW created this amazing environment that will help our children's ministry attract families throughout the lake area. There is nothing like this in Southwest Louisiana.

- Dawn Brand, preschool minister at Trinity Baptist Church

