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How to Use the Mother’s Day Resource Kit

This packet walks through the different ways you can use and edit the resources included in the Mother’s Day Resource Kit as well as ideas to promote Mother’s Day.

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If you have any questions or comments about the Mother’s Day Resource Kit, or would like help customizing a resource, please contact Andrea at andrea@alwfumf.org.

Bulletin Insert

The bulletin insert/flyer resource can be used in the Sunday morning church bulletin or printed as a flyer to promote Mother's day and legacy gifts in honor of mothers.

The editable PDF can be easily modified in Adobe Acrobat (see below).



Honoring Moms for Mother's Day

One way to honor the mothers and mother figures in our lives, or her memory, is to make a gift in her name to her favorite ministry. Consider making a one-time donation or creating a planned gift to carry her legacy and passion for ministry far into the future. If you are interested in creating these types of gifts, please contact the church office.



*"And now these three remain: faith, hope and love. But the greatest of these is love."
1 Corinthians 13:13*



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To edit the file, you will need to open the "Mother's Day Flyer Editable.pdf" in Adobe Acrobat. You can edit the line highlighted in blue to add your church contact information. Simply click this area and type in your church information to replace the sample information. Next, save the file and print it.

Images and Graphics

Website, Social Media, Email, Newsletter, and More

Pages 4-6 feature different types of resources available in the Mother's Day Resource Kit: "Social Media Post," "Social Media Story," and "Email Header and Projection Slide" images. We recommend using these resources on the homepage of your church website, in a church website blog or newsletter, and on your church Facebook/Instagram/Twitter pages to promote Mother's Day.

Customize An Image or Graphic

Most images (like the "Social Media Post" image below) include space to add more information to the image. To do this, you can use programs like Canva, Microsoft Office, Microsoft Publisher, or Adobe Express to edit these images.

- **Canva:** www.canva.com
 - Canva Tutorials: www.canva.com/designschool/tutorials/getting-started
 - Free access to Canva with Canva for Non-Profits: www.canva.com/canva-for-nonprofits
- **Adobe Express:** www.adobe.com/express
 - Adobe Express Tutorials: www.adobe.com/express/learn/tutorials
- **Church and Stock Photos:** If you are interested in creating your own Mother's Day images, the websites below provide free stock photo websites to do this. Simply download a photo and use Canva, Adobe Express, or another option above, to create your image.
 - <https://freelyphotos.com/>
 - <https://unsplash.com/>



Social Media Posts (Facebook, Instagram, Twitter, and Google Business)

Social media posts are generally square and great for use as a Facebook, Instagram, Twitter, or Google Business post. Be sure to include other information about your Mother's Day celebration. See page 3 for more information about adding custom information to these images.



Social Media Stories (Facebook and Instagram)

Social media stories are generally portrait rectangles and great for use as 24-hour Facebook or Instagram story posts. Facebook includes an option to add a website link to your story image post. This is a great opportunity to link to a page on your church website with information about your Mother's Day service.

Create a Facebook Event:

Facebook events are free to create and allow people who have a Facebook page to like, follow, share, and get more information about your event while they are logged into Facebook.

- Learn how to create a Facebook event here: <https://www.facebook.com/help/116346471784004>



Email Headers, Event Images, and Projection Slide Images

Email headers, event images, and projection slide images are generally landscape rectangles and are great for use in church-wide emails, church website or church blog posts, as projection screen slides, and Facebook events.

Create a Facebook Event:

Facebook events are free to create and allow people who have a Facebook page to like, follow, share, and get more information about your event while they are logged into Facebook.

- Learn how to create a Facebook event here: <https://www.facebook.com/help/116346471784004>

Send an Email to Your Congregation:

Using an online program like MailChimp or Constant Contact (or your church email provider) you can send an email that includes details about your event to your congregation.

Sample Email/Facebook Event:

Be sure to include the email/event header as well as details about your event. When is the event? What time is the event? Where is the event? Is there anything you want people who are coming to the event to know?



Happy
Mother's
Day

Event Title or Email Subject: Mother's Day Worship Service

Event Details: You are invited to join us on Sunday, May 12 for a special Mother's Day celebration at 10 am worship!

Social Media Interaction Questions

Bonus interaction questions for social media are included in the Mother's Day Resource Kit. These graphics work best on social media platforms like Facebook, Instagram, and Twitter since people who like and follow your church accounts are able to answer questions using comments. Asking these questions can be a great way to stop the scroll and get people to look at your church content as well as start conversations online with your congregation and community and learn more about each other too.

