



# Mother's Day: the oft-missed outreach opportunities and how to make the most of them



## Mother's Day

Communications that will help you make the most of the often-missed outreach, evangelism, and spiritual growth opportunities of Mother's Day



fromyvonprehn

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## Mother's Day Statistics

- Third highest day for church attendance
- Just behind Christmas and Easter
- Why this is.....



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## The real and often missed reason why Churches are full

- Churches aren't full on Mother's Day because of the moms that are there
- They are full because of:
  - **Unchurched spouses**
  - **Unchurched kids**
- A GREAT evangelism opportunity!



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# Mother's Day: the oft-missed outreach opportunities and how to make the most of them

## A special day for moms

- Wonderful and important
- But if the only focus
- You will miss out on significant opportunities
- Don't quit wonderful traditions, but do more!



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## Mother's Day Ministry Opportunities

1. Celebrate Mothers
2. Invite unchurched family members
3. Welcome unchurched family members
4. Evangelize unchurched family members
5. Invite back unchurched family members
6. Encourage Moms (of all kinds) in ministries



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## For each opportunity Effective Church Communications provides:

- Strategy
- Finished communications:
- MS Publisher Files
- PDF files
- Resizable Graphic Images
- Text files
- ECC Visitors: Samples
- ECC Members: ALL FREE
- All at:  
[www.effectivechurchcom.com](http://www.effectivechurchcom.com)



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# Mother's Day: the oft-missed outreach opportunities and how to make the most of them

## Celebrate Mothers

*opportunity #1*



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**To celebrate moms and how they help us grow as people and in Jesus, this card is a little gift that will grow!**



There are tiny seeds in this paper made from the Lotka plant in the Highlands of Nepal.

The seeds are a mixture of flowers including poppies, daisies, and primroses.

Just put in the garden or pot, cover with 1/8 in. of soil and keep moist.

**To celebrate moms and how they help us grow as people and in Jesus, this card is a little gift that will grow!**



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**A wonderful gift: Bookmarks on SEED Paper**

<http://bit.ly/2pClvnl>

The Lotka Seeded Computer Paper looks like parchment and prints well in an ink-jet printer.

It costs \$11.50 per package of 25 pages and you can print 4 bookmarks per page.

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## Celebrate the power of prayer

- One of the most powerful things a mother can do
- A mother might not see with earthly eyes the results of her prayers
- An example.....



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# Mother's Day: the oft-missed outreach opportunities and how to make the most of them

## One Mother's Prayer

- Many uses:
- Invitation
- Encouragement
- Give away
- Follow-up
- Available in two sizes, PDF, MS Publisher, jpg, text



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## Invite unchurched family members

*opportunity #2*



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## Equip your people to invite

- Tell them what you'll do
- Tell them what it will do for them
- Give them invitations
- Invite the entire church to pray



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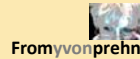
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# Welcome Unchurched family members

*opportunity #3*



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## Food

- Coffee cart
- Brunch for moms and family
- Apple pie contest, best pie, most unusual, biggest, smallest, whatever



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## Fun things to do

- A visit of adult Bible classes, sort of a take-off on open house at school
- Literature or Ministry Fair—
- Men's Ministry
- Single Adult
- Women's Ministry



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# Evangelize unchurched family members

*opportunity #4*



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## Say what a mom can't

- Moms love their kids and hate to be away from them
- An eternity separated from a child is a heart-wrenching pain every day
- Not easy or comfortable to say, but to not speak is to not care
- Share what it means to be a Christian, why it is important



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## Connect with church guests

- Connection Cards
- Because you won't know they are there if they don't tell you!
- Take time to explain
- Give people time to fill them out
- Collect with offering



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# Mother's Day: the oft-missed outreach opportunities and how to make the most of them

## Follow up after the service

- Honor the gospel by giving guests an opportunity to find out more
- Bulletin insert or notice can direct them to websites for more information



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## Invite back unchurched family members

opportunity #5



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## Invite back

- Your welcome, kindness, and great people should have paved the way
- Connection Cards provided contact information
- NOW—invite them back!
- Publications can be used as:
  - Bulletin notices
  - Bulletin inserts
  - Postcards
  - Emails
- Be winsome and persistent



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# INVITE moms to other ministries

opportunity #6



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## Many ministry options

- Not just for biological mothers
- Spiritual parenting very important
- Ministry options
- Women's groups, studies, not just focused on kids
- Mentoring, tutoring, professional women needed
- Remind what your church has and be creative of new options



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## Advertise with:

### Recipes for Apple Pie and Crust

- Give to moms and guests
- On the back you can invite back to other events, ministries
- You can use these other times also

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# Mother's Day: the oft-missed outreach opportunities and how to make the most of them

## Review on how to make the most of Mother's Day

- Make the most of this wonderful day by doing these things. . . .
- Remember, flowers are wonderful; chocolate is a joy, but the best thing a child or a spouse can give a mother is faith in Jesus
- And the best things a church can do are:
  - Help Moms share the good news about Jesus with their kids
  - Help Moms become involved in ministries that will help them grow in their relationship to Him.



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To help you do these things, all the materials in his presentation are available at:

[www.effectivechurchcom.com](http://www.effectivechurchcom.com)

Your source for church communications training, resources, and inspiration to help your church fully fulfill the Great Commission



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