



# 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

---

---

---

---

---


---

---

---

## Mother's Day Statistics

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



---

---

---

---

---

---

---

---

## 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!



---

---

---

---

---

---

---

---

# 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!



---

---

---

---

---

---

---

---

## 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



---

---

---

---

---

---

---

---

## 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)



---

---

---

---

---

---


---

---

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

## Celebrate Mothers

*opportunity #1*



---

---

---

---

---

---

---

---

**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!**



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.

**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.

---

---

---

---

---


---

---

---

## 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.....



---

---

---

---

---

---


---

---

# 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



---

---

---

---

---

---

---

---

## Invite unchurched family members

*opportunity #2*



From yvonprehn

---

---

---

---

---


---

---

---

## 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



---

---

---

---

---

---

---

---

# Welcome Unchurched family members

*opportunity #3*



---

---

---

---

---

---

---

---

## Food

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



---

---

---

---

---

---

---

---

## 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



---

---

---

---

---

---

---

---

# Evangelize unchurched family members

*opportunity #4*



---

---

---

---

---


---

---

---

## 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



---

---

---

---

---

---

---

---

## 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



---

---

---

---

---

---

---

---

# 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



---

---

---

---

---

---

---

---

## Invite back unchurched family members

opportunity #5



---

---

---

---

---

---

---

---

## 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



---

---

---

---

---

---

---

---

# INVITE moms to other ministries

opportunity #6



---

---

---

---

---

---

---

---

## 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



---

---

---

---

---

---

---

---

## 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

**Yummy Apple Pie with Options**  
Ingredients:  
1. 1/2 cup butter  
2. 1/2 cup sugar  
3. 1/2 cup flour  
4. 1/2 cup brown sugar  
5. 1/2 cup white sugar  
6. 1/2 cup milk  
7. 1/2 cup vanilla  
8. 1/2 cup cinnamon  
9. 1/2 cup nutmeg  
10. 1/2 cup cloves  
11. 1/2 cup allspice  
12. 1/2 cup ginger  
13. 1/2 cup cardamom  
14. 1/2 cup anise  
15. 1/2 cup fennel  
16. 1/2 cup licorice  
17. 1/2 cup saffron  
18. 1/2 cup turmeric  
19. 1/2 cup paprika  
20. 1/2 cup cayenne  
21. 1/2 cup black pepper  
22. 1/2 cup red pepper  
23. 1/2 cup white pepper  
24. 1/2 cup yellow pepper  
25. 1/2 cup green pepper  
26. 1/2 cup orange pepper  
27. 1/2 cup purple pepper  
28. 1/2 cup pink pepper  
29. 1/2 cup blue pepper  
30. 1/2 cup brown pepper  
31. 1/2 cup black pepper  
32. 1/2 cup white pepper  
33. 1/2 cup yellow pepper  
34. 1/2 cup green pepper  
35. 1/2 cup orange pepper  
36. 1/2 cup purple pepper  
37. 1/2 cup pink pepper  
38. 1/2 cup blue pepper  
39. 1/2 cup brown pepper  
40. 1/2 cup black pepper  
41. 1/2 cup white pepper  
42. 1/2 cup yellow pepper  
43. 1/2 cup green pepper  
44. 1/2 cup orange pepper  
45. 1/2 cup purple pepper  
46. 1/2 cup pink pepper  
47. 1/2 cup blue pepper  
48. 1/2 cup brown pepper  
49. 1/2 cup black pepper  
50. 1/2 cup white pepper  
51. 1/2 cup yellow pepper  
52. 1/2 cup green pepper  
53. 1/2 cup orange pepper  
54. 1/2 cup purple pepper  
55. 1/2 cup pink pepper  
56. 1/2 cup blue pepper  
57. 1/2 cup brown pepper  
58. 1/2 cup black pepper  
59. 1/2 cup white pepper  
60. 1/2 cup yellow pepper  
61. 1/2 cup green pepper  
62. 1/2 cup orange pepper  
63. 1/2 cup purple pepper  
64. 1/2 cup pink pepper  
65. 1/2 cup blue pepper  
66. 1/2 cup brown pepper  
67. 1/2 cup black pepper  
68. 1/2 cup white pepper  
69. 1/2 cup yellow pepper  
70. 1/2 cup green pepper  
71. 1/2 cup orange pepper  
72. 1/2 cup purple pepper  
73. 1/2 cup pink pepper  
74. 1/2 cup blue pepper  
75. 1/2 cup brown pepper  
76. 1/2 cup black pepper  
77. 1/2 cup white pepper  
78. 1/2 cup yellow pepper  
79. 1/2 cup green pepper  
80. 1/2 cup orange pepper  
81. 1/2 cup purple pepper  
82. 1/2 cup pink pepper  
83. 1/2 cup blue pepper  
84. 1/2 cup brown pepper  
85. 1/2 cup black pepper  
86. 1/2 cup white pepper  
87. 1/2 cup yellow pepper  
88. 1/2 cup green pepper  
89. 1/2 cup orange pepper  
90. 1/2 cup purple pepper  
91. 1/2 cup pink pepper  
92. 1/2 cup blue pepper  
93. 1/2 cup brown pepper  
94. 1/2 cup black pepper  
95. 1/2 cup white pepper  
96. 1/2 cup yellow pepper  
97. 1/2 cup green pepper  
98. 1/2 cup orange pepper  
99. 1/2 cup purple pepper  
100. 1/2 cup pink pepper  
101. 1/2 cup blue pepper  
102. 1/2 cup brown pepper  
103. 1/2 cup black pepper  
104. 1/2 cup white pepper  
105. 1/2 cup yellow pepper  
106. 1/2 cup green pepper  
107. 1/2 cup orange pepper  
108. 1/2 cup purple pepper  
109. 1/2 cup pink pepper  
110. 1/2 cup blue pepper  
111. 1/2 cup brown pepper  
112. 1/2 cup black pepper  
113. 1/2 cup white pepper  
114. 1/2 cup yellow pepper  
115. 1/2 cup green pepper  
116. 1/2 cup orange pepper  
117. 1/2 cup purple pepper  
118. 1/2 cup pink pepper  
119. 1/2 cup blue pepper  
120. 1/2 cup brown pepper  
121. 1/2 cup black pepper  
122. 1/2 cup white pepper  
123. 1/2 cup yellow pepper  
124. 1/2 cup green pepper  
125. 1/2 cup orange pepper  
126. 1/2 cup purple pepper  
127. 1/2 cup pink pepper  
128. 1/2 cup blue pepper  
129. 1/2 cup brown pepper  
130. 1/2 cup black pepper  
131. 1/2 cup white pepper  
132. 1/2 cup yellow pepper  
133. 1/2 cup green pepper  
134. 1/2 cup orange pepper  
135. 1/2 cup purple pepper  
136. 1/2 cup pink pepper  
137. 1/2 cup blue pepper  
138. 1/2 cup brown pepper  
139. 1/2 cup black pepper  
140. 1/2 cup white pepper  
141. 1/2 cup yellow pepper  
142. 1/2 cup green pepper  
143. 1/2 cup orange pepper  
144. 1/2 cup purple pepper  
145. 1/2 cup pink pepper  
146. 1/2 cup blue pepper  
147. 1/2 cup brown pepper  
148. 1/2 cup black pepper  
149. 1/2 cup white pepper  
150. 1/2 cup yellow pepper  
151. 1/2 cup green pepper  
152. 1/2 cup orange pepper  
153. 1/2 cup purple pepper  
154. 1/2 cup pink pepper  
155. 1/2 cup blue pepper  
156. 1/2 cup brown pepper  
157. 1/2 cup black pepper  
158. 1/2 cup white pepper  
159. 1/2 cup yellow pepper  
160. 1/2 cup green pepper  
161. 1/2 cup orange pepper  
162. 1/2 cup purple pepper  
163. 1/2 cup pink pepper  
164. 1/2 cup blue pepper  
165. 1/2 cup brown pepper  
166. 1/2 cup black pepper  
167. 1/2 cup white pepper  
168. 1/2 cup yellow pepper  
169. 1/2 cup green pepper  
170. 1/2 cup orange pepper  
171. 1/2 cup purple pepper  
172. 1/2 cup pink pepper  
173. 1/2 cup blue pepper  
174. 1/2 cup brown pepper  
175. 1/2 cup black pepper  
176. 1/2 cup white pepper  
177. 1/2 cup yellow pepper  
178. 1/2 cup green pepper  
179. 1/2 cup orange pepper  
180. 1/2 cup purple pepper  
181. 1/2 cup pink pepper  
182. 1/2 cup blue pepper  
183. 1/2 cup brown pepper  
184. 1/2 cup black pepper  
185. 1/2 cup white pepper  
186. 1/2 cup yellow pepper  
187. 1/2 cup green pepper  
188. 1/2 cup orange pepper  
189. 1/2 cup purple pepper  
190. 1/2 cup pink pepper  
191. 1/2 cup blue pepper  
192. 1/2 cup brown pepper  
193. 1/2 cup black pepper  
194. 1/2 cup white pepper  
195. 1/2 cup yellow pepper  
196. 1/2 cup green pepper  
197. 1/2 cup orange pepper  
198. 1/2 cup purple pepper  
199. 1/2 cup pink pepper  
200. 1/2 cup blue pepper

---

---

---

---

---

---

---

---



# 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.



---

---

---

---

---

---

---

---



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



fromyvonprehn

---

---

---

---

---

---

---

---

**And to produce all of the examples quickly and cost-effectively. . . . .**

**The wonderful people who invited you to this Lunch & Learn will now run some samples and demonstrate some equipment for you!**

---

---

---

---

---

---

---

---