

Memory Madness – What to do first

Get one visionary person with the heart and vision to manage it all.

Become familiar with Memory Madness

- Watch the pastors' conference seminar DVD or listen to the CD or mp3 file (on the data disk). Get this into the hands of your memory madness visionary person.
- Browse through the data CD to see what's available, what ideas you can glean, and what new ideas you can come up with.
- This sheet is detailed to help save you time and give you ideas. We winged it until we figured out a method that worked for us. Don't get overwhelmed. Just get started, do your best, and make changes as needed.

Set a start date

See 'Memory Madness Schedule' file to get ideas. Take into consideration Christmas, school sessions, and the number of missions you want to complete in a year.

4 weeks before start date

- Install fonts – Control Panel → Fonts → File → Install New Font → C:\Documents and Settings\YourName\My Documents\Memory Madness\Fonts (or appropriate path) → Select All → OK
- Stuff to buy
 - Red card stock for first mission (Office Depot Item #424241 \$11.14/ream of 250 sheets)
 - White card stock
 - Cans of Altoids (Sams Club (\$7.54 for 6 cans)) (You can also ask the people in your church to give you their empties.) You can dump the mints out and put them in a candy dish at church, or have a lifetime supply at home. ;-)
 - Labels (Office Depot #612-301 \$27.98 for a box of 100 sheets (or Avery 8460))
 - At least 2 corner rounders (Walmart craft section - ~ \$5 each)
 - Stickers (Oriental Trading Company Item #SP-36/420)
 - Card file or recipe box for 4" x 6" cards (Office Depot – Item # 196592 \$2.05)
 - Card file or recipe box for 5½" x 8½" cards (Office Depot)
 - 8½ x 11" acrylic sign holder for table (Office Depot – Item # 735910)
 - Optional: Memorex CD Label maker (Memorex exPressIt v. SE2.1 - If you use this label maker you won't have to redesign the labels.)
 - Optional: Extra CD Labels (Memorex – Office depot # 670392)
 - Optional: Cheap envelope covers for CDs (Office depot Item # 560941 \$5.32 for 50)
 - Optional: Blank CDs
 - Optional: Display case for CDs
 - Optional: red paper (20lb) for the worksheets
 - Optional: You may want to invest in a really nice paper cutter.
 - Optional: A cheap laminator (Hobby Lobby)
- Send out a letter to all the parents of children in the age group (5-11 years old ish) to cast a vision for what Memory Madness is. (See "Memorization Tips for memory madness - promotional letter.doc" file)
- Send out a similar e-mail to all church members
- Optional: make and setup a promotional display stand.
- At church:
 - "Show the What's in Your Head" DVD
 - Put the first column of 'Just starting promotional flyers.doc' in the bulletin with the first 10 verses on the back (Make necessary corrections)
- Solicit volunteers to man the table on Sundays. You'll need roughly 1 volunteer for 35 participants. (Less on slow weeks)

3 weeks before start date

- Make up materials
 - Sticker board (See Picture: "DSC00010 - Sticker Board.jpg")
Make sure your squares are big enough for the stickers you bought.
 - Verse cards (See "MM verse cards 01.doc" file; Cut them precisely to 2" x 3½". Round the corners or they won't fit into the cans.) As long as you are making them make up a bunch so that you'll have extras for kids who lose them.
 - Make copies of the bookmark (See "Memory Madness verse bookmark - gospel.doc" file.) Print or copy it onto white card stock
 - Make up labels ahead of time using names of all kids from 5-13 years old (See "Memory Madness Altoid can labels - names 2.doc" file.)
 - Print off record cards and cut to 4" x 6" (See the "Mission 1 - Mission record card - Gospel.doc" file. Print one side, turn it around and print the other side. Copy onto Red card stock to match the verse cards.)
 - Print off sign for table (See "Memory Madness sign - White BG.doc" file.)
 - Optional: Make audio CDs (See the "Audio Files" directory)
 - Optional: Print of work sheets (See the "Work sheets" directory) – should be in red to match the mission color
- Send out a reminder e-mail
- At church:
 - Show the award presentation video.
 - Explain the program to kids in Sunday school.
 - Pass out bookmarks to all kids from 5-13.
 - Put the second column of 'Just starting promotional flyers.doc' in the bulletin with the first 10 verses on the back (Make necessary corrections)

2 weeks before start date

At church:

- Start having people signup.
- Each participant needs a packet of verses in an Altoid can with their name inside the lid. We do not charge for these.
- Show the quiz show video
- Put the third column of 'Just starting promotional flyers.doc' in the bulletin with the first 10 verses on the back (Make necessary corrections)

1 week before start date

- At church:
 - Continue having people sign up.
 - Pass out verse packs
 - Put the third column of 'Just starting promotional flyers.doc' in the bulletin with the first 10 verses on the back (Make necessary corrections)

Start date

- Set up a table in main lobby or in the plain view of everyone (Put the sticker board on it or next to it.)
- Quiz people 15 minutes before church. If you have lots of people you can also quiz after church. We try to quiz kids before church and adults after church.
- The quizzer should say the reference, and the quizee should repeat the reference, quote the verse, and quote the reference again at the end of the verse. Get them into the habit of this or they will not learn the references.
- People need to know their verse with no more than one-word-help. Hold them to this. They will learn the verses as well as the standard that you hold them to.
- Mark down their score on the Mission 1 record card.
- They either get 10 points for knowing the verse well, or they don't get any points.

- Give them lots of encouragement if they miss the verse. We also let them study for a few minutes and try again. Each child only gets two chances.
- Praise them for getting the verse right. Give them a sticker for the sticker board.

Following weeks

- Quiz them on their regular verse (or on any verse they would like to do in the mission that they have not done yet).
- Quiz them on a review verse of the quizzers choice. If they get that right they get another 10 points, and another sticker. Their second sticker can go on their can or they can do whatever they want with it.
- If they do not get their regular verse, they do not get to do a review verse.
- They cannot make up review verses for weeks they've missed.

Mad Smashing

- Building up to the Mad Smash weeks, make sure you encourage the kids to review, and fire them up to Mad Smash (which means to say a set or more of verses at once).
- Kids need to say all ten verses at once with no more than one-word-help per verse. If they do not have them down cold, they should not be given credit for mad smashing. Tell them this ahead of time.
- Send out reminder e-mails to participants and parents
- Print off a bunch of Mad Smash cards (See “Mad smash blank score cards.xls” file. Click on the “MS Check card 1 tab”. Print one side and turn around to print the other side. Copy onto white card stock.)
- Go over the notes and rules with your workers. (See “Mad Smashing Details” file.)
- You’ll probably want to double your number of helpers on Mad Smash weeks.
- More info: We don’t let any kids double their points unless they Mad Smash (say all ten verses AT ONCE). We do let them make up verses that they did not get earlier in the program. For instance:

After the 10th week Jimmy has 110 points for saying 7 verses and getting a bonus verse 4 different times. He skipped the verses from the 4th – 6th weeks. On the Mad Smash week he says all 10 verses. In that case he gets 30 more points for the verses he made up, and then doubles the total. So his score will be $(110 + 30) \times 2 = 280$ points. In addition he would get a certificate (see attached) and a ribbon (from the dollar store) for mad smashing.

We REALLY try to emphasize the Mad Smashing. We also warn the kids up front that they have to know them REALLY well. They get one word help per verse. For the first mission we’d probably give them two weeks to try and Mad Smash. If they get try and miss it the first week (even by one verse) they need to start over and say all ten verses the second week. We’ll bend the rules a little, but the ultimate standard is that they have to have the verses down cold. If they need help on every verse, and are really struggling on each verse, and keep asking for more than one word help then we tell them that they didn’t get it. (“Sweetie, that’s really good, but you don’t have them down cold yet. You need to go home and practice every night and come back and try again next week (or during the

next mission).”) During these last few weeks you may want to really start pushing that standard as well. If they need more than one word help on the verse or the review verse, don’t give them the points. This will help them take it seriously on the Mad Smash weeks.

We’re not trying to be legalistic, but the bottom line is this: the kids will learn the verses to whatever standard you hold them to. They can learn them word-for-word, so you might as well hold them to that standard. This requires a little more review, which also means they will know the verses a little better, and are more likely to retain them for the long term.

As far as doubling goes: if a kid does not get weekly reviews, and does not double, he will probably be a little disappointed at the toy store. If he learned 9 verses and has 90 points he will not get a whole lot of trinkets. If instead, he gets all ten verses, doubles every week (not counting the first), and Mad Smashes he will have 380 points. While learning 9 verses is admirable, we’re really pushing the review—both the weekly reviews and the Mad Smash review. The point system is designed to really reward the review times. So personally wouldn’t let them double points unless they Mad Smash, because it waters down the reward system rather than really pushing them to excel. You also need to consider that on the next round they may want to retry the same mission, because they still don’t have their certificate. Then you could end up rewarding kids points and double points for relearning the same verses again and again.

Several weeks before the toy store

- Order toys for toy store. (See “Toy store ordering ideas” file. Dollar stores can also be good resources.)
- You can also ask the church for donations of small toys (Happy Meal toys, baseball cards, etc...)

Before the toy store

- Add up everyone’s points (a simple spreadsheet like “Memory Madness Points June 2005.xls” should work.)
- 1 point is 1 madness buck and is probably worth roughly a penny. So if a kid gets full points for each week it would look like this:
Week 1: 10 pts for one verse (no bonus)
Week 2: 10 pts for verse + 10 points for getting the review verse from the week before
Weeks 3-10: 10 pts for verse + 10 points for getting a random review verse right
So that would be a total possible of 190 points

After week 10 they have the opportunity to say all 10 verses at once with no more than one word help or one mistake per verse. If they do that correctly then they get their points doubled. So they could end up with $190 \times 2 = 380$ points which would be roughly \$3.80 worth of bribery to get a kid to learn 10 verses. Money well spent in my mind.

- Setup up tables.
- Price items (I usually do around a penny a point)
- Make up table top signs for pricing toys. (See “Memory Madness toy store point signs.doc” file.)
- Print up the money. See the “Memory Madness - Play Money” directory (Colors are optional. We use white for the 1s, pink for the 5s, goldenrod for the 10s, green for the 20s, and purple for the 100s. The 100s were printed in color.)

Before the award ceremony

- The award ceremony can be on the same day as the toy store but it doesn’t have to be. I recommend doing it in a public setting like church or at a celebration night so that more interest in the program can be generated.
- Make up certificates (See “Memory Madness - Mad smash 10 -certificate.doc” file. I printed these on white card stock for the first mission, and on certificate paper for the others.)
- Buy ribbons (Dollar store or www.funribbons.net – I get ribbons that say stuff like “Incredible”, “Awesome”, “Good job”, “Award of Excellence”, “God is Awesome”, “Fantastic”, etc..)
- I also like to record who has completed what mission. (See “Memory madness master score card 8-2004.xls” under the “Missions and Smashes” and Mad Smash Records” tabs.)

After the toy store

- Write down what “sold” well and what didn’t.
- While this is fresh in your mind, re-price the items accordingly, and store boxes with their price sign in the top of the box. This will make the setup for next time much easier.
- Place your next order now, while you have all your good ideas for next time in mind.

Future missions

- Try to follow the color scheme for future missions (See the “Colors scheme for missions” file) on the verse cards, worksheets, review sheets, mission record cards, and etc.)

Other recommendations

- Don’t just have women involved in quizzing kids and working with the program. Kids also need to see that men have a heart for God and for them.
- Expect the program to build as it goes. Don’t be discouraged if it starts off small. Once you get a few kids that know 10 or 20 verses, get them in front of the church and tout the benefits of the program. Parents will get envisioned. More kids will join.
- We started with just kids. Then we challenged the parents, college students, and other adults to a quiz show. After the quiz show we opened the program up to everyone. This made the program really take off!
- Keep the program visible and constantly in front of people.

- Let people know when the awards ceremonies are ahead of time. Some people like to invite grandparents and other family.
- Lots of people typically sign up at the beginning of a mission. Lots drop off as it goes.