



Principal,

This semester, KiDs Beach Club® will be hosting the “**Great Treasure Day**” at your school as well as at hundreds of other schools across the nation. The “Great Treasure Day” will take place during the regularly scheduled time, date and location that Beach Club meets on your campus.

The purpose of “Great Treasure Day” is to hand out the KiDs Beach Club® Explorer’s Study Bible to the children in every Beach Club that have not yet received one. More than 30,000 Beach Clubbers nationwide have received a Bible in years past and we encourage them to bring it back to Beach Club every week so they can look up the memory verses and follow along as our volunteers read the stories each week that highlight the character words that are taught all year long.

We would be honored to have you and your staff to be our guests during the “Great Treasure Day” so please be on the lookout for an invitation from your Beach Club leader in the next couple of weeks.

There are a couple of administrative items that we would like to brief you on.

1. There is a good chance that we will be filming/photographing during our “Great Treasure Day” celebrations. We have already secured permission from each participating child’s parent/guardian.
2. We will be inviting several people to be part of the event including parents, leadership of the sponsoring church and other special guests, so our Club Leader will be requesting a meeting with you to set up specific sign-in procedures that you require on that day. Since our clubs meet after school, that may not be an issue but it is our desire to work with you in advance to assure that we are complying with your school policies and procedures.
3. We want to be proactive by equipping you through information regarding the legal aspects of having an influx of Bibles in your school. The video links below will hopefully

answer any questions and allow you to educate your staff on the do's and don'ts in dealing with religious materials in the public schools. We encourage you to forward this information to your staff and discuss in advance, any questions or concerns they may have in regards to this topic.

Finally, if your Beach Club has been a positive experience for your students and campus, there are some specific ways that you can promote and expand the ministry of KiDs Beach Club®.

- **Partner with us.** Visit our “Bibles for Beach Club” website to purchase a Bible as a monthly recurring gift. www.kidsbeachclub.org/bibles This will help us continue to place a Bible in the hands of every child in every Beach Club for years to come. There are thousands of books on the shelves for kids to read but none better than the Bible!
- **Share our ministry with your personal contacts.** Our goal is to reach as many kids in as many schools as possible. Networking is a powerful tool in our highly “connected” world and we always appreciate positive referrals.
- **Educate your staff on religious freedom in the public schools.** We have provided video clips explaining the benefits as well as the legality of having a Beach Club on your campus. You can view these videos on our Great Treasure Day webpage at www.kidsbeachclub.org/treasureday. Please feel free to share these videos with your staff in an effort to educate your colleagues on religious freedom in the public schools.

⇒ **Jack Terrell on Great Treasure Day**
Founder/President, KiDs Beach Club®

⇒ **Paul McCollum on Great Treasure Day**
VP/School Relations, KiDs Beach Club®

Media crises are not healthy for either a school district or a ministry. At KiDs Beach Club®, we support our schools and want to be an asset to you, your students and their parents in the education of great kids! By avoiding bad press, we both maintain positive relations with one another and with the community at large. This is a win-win for both of us!

We look forward to a great event and will stay in contact with you in the days ahead!

Sincerely,

Paul McCollum
KiDs Beach Club®
VP, School Relations
ph: 817-510-5885 / ext. 208