



THE MOMCO

# INVITING MOMS

## *Your MomCo Guide*

*We're building circles of women who love each other like family*, because raising humans is beautiful and hard, and having each other to lean on is life-giving. That's why we connect with moms, all over the world, to a community of women, in their own cities, who meet together to laugh, cry and embrace the journey of being a mom.

To best reach the women in your community, we've created some helpful tools to use when inviting moms to join you on this journey.

## WHERE

**Every mom loves a personal invitation. Do you need some ideas of where you could extend a personal invitation or post a flyer? Here are some places to start:**

- preschools
- libraries
- rec centers
- YMCAs
- children's activity centers
- ice cream shops
- churches
- community or fitness centers
- hair and nail salons
- post offices
- coffee shops
- restaurants
- indoor sports complexes
- bookstores
- VBS
- women's Bible studies
- AWANA
- banks
- drop-in child care
- women's shelters
- pregnancy resource centers

# 20 WAYS TO INVITE moms in the community

- 1** *Host a "Touch a Truck" event* where moms can bring their kids to see and touch trucks in their community such as firetrucks, ambulances, police cars, bulldozers, farm equipment, boom trucks, etc.
- 2** *Post a flyer* at dentist offices, health clinics, urgent cares, therapists/counselors, OB-GYNs, hospitals or pediatrician offices.
- 3** *Host a parking lot party* with bikes and scooters for kids or a "Trunk or Treat" event at the end of October.
- 4** *Provide child care for a church date night.* Pass out invite cards or goodies to all moms.
- 5** *Host a "Popsicles in the Park" event.* Advertise and pass out invite cards or a memorable goodie to the moms.
- 6** *Have a scavenger hunt within your group,* competing to see who can post the most flyers during a specific time. Remember to take pictures to determine a winner.
- 7** *Turn inviting moms into a service project or a challenge for your group.* Challenge each mom to invite one mom.
- 8** *Utilize local newspaper and radio to advertise* your group within your community.
- 9** *Advertise your group* in your local Macaroni Kid ([national.macaronikid.com](http://national.macaronikid.com)), [meetup.com](http://meetup.com) or Facebook community pages.
- 10** *Partner with local businesses* and have them post flyers in exchange for publicity on your group's Facebook page.
- 11** *Encourage the moms* in your group to invite a mom based on the meeting's topic.
- 12** *Gift a MomCo Membership to a mom;* let her know that all she has to do is show up to a meeting!
- 13** *Start a MomCo Facebook page.* Use MomCo as the first word in your page's name to make it visible for moms searching for groups in your area.  
  
*Get involved in community events.* Host a table at a festival, farmers market, community fair or family event. Provide a diaper changing or nursing station for moms attending the event.
- 14** *Have a craft day* during a MomCo meeting and sell your crafts at a local craft fair while promoting MomCo.
- 15** *Host a table* at a food truck event.  
  
*March in a local parade.* Ask moms to bring strollers and wagons for kids or make a float for them to ride during the parade.
- 16**
- 17** *Make business or invite cards* and hand them out to other Leaders and moms interested in attending your group so they can invite their friends as well. Printable invite cards are available on the MomCo Leader's site.
- 18**
- 19** *After you've read The MomCo Journal,* put a sticker with your group's information over your address and give it to another mom or leave it in a place where another mom will find it.  
  
*It's always nice to hand out memorable goodies at events.* Whether it's a small plastic bag with Hershey's Kisses or a travel first aid kit, little things go a long way and make a great first impression. Don't forget to attach your group's information to these items.
- 20**



# 10 WAYS TO INVITE *moms in your church*

- 1** *Ask to make an announcement* during services or show the theme video to promote your group.
- 2** *List your group in the church's bulletin*, have a table in the foyer with flyers and registration forms.
- 3** *Ask the pastor to network* with other churches in the area and see if they can help spread the word about the group.
- 4** *List your group on any church media locations* like the church's website, Facebook page, Twitter or Instagram.
- 5** *Hang a MomCo banner* outside the church.
- 6** *Hand out flyers* during children's Sunday school, AWANA or put in backpacks at the church's preschool.
- 7** *Promote your group* at women's ministry groups, recovery ministries and other ministries that reach moms and possible mentors.
- 8** *Around Mother's Day, do something special for the moms* in the congregation. Hand out carnations with a business card or small piece of paper with your group's information attached.
- 9** *Add MomCo invitation* to church newcomer gift/package.
- 10** *MomCo Sunday.* (See next page for details.)



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# MomCo Sunday

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Ask the church to have MomCo Sunday to highlight the MomCo Ministry during worship service. MomCo Sunday can be an opportunity to get the word out about your group before it starts, or toward the end of the year to highlight the impact of your group. This provides an opportunity to invite moms in the congregation, while also informing the congregation about one of their outreach ministries. This is also a great opportunity for MomCo Leaders to invite current MomCo moms in their group to a church service. Don't forget to mention their families are welcome to attend, too!

## IN-SERVICE OPTIONS

MomCo Sunday can be tailored to fit the needs of your congregation. Here are a few ideas on how to incorporate MomCo Sunday into a regular service.

### AS A FULL SERVICE:

*A service dedicated solely to moms, mothering and your MomCo group.*

- Share a MomCo video — What MomCo is and how it impacts your church and community. You can create your own or use one of ours: [youtube.com/@themomco\\_](https://youtube.com/@themomco_)
- Invite MomCo Kids to sing a song or have a MomCo mom lead the worship music.
- Invite MomCo Mentors to pray or read scriptures.
- Have the message for the day based on the annual MomCo theme. You can find more about the theme at [themom.co/theme-reveal](https://themom.co/theme-reveal).
- Include testimonies, live or video, of moms, husbands or children impacted by MomCo.
- Give the congregation an opportunity to support MomCo by donating money for scholarships, Leader training or child care expenses.

### AS A PART OF A SERVICE:

*Share the impact of MomCo in 10 minutes.*

- Share a MomCo video — What MomCo is and how it impacts your church and community. You can create your own or use one of ours: [youtube.com/@themomco\\_](https://youtube.com/@themomco_)
- Have one or two moms from your group share their story of how MomCo has impacted their lives. Also, consider having a husband share how MomCo has positively impacted his wife and family.

### VIDEO ONLY:

*When you only have a few minutes.*

- Share a MomCo video — What MomCo is and how it impacts your church and community. You can create your own or use one of ours: [youtube.com/@themomco\\_](https://youtube.com/@themomco_)

### ANY OF THESE OPTIONS COMMUNICATES TO YOUR CHURCH:

- MomCo helps mothers be the best they can be.
- MomCo grows mothers as leaders.
- MomCo grows the church.
- MomCo brings mothers and families to Jesus.

# WHO CAN SHARE *the story of MomCo?*

The most impactful way to share the importance of MomCo is to invite those involved to share their stories. If you have been involved in a group before, share how MomCo impacted your life. If you've never been involved in a group, share what your hopes and goals are for this new group.

## Things to consider sharing:

- Do any of your moms have a story about how MomCo has made a difference in her life – how she or her family came to know Jesus through MomCo? (Table Leaders can point you to a mom with a great story.)
- Have MomCo Kids Coordinators ask children, “Why is your mom the best mom in the world?” or “Why do you like coming to MomCo?”
- Ask Mentors, “What is the best part of supporting moms at MomCo?” or “What is the best timeless advice moms need to hear?”

## Other Ideas

### HOST A LAUNCH PARTY

**This can be an informational night as well as a way to register moms for Membership.**

- Explain what MomCo is, what a typical meeting looks like, why you are starting the group and what your goals are.
- Let moms see the meeting space and MomCo Kids meeting space.
- Be kid friendly, use the theme video and display a MomCo Membership Kit.
- Answer questions and invite moms to attend the first meeting and register for Membership.

### MOMCO INFORMATION TABLE

**Combine a MomCo information table with your MomCo Sunday service option.**

- Hand out flyers or invite cards.
- Set up a video camera at a MomCo meeting and ask moms to say, “Thank you!” Have the video running on a laptop.
- Have Leaders available to answer questions and say, “Thank you” to church members who support your group.