

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



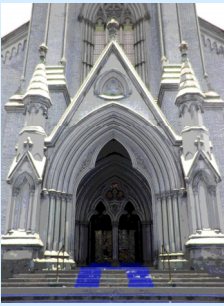
MOTHER'S DAY

Communications that will help you make the most of the often-missed outreach and spiritual growth opportunities




MOTHER'S DAY STATISTICS

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



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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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!



MOTHER'S DAY MINISTRY OPPORTUNITIES

- ✦ Encourage Mothers
- ✦ Invite Moms back for ministries
- ✦ Invite unchurched family members
- ✦ Welcome unchurched family members
- ✦ Evangelize unchurched family members
- ✦ Invite back unchurched family members



FOR EACH OPPORTUNITY


- ✦ Tips
- ✦ ECC Communications materials for both print and website
 - + Text files
 - + MS Publisher Files
 - + PDF files
 - + Resizable Graphic Images
- ✦ ECC Visitors: Samples & ability to purchase all
- ✦ ECC Members: ALL FREE



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opportunity #1


ENCOURAGE MOTHERS



From yvon prehn
Mother's Day Opportunities

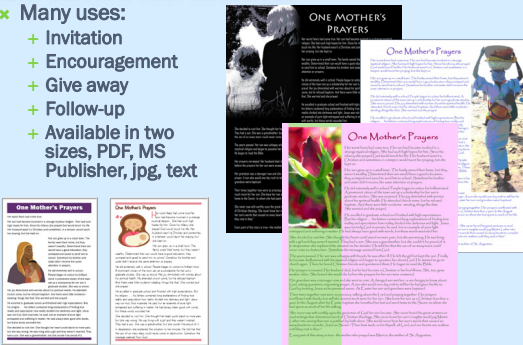
ENCOURAGE TO PRAYER

- ✦ 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.....



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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opportunity #2










INVITE MOMS TO OTHER MINISTRIES



From yvon prehn
Mother's Day Opportunities

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



Homemade Pie Crust, 2 versions

Homemade Pie Crust, 2 versions

Homemade Pie Crust, 2 versions

Homemade Pie Crust, 2 versions

Text File for Pie and Pie Crust

Yummy Apple Pie with options

Yummy Apple Pie with options

Yummy Apple Pie with options, cl...

Yummy Apple Pie with options, ph...


Bookmarks for SEED Paper

http://www.flowerseedpaper.com/seeds/flowerseed_lotka_computer_paper.html

I used the Lotka Seeded Computer Paper. It looks like parchment and really prints up well in an ink-jet printer.

It costs \$11.49 per package of 25 pages and you can print 4 bookmarks per page.

\$9.64 shipping
For 1- 4
a little over
\$10 for 5

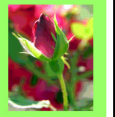


To celebrate moms and how they help us grow as people and in Jesus, this card is a little gift that will grow!

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.



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opportunity #3


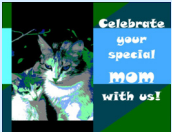

INVITE UNCHURCHED FAMILY MEMBERS




From yvon prehn
Mother's Day Opportunities













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






For each one:
MS Publisher files, jpg resizable graphic, print-ready PDF



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opportunity #4

WELCOME UNCHURCHED FAMILY MEMBERS


From yvon prehn
Mother's Day Opportunities


FUN THINGS TO DO

- ✕ A visit of adult Bible classes, sort of a take-off on open house at school
- ✕ Lots of upbeat hosts, literature, info about church programs, e.g.
- ✕ Ministry Fair
 - + Men's ministry
 - + Single Adult



FOOD

- ✕ Brunch for moms and family
- ✕ Be extremely intentional about church hosts
- ✕ Apple pie contest, best pie, most unusual, biggest, smallest, whatever



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opportunity #5

EVANGELIZE UNCHURCHED FAMILY MEMBERS


From Yvon Prehn
Mother's Day Opportunities

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



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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opportunity #5

INVITE BACK UNCHURCHED FAMILY MEMBERS


 From **wonprehn**
Mother's Day Opportunities

INVITE BACK

- ✱ Your welcome, kindness, and great people should have paved the way
- ✱ Specifically invite them
- ✱ Publications can be used as:
 - + Bulletin notices
 - + Bulletin inserts
 - + Postcards
 - + Emails
- ✱ Be winsome and persistent



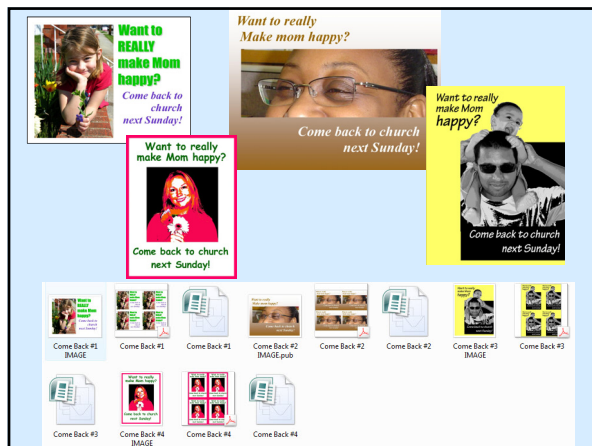
**Want to
REALLY
make Mom
happy?**
*Come back to church
next Sunday!*



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Make Mom happy?*

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CLOSING CHALLENGE

- ✦ Be sure you give them ways to find out more and an invitation to join mom on a continuing spiritual journey
- ✦ Flowers are wonderful; chocolate a joy, but the best thing a child or a spouse can give a mother is faith in Jesus.



All materials available at:

www.effectivechurchcom.com

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