**The Dinner-Party Focus Group for Parents**

**-Overview & Instructions-**

This is a strategic plan to collect new insights from parents about their experiences in “passing on their faith” to their children. The strategy uses a simple Survey Monkey survey given to participating parents before the gathering, followed a week later by the relaxed setting of a nice dinner out as the context for prompting conversation and targeted responses to questions. The dinner party is organized and led by a designated Leader from the church, with help from a designated Note-Taker. The target is to hold this Dinner Party sometime between May and the beginning of August.

The goal is to facilitate deeper, relaxed conversations with parents at a dinner gathering—couples and single-parents will be invited to a gathering held at a nice restaurant, where participants will talk about a set of simple questions (focused on their longings, hopes, and challenges relative to their kids’ faith) in preparation for a group gathering at the end of dinner. At this gathering, held in an adjacent room at the restaurant, the Leader will direct the two phases of conversation, and the Note-Taker will gather feedback from the conversations. The goal is to host 12 people, made up of couples and single parents.

**So, here’s what you’ll need to do…**

1. Recruit 12 parents (made up of couples and single parents) who are diverse relative to age, ethnicity, and age of kids (children and youth) for dinner out at a nice restaurant.
2. Send out the pre-dinner Survey Monkey survey to each person attending (including both people in a couple) at least a week before the scheduled dinner.
3. Choose a nice local restaurant for the gathering, arrange with the restaurant to accommodate this large group, with an available private room to ensure the conversation and feedback can happen without interruption. Plan for a 90-minute gathering at the restaurant—45 minutes for dinner and 45 minutes for the after-dinner conversation.
4. Lead the Dinner Party by welcoming people, setting expectations, asking the research questions, and prompting feedback.
5. Recruit a person to serve as Digital Note-Taker/Analyst—someone who can take notes during the dinner activities and work with the Leader to analyze and compile the feedback.
6. Oversee the data collection, including sending out via email the pre-dinner survey link, the during-dinner conversation feedback, and the post-dinner formal questions.
7. Attend a 30-minute Zoom meeting for Dinner-Party Leaders, with your Vibrant Faith Coach, in mid-May—to go over basic expectations and ask questions.

**What you’ll receive from Vibrant Faith to help pull this off…**

1. We have budgeted for $50 per person for the restaurant meal, which includes the tip. The Leader and Digital Note-Taker are included in this, of course.
2. We will reimburse you for the cost of the restaurant bill—we’ll give you instructions on how to simply and quickly get reimbursed.
3. Your Vibrant Faith Coach will help you with advice, problem-solving, and coaching to help you implement this strategy, sometime between May and the beginning of August.