STAR Series

For Congregational Leaders

STICKY PROGRAMS

TASK: Sticky Programs focus on the practical strategies that make programs engaging and valuable: offering real-world utility, using storytelling to create connections, maximizing participant interaction, planning strategically and collaborating effectively in program development.

Interactive, Community-Building Experiences for Young Adults

1 FOCUS ON PRACTICAL VALUE

Create programs that meet real, day-to-day needs of twenty-somethings. Rather than overcomplicating ministry efforts, ask: "What do they need that would help them manage their daily lives with less stress while building community?" This includes practical skills like cooking, finding housing, career development, and creating meaningful relationships. Programs that offer tangible, useful outcomes will naturally attract and retain participants.

2 HARNESS THE POWER OF STORYTELLING

Stories create emotional connections that keep people engaged. Just as biblical narratives like David and Goliath or the Prodigal Son captivate us, modern ministry programs should incorporate compelling stories. Use storytelling circles, personal testimony sharing, and narrative-driven content to help participants connect on a deeper level. Stories help people feel, and feeling helps create the connections that keep young adults in congregations.

3 APPLY THE 70/30 RULE

Structure programs so that only 30% of the time is spent on facilitator-led content delivery, while 70% focuses on highly interactive participant engagement. Instead of lecture-style sessions, create opportunities for brainstorming, pair-and-share activities, simulations, crafts, and peer learning. Think of summer camp—participants want to actually ride horses and climb ropes courses, not just hear about them.

4 PLAN WITH PURPOSE USING PRE-WORK STRATEGY

Before creating any program, establish four key elements: your critical skill focus, your specific audience characteristics, your time and space requirements, and your financial constraints. Understanding these parameters actually enhances creativity by providing clear boundaries to work within. This "thinking inside the box" approach leads to more focused and purposeful programming.

5 COLLABORATE THROUGH 3,2,1 BRAINSTORMING

Avoid creating programs based solely on your own experiences and biases by using collaborative brainstorming. For any topic, ask partners: What are three ideas that come to mind? What are two things I need to research? Who is one personal connection related to this topic? This process ensures programs honor all participants and tap into collective wisdom and resources.



s.t.a.r. FOR YOUNG ADULT MINISTRY

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ROADMAP

Curriculum Domain, Competency and Task Constellations

STAR Domain:	Listening
Associated Competency:	Relationship building and Compassion
Associated Task:	Equanimity

STAR Domain:	Young Adult Leadership
Associated Competency:	Resourcefulness and Communication
Associated Task:	Recruiting

STAR Domain:	Faith Journey
Associated Competency:	Creating Trust
Associated Task:	Spiritual formation

STAR Domain:	Culture
Associated Competency:	Adaptability
Associated Task:	Embracing failure

STAR Domain:	Intergenerational Connections
Associated Competency:	Mentorship
Associated Task:	Generational literacy and Digital literacy

STAR Domain:	Community
Associated Competency:	Authenticity and Inclusivity
Associated Task:	Managing conflict

STAR Domain:	Church Leadership
Associated Competency:	Influence and Purpose
Associated Task:	Creating buy-in

STAR Domain:	Frameworks, Programs, & Events
Associated Competency:	Learning
Associated Task:	**Sticky programs** and Measure and assess