



Ideas for Promoting the Annual Mother's Day Offering in Your Church

Basic Promotional Activities

1. Set a goal for your church's Mother's Day Offering.
2. Promote the offering from the pulpit -- this is critical! Encouraging your congregation from the pulpit to generously support the Mother's Day Offering is the most important thing you can do to help ensure a positive response to this year's offering. Consider making an announcement from the pulpit for 2-3 Sundays and then again on Mother's Day.
3. Display the posters in your church four weeks prior to Mother's Day.
4. Show one or more of the four videos provided on the DVD.
 - The first video is approximately five minutes in length and tells the story of Mackenzie Small who was a resident on our Tallahassee campus before graduating last year. She tells about her home life before coming to the Children's Homes and also talks about what it was like to live on the Tallahassee campus. She is now attending the Baptist College of Florida.
 - The second video is 1:45 in length and features alternating slides and video of Mackenzie telling her story in an upbeat narrative format.
 - The third video is 45 seconds in length and also features Mackenzie telling about the Children's Homes in a fast paced format.
 - The fourth video is five minutes in length and details all of our different ministries and how Florida Baptists have been caring for abused, neglected, and orphaned children for more than 100 years. This video also served as our agency's report to the Florida Baptist State Convention last fall.
5. Pass out the brochures and offering envelopes to all members of your congregation.

Additional Promotional Activities to Consider

1. Invite a speaker from the Children's Homes. We have individuals that are available to speak during midweek and Sunday services. Contact the administrator in your area.
 - **Central Division**, Eron Green, (863) 688-4981, Eron.Green@FBCHomes.org
 - **North Division**, Randy Harrison, (904) 721-2711, Randy.Harrison@FBCHomes.org
 - **Panhandle Division**, Kyle Luke, (850) 878-1458, Kyle.Luke@FBCHomes.org
 - **South Division**, Willie Garcia, (305) 271-4121, Willie.Garcia@FBCHomes.org

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2. Encourage Sunday school classes to promote the offering during their fellowship and announcement time.
3. Ask the youth to make a gift to the Mother's Day Offering equal to the price of a hamburger, fries, and a coke.
4. Consider having children pass out the offering envelopes or the brochures as a reminder to everyone to bring their offering on your church's designated day to collect your Mother's Day Offering.
5. Have your children's choir or other special music perform during worship in honor of Florida's orphaned and disadvantaged children and the ministry of the Florida Baptist Children's Homes.
6. Consider running your Mother's Day Offering campaign throughout the month of May until you reach your church's offering goal.
7. Consider dedicating the weeks between Mother's Day (May 8) and Father's Day (June 19) to topics related to children and families. Sermon topics and messages can focus on strengthening marriage, the importance of serving *the fatherless* in the community and around the world, as well as topics related to the ministries of foster care, adoption, and international childcare missions.

Sample Timeline of Activities for Promoting the Mother's Day Offering

April 17

- Announce your Mother's Day Offering goal to your church.
- Place the brochures in your bulletins and hang the four posters in strategic locations around your church.
- Begin promoting the Mother's Day Offering in your church's pre-worship announcements including the provided PowerPoint slide. Also, consider showing one of the four videos.

April 24

- Make announcement from the pulpit regarding the month of May being the emphasis for giving to the ministry of the Florida Baptist Children's Homes.
- Continue using the PowerPoint pre-worship slide to promote the Mother's Day Offering.
- Show one of the four videos.

May 1

- Have an individual from the Children's Homes speak to your congregation at a midweek or Sunday morning service and show one of the four videos.
- Make an announcement from the pulpit about the importance of the offering and remind your congregation they can give throughout the month of May.
- Continue the PowerPoint pre-worship announcement slide promoting the Mother's Day Offering.

May 8 – Mother's Day

- Put the Mother's Day Offering envelopes in your bulletins or church pews.
- Show one of the videos prior to taking up your Mother's Day Offering.
- Ask one of the mothers from your congregation to say a prayer for the many children in the care of the Florida Baptist Children's Homes prior to the offering.

Visit us on the web at www.FBCHomes.org.

All Mother's Day Offering videos are available on our website.