



# 10 WAYS TO WELCOME MOMS AND YOUNG FAMILIES BACK TO CHURCH

It's been a long road.

Pastors are tired. Moms are tired. Everyone is tired.

Now is when the church shows up in creative, larger-than-life ways.

We know that Biblical truth, Christian fellowship and outreach to our communities has never been more important. We have a unique opportunity to invite the young generation of parents back into local churches. As we look ahead to a time post-pandemic, moms are positioned as the gateway to connecting families.

## **SEE THE MOMS**

We all see moms. But, do we see them in our churches? The often unsung hero—she's getting everyone dressed, feeding the baby, dropping off at children's classes, rocking the unsettled infant in the back of the sanctuary, funneling crayons to the elementary student to try and soak up an inkling of the sermon.

We all see it—but, do we come alongside to support and celebrate her work on a consistent basis?

Making a mother feel welcome, encouraged and valued will extend well beyond Sunday morning.

Ideas for welcoming and *seeing* moms every Sunday:

### **1. Create Family Friendly Zones.**

Are there landing areas for parents who had to pick up a baby from the nursery during the service? Identify a place outside of the sanctuary where comfortable chairs can help create space for families.

### **2. Play the Sermon in Every Area of the Church.**

Guaranteed there is a mom walking the halls with a sleeping baby. And I promise, she likely feels alone. So, place speakers in the cry room, keep the worship and sermon playing in the halls, open up the sanctuary doors. Discipleship happens while rocking babies.

### **3. Offer Newcomer Maps for Families.**

Having no idea where to go inside of a huge church building with four children in tow is not a great way to kick off a Sunday. Create a simple, pictorial map letting families know how to navigate to children's classes, restrooms and family-friendly zones throughout the building.

### **4. Encourage a Mom.**

Moms value pastoral encouragement and wisdom. Consider making a beeline to encourage the mom who rocked a baby at the back of the auditorium for the entire sermon. Stop and talk to the five year old who is having a hard time in the foyer. Let a mom know her work is seen.

## **INCLUDE SOMETHING FOR EVERYONE**

Many believe that church 'life' will never look the same. People will choose to engage online vs. in-person for years to come. Some fear that offering digital resources may dissuade congregants from returning to active participation within a church body.

Perhaps the bold choice is to offer resources and trust the Holy Spirit will win families for his kingdom in new and creative ways.

Who are you reaching by doing this?

Families, more specifically, moms.

The mom of children with special needs.

The single mom.

The working mom, who can't miss a Sunday shift.

Offering multi-purpose resources in-person and online will allow you to serve **all** families well.

**5. Create a YouTube page for your Children's Ministry.**

Online children's resources are a huge asset to families. Creating simple lessons and posting to a YouTube page will serve as a mid-week discipleship tool for families that aren't able to physically attend. Consider involving youth students to create and post the videos. Bonus: Students are tech savvy and this fosters faithful service to the church.

**6. Share Monthly Resource Packets for Families.**

Create simple packets filled with coloring pages, snacks, Sunday school lessons and family discipleship ideas. Then, host a pick-up event after school with snacks and coffee for moms. It's an easy way to invite parents to engage inside the church building.

**COMMUNICATE WELL**

Moms can be hard to get ahold of sometimes. You may have to text, call and email multiple times before receiving an answer. Why? Because moms are in the thick of it. She tries to text a friend, baby cries. Tries to email a colleague, toddler eats a crayon. The list goes on.

Communicating well through social media and email is a great way to tangibly love moms. Email twice. Post on Instagram. Send a reminder. Create a calendar. Get the word out.

Some Ideas:

**7. Make a Facebook Group for Moms in the Congregation.**

Giving moms a casual place to connect mid-week is a critical piece in the development of church community. Invite moms to check in, share resources and develop relationships all week long by providing a free church engagement platform.

**8. Identify a Mom Point Person to Reach Out to First Time Moms.**

It's important to be in touch with the new moms in congregations. Sometimes, the fact that a new mom showed up is truly a miracle. Establish a system and point person in charge of meeting and engaging with new moms. It will foster a strong connection between the church and young families.

**THINK PRACTICAL**

Moms are busy under normal circumstances. And over the last year, many have become interim teachers for their children, worked full-time and have experienced intense loneliness and lost friendships. Moms are feeling the ultimate sense of burn out and could use a little extra help, love and care.

For moms, this comes in the form of really practical, intentional actions.

Consider Opening the Church Building in New Ways:

**9. Schedule a free coffee drive-thru for moms once a month.**

**10. Partner with MOPS, an outreach opportunity.**

MOPS creates safe, welcoming spaces where women encounter the love of Jesus lived out in the lives of other women.

In a 2019 survey, 62% of MOPS' Pastors reported church growth as a direct result of their partnership with MOPS and 69% said it helped to develop leaders within their churches.

**REACH MORE PEOPLE.  
BUILD STRONGER FAMILIES.  
SERVE SPIRITUAL NEEDS.**

Find out more [here](#).