

# REEL RECIPE

Fill out each box to plan and create an effective reel for your children's ministry in 10 minutes or less!

## VISUAL HOOK

What stops the scroll? What movement do they see?

## TEXT HOOK

What do they read that draws them in more?

## AUDIO HOOK

What audio/song might enhance the reel?

## CAPTION

What's your main message?

## CALL TO ACTION

What do you want them to do?

This reel is meant to (circle all that apply):

**Connect**

**Encourage**

**Build Community**

# REEL RECIPE IDEAS

Use these ideas to fill out each box to plan and create an effective reel for your children's ministry in 10 minutes or less!

## VISUAL HOOK

What stops the scroll? What movement do they see?

- Writing notes or circling something
- Opening a Bible; Kid reading a Bible
- Walking into or out of a room
- Slow pan of your room or stage
- Setting up supplies or curriculum
- Typing on your phone or computer
- Holding a sign or paper
- Pointing to on-screen text
- Behind-the-scenes prep
- Stack of lesson plans or bins

## TEXT HOOK

What do they read that draws them in more?

- One thing we're learning this week
- Your kids need to hear this/you need to hear this
- A reminder for tired parents
- If I could tell parents one thing
- This was a highlight from Sunday morning
- Save this for later
- You're not doing this wrong
- Memorize this verse with your kids this week
- Pray this over your kids this week
- Ask your kid this question(s)
- Song suggestion/Spotify playlist
- Have you seen these parent resources yet?

## AUDIO HOOK

What audio/song might enhance the reel?

- Trending Instagram audio
- Worship music
- Voiceover explaining the idea
- Quiet background sound
- Kids worship
- Ambient sound from the room
- Silence with text only

## CAPTION

What's your main message?

- Expand on your text hook, then end with the call to action

## CALL TO ACTION

What do you want them to do?

- Save this post for later
- Share with a friend/another parent
- Try this with your family this week
- Comment below with your answer
- Follow for more family faith ideas and encouragement
- Tag a volunteer/friend
- Use this idea at bedtime/in the car
- Save the date

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