

A close-up photograph of a pink rose, showing the intricate layers of its petals. The colors range from light pink to a deeper, vibrant red, with soft shadows and highlights that emphasize the texture and curvature of the flower. The rose is the central focus of the left half of the image.

Mother's Day

And the often
missed
evangelism
and spiritual
growth
opportunities

YVON PREHN

Mother's Day and the often-missed evangelism and spiritual growth opportunities

Mother's Day Sunday is the third highest day for attendance in churches in North America, running slightly behind Christmas and Easter. Though most churches know this and work hard to make it a special Sunday, many miss significant evangelism and spiritual growth opportunities for that day—because of the day's exclusive focus on mothers.

Please don't misunderstand me. I'm not saying churches shouldn't honor mothers on Mother's Day. They should; it is an important time to praise mothers and to thank God for them. What I'm recommending is that churches not make mothers their exclusive focus, but that they take advantage of the additional ministry opportunity made possible that day because of mothers. Here are three ways to do this, each of which will be discussed in more detail:

1. Evangelism opportunities: unchurched children and spouses
2. Honor moms by challenging them to pray
3. An opportunity to challenge your people to spiritual parenting

Many materials that will help you implement the suggestions in this ebook, including ready to print PDFs, templates that can be modified, additional articles, plus an overview video are available at: <http://www.effectivechurch.com/category/seasonal/mothers-day/>

Evangelism opportunities: unchurched children and spouses

The reason that churches are so full on Mother's Day is not because it is the only time of year mothers come to church. Most of the mothers at the church are regular attendees. The reason so many people come to church on Mother's Day is the unchurched people in the lives of many mothers rarely, if ever, come to church, but they will come on this day to make mom happy.

This is a great evangelistic opportunity for your church!

Following are some ideas on how to make the most of it:

- **Make it a priority in your planning** for your staff to recognize that this is a tremendous evangelistic and outreach opportunity. Make this reality influence what you will say and what communications you have on hand, what you will give out on Mother's Day. The suggestions that follow will help.
- **Assemble a prayer team** to pray, or add to your prayer list, requests specifically for the unsaved, unchurched, and straying family members who will come to church with mom on this Sunday. Pray for sensitivity to their needs. Create attractive invitations for your members to give family members.
- **As leader or pastors acknowledge the visitors** who come on Mother's Day to please an earthly parent and affirm it was a commendable thing to do. Follow that commendation with a lesson/sermon about how they have a heavenly parent who is longing for them come home in faith even more than their mom wanted them to come to church.

- **Be honest** that one of the greatest pains in a mother's heart is that her child does not know Jesus. To be apart in life is hard, even as a child grows up, but to contemplate an eternity without those you love—one Sunday in church won't make up for it.
- **In your sermon, say for the mother what she would want to say to her child.** Be honest that an eternity without Jesus means eternal separation from those we love. Acknowledge this is not easy to say and it is not at all comfortable to talk about on this happy day, but to not say things that can make an eternal difference is not expressing love. Love is honest about the consequences of a life lived apart from God.

Do more than preach—additional events can provide great impact and encourage visitors to return

- **In addition to the times of conviction, also have fun** with visitors and make them comfortable in church—schedule a “Welcome to Our House Brunch for Moms and Adult Children” or an “Visit Your Parent's Sunday School Class Open House” and do a sort of takeoff on Open House days at school.
- **Schedule a very upbeat, outreach oriented Ministry Fair** for that day so visitors can experience and explore what your church does on a regular basis. For example, many single adults (the unchurched adult children who come to church only on Mother's Day) often don't have any idea that many churches have fantastic single adult ministry programs. A table with literature, food, and fun people might be just the thing to get them to attend on a regular basis.
- **For the unchurched husbands** to see the men of your church around a literature table that talks about upcoming construction projects, work days, golf outings or sports events and that is staffed by men who reach out, welcome and engage visiting spouses in conversation is an incredible gift to give to the mom who comes every Sunday on her own.
- **Let visiting family members know you want them to come back next week.** Put a notice in the bulletin and tell them that this would really make mom happy if they returned.
- **Challenge visiting adult children and spouses** to make this Mother's Day the most memorable one ever for their mom by giving her the gift of faith in Jesus—the one Mother's Day gift that will give her joy forever.
- **Be sure you have a clear gospel presentation,** on how to become a Christian, in your bulletin and as a handout to take home. If you don't have them, check out the American Tract Society web site for some excellent ones.

In addition, in your bulletin have a link on your website for those who would like to explore the Christian faith in more detail and have the contact name, number and email of people for unchurched and children of people they can contact confidentially if they have questions or would like to discuss your church, the Christian faith, or what a relationship with Jesus is all about.

New born babies are a joy, but there is a greater joy

To see their unchurched family members come to know Jesus, to become involved in the church, to begin growing in their Christian life—that is the greatest joy and greatest gift you can give any mom.

Make it very clear to your audience what this means to mothers.

Honor moms by challenging them to pray

In addition to honoring moms for all their hard work and faithful service to their families, take time to encourage them with the importance of their prayers. A mother's prayer can not only change an individual life, but can literally change the course of history.

That doesn't always mean that the mom herself will know here on earth the impact of her prayers and the witness of her life. The article: *One Mother's Prayers*, in a variety of PDF formats for you to use, is a powerful, true story of a young man who was far from God in his youth, but whose mother prayed fervently for many years and who live ended very differently than how it began. Whether in your church bulletin, on your website or as a handout in women's ministry groups this piece can greatly encourage moms to pray. This is available, along with many other Mother's Day resources at: <http://www.effectivechurch.com/category/seasonal/mothers-day/>

Mother's Day, an opportunity to challenge your people to spiritual parenting

Many women who attend your church on Mother's Day are not moms. The reasons for that pain are many: they may have lost a child; they may be unmarried and with little prospects of a future marriage. They may be infertile and may not have had enough money for adoption or fertility treatments. They may have prayed for children for years, but for some reason the answer received was "no." The reasons are many, but the pain felt daily by many of these women is deepened significantly on Mother's Day. Often this pain is intensified by unintentionally unthinking and unkind actions of churches on Mother's Day.

Don't be unintentionally unkind

One church handed out flowers for women as they entered the church on Mother's Day. But before a woman got a flower, she was asked, "Are you a mother?" if the answer was "No" the woman was informed that the flowers were for mothers ONLY. In some churches only Moms are clapped for, receive a free brunch, acknowledged as significant or given other public affirmations. It is obvious and on display if a woman is not a mother. If a woman has spent many private hours crying over her inability to have children, imagine her feelings at that time.

Again, these reminders are not meant as a suggestion not to honor mothers, but honor can be done sensitively and with the feelings of the childless women in mind. One way to do this might be to focus briefly on the joy of physical children but then to shift into a challenge for spiritual parenting that all can be part of. You cannot take away the pain of childlessness, but that pain can be transformed into a vision for ministry if, in addition to special actions done for moms, the church actively presents some of the following ideas. One more note: though directed to women, in this article and for this day, mention should be made of the men who are not fathers and for whom often the pain is even more deeply hidden. Include them in the challenges listed below.

Challenges for spiritual parenting

- Remind all of the women in the church that the option to be a spiritual parent is one that is open to all women, as the prophet Isaiah said in Isa. 54:1 "Sing, O barren woman, you who never bore a child; burst into song, shout for joy, you who were never in labor; because more are the children of the desolate woman than of her who has a husband," says the LORD.

- Remind them that though they may not have physical children and truly insurmountable obstacles may prevent that, that nothing can prevent the birthing and raising of many spiritual children.

- Remind them that to be childless does not mean you do not have God's favor. Jesus never had an earthly child. Consider what that may have meant. He was fully human. Most likely all his childhood friends had children when he left home to travel around Israel and teach. I have wondered if the human part of him didn't feel pain, perhaps sometimes wondering what it would be like to have lived quietly in Nazareth and had a son who would have grown up beside him in the carpenter shop or a little daughter who would bring him water in the middle of a hot day. We know he struggled with God the Father over the cross and I wonder if in some lonely early morning prayer times he struggled with the wish that a child, like the children who loved him and clamored to be on his lap as he traveled and taught, that one could be his, truly, humanly, physically his.

But Jesus didn't have physical children and neither have many of the great leaders of the church, such as Paul. Yet because they didn't have physical children, does not mean they did not have spiritual children. Paul called Timothy, "His dear son," and Jesus often referred to his followers as his children.

You must be honest in your challenge that embracing spiritual parenting is not easy. It requires all the commitment, patience, and life-long support of physical parenting if it is to be done well. Like physical children also, spiritual children will learn far more from what they see than what they are told. Spiritual parents must live lives of holiness, discipline, and love for Jesus if that is the kind of life they want emulated by their spiritual children.

In addition, there are many spiritual orphans in every church—those who perhaps started a relationship with the Lord in college or another place, but

who have moved and have been wandering spiritually since then. Challenge the potential spiritual parents in your church to help raise to maturity those around them who are young and weak in the family of God.

Finally, remind prospective spiritual parents that in addition to the commitment, work and possible pain of spiritual parenting, the words of the apostle John, who said near the end of a long life of ministry adventures and trials: "I have no greater joy than to hear that my children are walking in the truth (3 John 4)."

This might be a message for the Sunday after Mother's Day

You could also put this material on your website so that people who do not come on Mother's Day will see it. Because you have so many visitors that day, it is easy to miss the people who are not there. Those people include the women who do not have children who quietly avoid Mother's Day at church because the internal pain and insensitivity of people is simply too much to bear. For weeks prior to Mother's Day the childless are confronted with advertisements in print, on TV, the internet and every imaginable communication medium that remind them of what they do not have and perhaps never will have.

For the moms whose children are physically alive, but who were not at church on Mother's Day or perhaps are never around, watching other moms with happy families, children and grandchildren can also be emotionally wrenching.

A message the week after Mother's Day, if presented in an all-inclusive encouraging way and challenging everyone to be a spiritual parent can be a way to fill an empty place in a heart and heal pain. God put the desire to nurture the young in every heart and he has provided a way in his church to make that possible for everyone.

If you get a negative response

You can try to be sensitive and caring and you should, but don't be surprised if you are told it didn't help. Or if you don't get a positive response or receive an angry one, remember that people react in many, not always pleasant, ways to hidden pain.

There are no reasons, explanations, or solutions for the depths of some pain. The best we can do at those times is to share Jesus and lead people to his love and comfort and pray that it will be accepted.

There is a reason that the Bible tells us that someday God will wipe away our tears. Some hurts can never heal on earth. All we can do is hold tightly to the one who promises that someday all will be well.

End notes, Reprint Information, Resources, etc.

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PLEASE let your friends know about our ministry of helping church communicators and the resources we have for them.

Interview info:

If you would like to interview Yvon Prehn on any of the topics in this publication or any topic related to church communications for either print articles or other media, I'd be happy to chat—contact me through yvon@effectivechurchcom.com. I have done extensive radio work, some television, and am comfortable with unscripted interviews, call-in, and talk formats.

Additional resources, training and church communication instruction:

The website: www.effectivechurchcom.com has hundreds of articles, videos, podcasts and additional resources to help you grow as an effective church communicator. The website has free materials, low-cost downloadable communication helps, and materials available to members only,

Effective Church Communications also has a church communication Training Academy that can be accessed through the Effective Church Communications website.

Citation note:

Some of the material here appeared in earlier versions of articles in *Christian Computing Magazine*, articles in my newsletters or other publications, my misc. books and reprints, or on my website, www.effectivechurchcom.com. I'm always advising church communicators of the importance of repetition and I repeat key articles, advice, and key communication teachings in many ways.

Scripture versions and citations:

Unless otherwise noted, Bible verses are from the New International Version.

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Comments, corrections, questions, suggestions for additional articles or information to help church communications etc.

Please send to yvon@effectivechurchcom.com

And may the Lord give you strength, joy, wisdom, and peace as you serve Him in church communications ministry,

Yvon Prehn

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About Yvon Prehn

Yvon Prehn is the founder and director of Effective Church Communications and www.effectivechurchcom.com. For over 30 years, she taught church communication ministry, skills, and strategy at seminars, conferences, and national conventions all over North America.

She is now at home in Ventura, California, where she writes and creates online training materials to train, challenge, and encourage church communicators. The purpose of her ministry is to help churches create communications that help people come to know Jesus as Savior and grow to mature disciples—in other words, to fully fulfill the Great Commission. This emphasis on the Great Commission is the North Star around which all other parts of her ministry revolve.

Through most of her adult working life, Yvon has worked in communication ministry as a writer and teacher. She was a newspaper reporter and religion writer for the Colorado Springs SUN for nine years. When desktop publishing was first invented, Yvon was a top-rated national trainer in desktop publishing for Padgett/Thompson, the nation's largest one-day seminar company before starting her training ministry. She worked as a communications consultant and trainer for numerous Christian ministries in Colorado Springs and was a senior editor at Compassion International and Young Life International.

Yvon traveled and taught at conferences and full-day seminars on church communications all over North America for over 20 years.

She is the author of many books, including the first book out on desktop publishing, *The Desktop Publishing Remedy*, published by David C. Cook in 1994. She has written for many Christian magazines and was the communication columnist for *Christian Computing Magazine* (then Ministry Tech) for over 20 years. Her recent books, with how to purchase them, are listed at the end of this book.

Yvon has a master's degree in Church History and has done additional graduate work in theology and communications. She taught high school English and was an adjunct professor in church history at Regis University.

In addition to her formal experience in these areas, Yvon gets the opportunity to practice church communications in practical ways. She and her husband Paul worked in many areas of ministry in the church, including single adult ministry, adult education, and small group ministry. Yvon serves as a Bible teacher. She also creates many of the church communications and marketing materials, both in print and online, for the various ministries she and her husband work with.

Yvon's seminars, plus her written and web-based materials, have helped thousands of people in Christian ministry and churches maximize their communications and enabled them to use them to help their churches fully fulfill the Great Commission.

For more information on Yvon Prehn and her church communications ministry, go to:

Effective Church Communications Training website: <http://www.effectivechurchcom.com>

Pinterest: <https://www.pinterest.com/effectivechurchcom/>

Facebook: <http://www.facebook.com/EffectiveChurchCommunications>

YouTube videos: <http://www.youtube.com/yvonprehn>

LinkedIn: <https://www.linkedin.com/in/yvonprehn/>

Podcast about Effective Church Communications: <https://anchor.fm/yvon-prehn>



About Effective Church Communications

Effective Church Communications is a ministry that provides training, templates, resources, and inspiration to help church communicators fully fulfill the Great Commission.

The hub of our ministry is our website: www.effectivechurchcom.com.

The online training school of our ministry, the Effective Church Communications Academy can be connected to through the website.

Our approach to church communications includes more than design and communication construction how-tos, though we have lots of them.

The North Star of our ministry is for everything we do to help people come to know Jesus as Savior and to grow to mature disciples; in other words, to fully fulfill the Great Commission. We continuously remind church communicators that we have been entrusted with the words of eternal life and the eternal destinies of people depend on how well we communicate the gospel of Jesus Christ. For every communication piece, you not only get an easy-to-use and often free templates and design tips, but a reminder of where this communication fits into bringing people to Jesus and helping them mature in their faith.

Though we work hard to stay current with technology, we value and attempt to teach timeless communication skills and strategies. Most of our training has applications in every communication channel, from print to podcasts.

We believe churches of every size, from tiny house churches to megachurches, benefit from clear, effective communication. We encourage churches to study their people, set goals, evaluate responses to communication projects, consistently and communicate based on who they are and where they are, rather than copy the latest megachurch or marketing trend.

We do not allow, encourage, link to, or promote in any way, irreverent, profane language or snarky, cynical approaches to church communication or in the discussion of it. We serve a holy God, and we seek in all we do to walk worthy and communicate a worthy message that reflects our Lord.

We strongly believe church communicators, of any age, from any size church, who use any software, with any skill level, can create incredible communications that God can use to grow His Church.

We encourage church communicators to pour their hearts, minds, and souls into the hard work of communicating the words of eternal life. At the same time, we are aware that our words will only accomplish eternal results because of His blessing of them and His working through them of our eternal God. Please check out www.effectivechurchcom.com and join us in the great adventure of sharing the words of eternal life.