

BEYOND MOTHER'S DAY



Mother's Day is an incredible opportunity for churches to celebrate the love and work of moms in their congregation. But what about throughout the rest of the year? Are there practical ways that churches can structure their programming to specifically care for moms?

MOPS invites you to explore the intersection of motherhood and the church. Now, more than ever, pastors need creative ways to grow their congregations and share the love of Jesus.

The truth is this: Flourishing moms are one of the most powerful catalysts for growing and thriving churches.

Below are four practical things that your church can do beyond Mother's Day to care for moms.



FIND THE MOMS

We have heard from countless ministry leaders that they are exhausted after navigating the last several years. The thought of adding one more thing to their plate seems impossible. Specifically, the thought of introducing programs for a niche audience such as moms seems unmanageable right now.

Enter the moms.

When you mobilize the moms in your church, they will jump into action. Consider hosting one informational session and invite moms (any mom) in your congregation to attend. Ask questions, find out their needs and interests. You'll identify many passionate, engaged women in your church who can be an incredible asset in helping to reach moms.



PLAY THE AUDIO

This one is really simple and practical — play the sermon in every area of the church. We all see moms running every which way on Sunday morning. 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.



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. She 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. Consistency will show them you're not giving up on them and you value their attendance.



THINK PRACTICAL

Moms are busy under normal circumstances. And over the last year, many have experienced intense loneliness and the loss of friendships. They are feeling the ultimate sense of burnout 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 by starting a MOPS group or scheduling a free coffee drive-thru for moms on their way to school drop off.

Creatively introducing programs, communication and encouragement beyond Mother's Day will show the moms in your congregation that you see them. You will continue to highlight that the work of mothers has incredible value.

We'd love to hear how your church reaches moms beyond Mother's Day. Drop us a line at pastors@mops.org.