



SOCIAL MEDIA INSPIRATION FOR MOTHER'S DAY

CHURCH FUEL

It can be hard to keep things interesting when you're promoting a holiday. We get it, and that's why we've compiled these lists of inspiring posts that other churches have used to promote their Mother's Day services on social media, as well as example scripts that you can use when creating your own videos.

Please note that this is not a checklist. It's more like a catalog that you can look through in order to plan your social media strategy. There are over 20 examples included- and no church posts that much about Mother's Day.

We hope you see something that inspires you!

-The Church Fuel Team



TABLE OF CONTENTS

Posting Inspiration	starts on 3
Your Mother's Day Kit Graphics	3
Preview Posts	4
Stories	7
Celebrating All Women	9
Mother's Day Weekend	11
Photo Booth	14
Recap Posts	15
 Example Video Posts	 16
 Video Scripts	 starts on 18
Creating Selfie Videos	18
Selfie Video Scripts	19
Social Invite Video Scripts	20
In-Service Video Announcement Scripts	22

YOUR MOTHER'S DAY KIT

As you scroll through the example posts in this guide, remember that we're providing these beautiful Mother's Day images as part of the CMU Mother's Day Kit. Any time you see something that features a "theme" image, you can pick a design from the kit!

Check out the options below:



PREVIEW POSTS

These posts all have one theme in common: they're a way of letting people know what you're planning before the big day.

OPTION #1: INTRODUCE YOUR THEME

Early in the month, you can introduce the visual package you'll be using over Mother's Day weekend. In your caption, note any special service times & that you'll be celebrating mothers and mother figures. Encourage your people to invite their mom, honorary mom, kids & grandkids, or honorary kids and grandkids!

Remember: You can use the theme graphics from the Mother's Day Kit for your theme!



OPTION #2: PHOTO BOOTH SNEAK PEEK

Do you have some dedicated volunteers or staff people assembling your Mother's Day photo booth? Show off their hard work with a little sneak peek so people can start picturing themselves getting family photos in front of it.

Not sure how to put together a photo booth? Check out the kit for our Photo Booth Guide and a bunch of Mother's Day Photo Booth Inspiration.



PREVIEW POSTS



OPTION #3: QUOTE ABOUT MOTHERHOOD

This option gives your people something to share with their mothers or mother-figures, even if they can't spend the day together. Here are some quotes for your consideration:

"Mothers are like glue. Even when you can't see them, they're still holding the family together." – Susan Gale (Pictured)

"Mother's love is peace. It need not be acquired, it need not be deserved." – Erich Fromm

"A mother is not a person to lean on, but a person to make leaning unnecessary." – Dorothy Canfield Fisher



OPTION #4: CHILDREN'S MINISTRY HIGHLIGHT

If moms and dads who are new to your church are considering a visit, put their minds to rest by featuring pictures of smiling, happy children and volunteers in your kids' area. You don't even have to reference Mother's Day directly in your caption- they'll know you were thinking of them.

Want to go really over the top? Stage some shots of kids putting together the special Mother's Day craft project you'll be doing during service!

PREVIEW POSTS

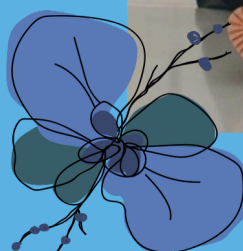
OPTION #5: TREAT PREVIEW

If you'll be giving a gift to all the ladies, it can help to build excitement if you feature it before the weekend starts! If you're partnering with a local business to provide it, they'll appreciate the exposure.



OPTION #6: YOUR PASTOR'S FAMILY

Give the moms on your pastoral team a little extra honor as you head into the weekend. This is an especially good strategy if you'll be hearing from a mom during Mother's Day.



STORIES

Share stories of motherhood & what it means in the week(s) leading up to Mother's Day. You can do these several different ways- by interviewing moms, kids, or posting well-known quotes about motherhood/mentoring, etc. Here are some ideas to feature motherhood in the week(s) leading up to Mother's Day.



OPTION #1: INTERVIEW KIDS

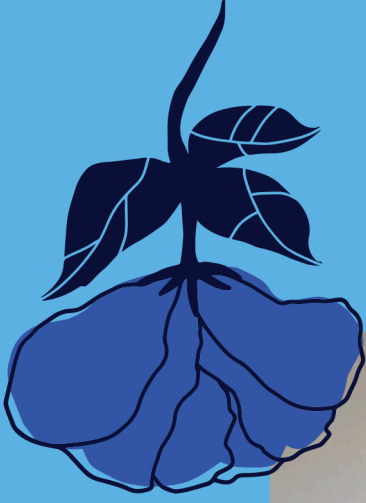
There's no age limit here- by "kids," we really mean anyone you can find who wants to talk about their mother. When looking for people to interview, be sensitive to people who have recently lost their mothers. You can either ask your people to write about their mothers, or to tell you one thing about her that they especially appreciate- like this series from Element Church, where they featured the stories of people saying why their mom matters.



OPTION #2: INTERVIEW MOMS

Alternatively, you can feature a few moms and include quotes from them about what motherhood means to them and how much they love their kids!

STORIES

OPTION #3: LESSONS
& LETTERBOARDS

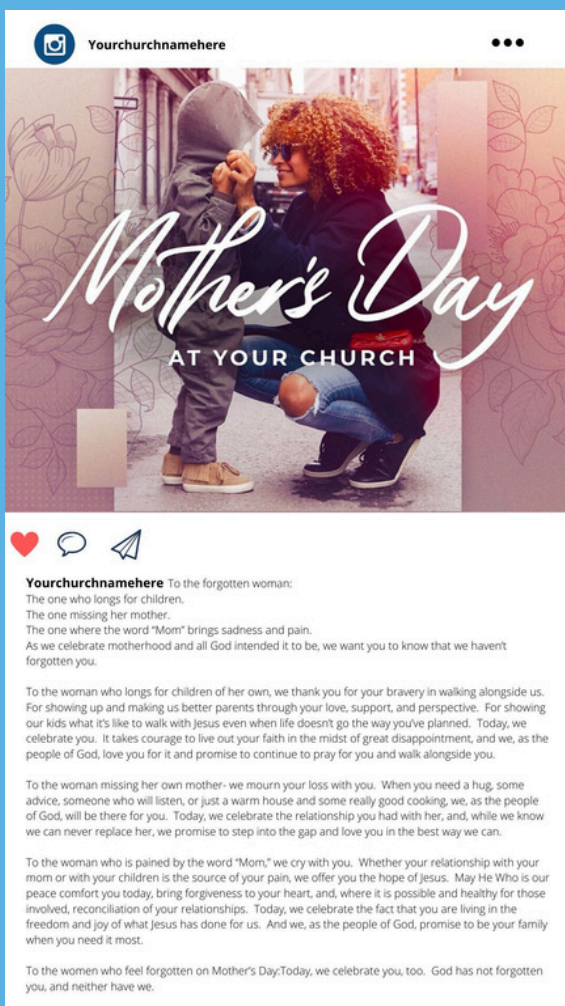
This is a creative way for the women in your congregation to share what God's teaching them through motherhood (or mentoring). Have the women condense what they're learning into a short phrase & take their picture with the board, then feature the longer testimony/lesson in the caption!

CELEBRATING ALL WOMEN

It's important to acknowledge the women in your church & community for whom this holiday is a painful time. Whenever possible, use captions, images, and stories that are inclusive of all women and celebrate the impact they have on our lives. Here are some examples.

OPTION #1: INCLUSIVE CAPTION

Last year, Red Rocks posted this graphic and included The Wide Spectrum of Mothering by Amy Young in their caption. It was hugely popular, with people tagging their those they knew might be struggling through the holiday.



If you're not sure what to write, consider using our Church Fuel-Exclusive letter to forgotten women in your captions. You can use the social media images in the kit, too!

CELEBRATING ALL WOMEN



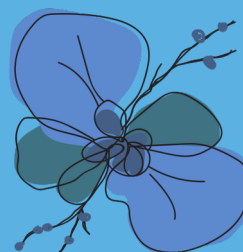
OPTION #2: FRIENDS

Posting a picture of women together, without kids, can be a great way to signal that you're celebrating all women.



OPTION #3: SAY WHO YOU'RE HONORING

Defining mothers as "the women who raised us, who shaped us, and who loved us," as in this example post, helps include a broader spectrum of mothers.



Want to honor all women this weekend, but not sure how to make that happen? Check out the Mother's Day Kit for our top suggestions! (And don't forget the exclusive Mother's Day images we've provided for you!)

MOTHER'S DAY WEEKEND

OPTION #1: FAMILIES ARRIVING

A photo of smiling, happy families entering your building and a caption that says "We're so excited to celebrate Mother's Day with you!" is a simple but fantastic way to mark the day.

Psst... You can also use a photo of families arriving from past weeks !)

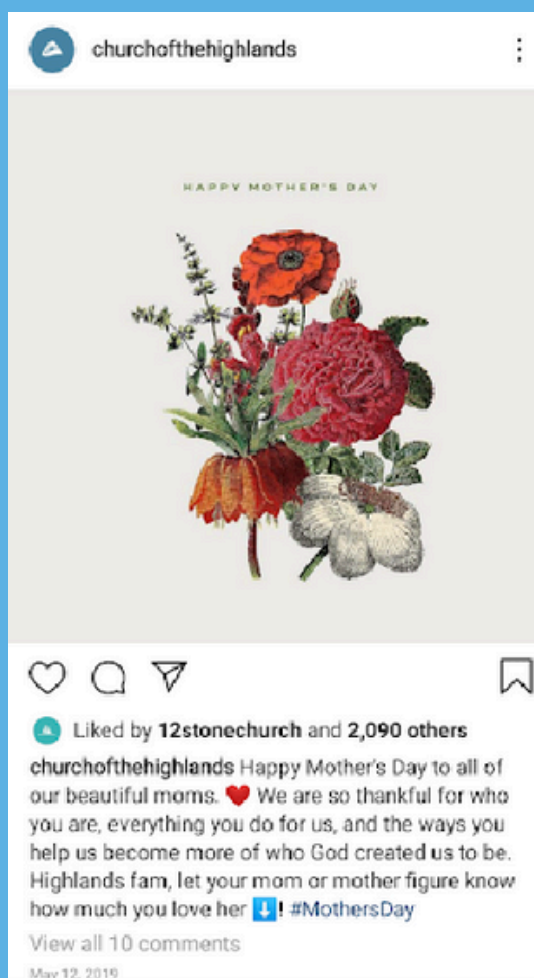


OPTION #2: WOMEN IN SERVICE

Who doesn't love a picture of a mom enjoying herself? Whether that's worshipping, looking pleased, or laughing with family and friends, this kind of shot is a great way to encapsulate what's happening at your church & invite people back for another service or the next week.



MOTHER'S DAY WEEKEND



OPTION #3: MOTHER'S DAY MESSAGE

You can also use your theme image & accompany it with a heartfelt message to women & moms. Remember: you (or someone on your leadership team) just has to write the caption- we've already created some great images for you to use on social. Check out the social media images inside the Church Fuel Mother's Day Kit!



OPTION #4: FAMILIES OUTSIDE

May has great weather for taking photos outside in most parts of the country, and you can always feature photos of families in front of your building as you promote Mother's Day! We love this example post because it also incorporates the roses each woman received as part of a gift from the church!

MOTHER'S DAY WEEKEND

OPTION #5: TREATS

If you give a special gift or treat to all the ladies, you can feature it in a post! Bonus points if, unlike our example post, your post includes the faces of actual women enjoying them.



PHOTO BOOTH

You can use selected shots of your photo booth during Mother's Day or as a way to recap your services! Check out the example posts below.



RECAP POSTS

Review the message, thank people for coming, and/or invite them back with a post recapping the weekend!



OPTION #1: MESSAGE RECAP

Include a quote and a picture of the speaker as you recap the message! You can do it creatively, as in the example post, or simply post a shot of your speaker with the quote either added to the image or included in your caption.



OPTION #2: WEEKEND RECAP

Review some beautiful moments from Mother's Day with a collage or album of shots featuring different aspects of the day.

VIDEO SOCIAL POSTS

We get it- you might want to post more than photos in order to promote the weekend! Here are some awesome example videos to get your creative juices flowing.

OPTION #1: ONE THING YOU LOVE ABOUT YOUR MOM

In this video, people answer a simple question: What's one thing you love about your mom? The wide range of answers is adorable and helps celebrate all that moms do for us.

Watch the video [here](#).



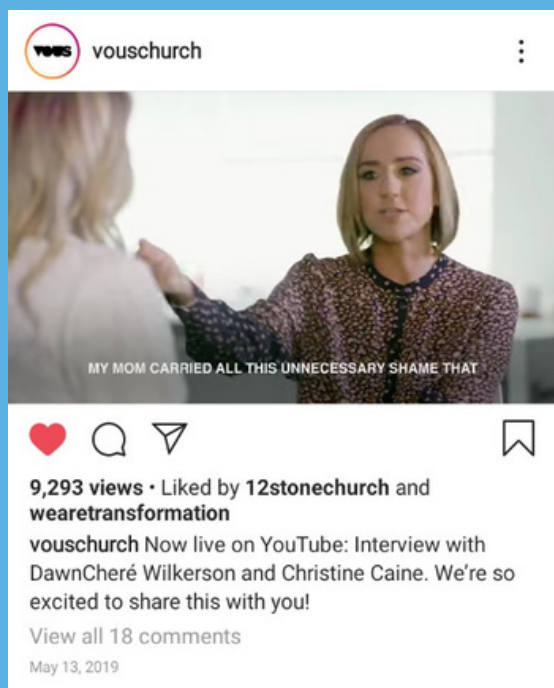
OPTION #2: MOTHER'S DAY SURPRISE

In this sweet video, families and the church work together to surprise some moms! As the surprises are prepared, the moms sit with an interviewer and talk about what it means to be a mother.

Watch the video [here](#).



VIDEO SOCIAL POSTS

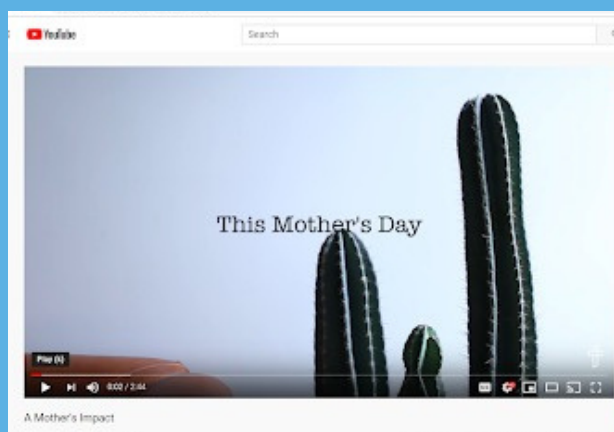


OPTION #3: INTERVIEW

Having a couple of people from your church sit down and discuss Mother's Day and what it means to them can be a great way to dive into the complex feelings that a lot of women experience around this holiday & offer the love of Christ.

Watch the video [here](#).

Watch the social media clip [here](#).



OPTION #4: A MOTHER'S IMPACT

Transformation Church sat down with some members of their congregation and asked them to talk about their moms. Because they interview a wide spectrum of people (including people who have lost their mothers) it's a great model for creating a video with your own congregation to feature as you're coming on stage or to help conclude your message.

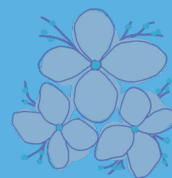
Watch the video [here](#).

CREATING SELFIE VIDEOS

Before we begin, let's talk about selfie videos for a minute. When you first start making them, it can be a little nerve-wracking, but we're here to tell you that you shouldn't be intimidated. The reason selfie videos work so well is that they're extremely personal- so even things that might seem like "flaws" to you can make you seem relatable and relevant to your audience.

Of course, it helps to know some things that can make your selfie video even more likely to be watched and engaged with. Here are some tips:

- Wear casual clothes. If you look comfortable, chances are your audience will feel more comfortable with you!
- **Bring your dog or your kid along! This amps up the cute factor and makes people more likely to want to watch.**
- Just have fun with it! Tell a joke, laugh at yourself, use a wacky filter, or go a little off-topic... Just try to keep your video under 40 seconds!
- Finally, here's a nugget of wisdom from Ryan Keller: selfie ads do much better when there's a woman in the video. We're not exactly sure why this is, but we're pretty sure Mother's Day will not be a magical exception. So, men, ask your wife to appear in the video with you, or request that a female staff member film a selfie invite video! You just might see better engagement.



SELFIE VIDEO SCRIPTS

EXAMPLE #1

Hey, this is [Pastor or leader's name] and I wanted to let you know about something we do at our church every year for all you moms.

Because we believe you moms are heroes, Mother's Day at [church name] is going to be a celebration of the women who cheer for us, nurture us, teach us, and make our lives better every single day. We've planned some awesome activities for your kids, and we'll have a photo booth, a special gift for all the ladies, and a message celebrating the amazing women God has placed in our lives.

[Use the following if creating a Facebook Ad] You can hit that "Learn More" button below and you can plan your visit to (your church name) where we will reserve a parking spot for you, introduce you around, and give you a free gift to say thanks for coming.

So moms- bring your kids and grandkids! Come celebrate with us and make this Mother's Day a special time for you and your family.

EXAMPLE #2

Hey Dads... Mother's Day is right around the corner. Still looking for that perfect gift for your wife? Now, you know that "Well, she's not my mom..." excuse isn't going to fly! So let me help you out! Let us treat her at [Your Church Name]

She'll love the chance to worship with you, take family photos at our photo booth, and see the smiling faces of your kiddos when you pick them up from our children's area. You'll be a hero, and this year will be a Mother's Day to remember. The best part? All you need to remember are these five words: Mother's Day at [Your Church]. Services are at 9:00 and 11:00 a.m. We'll save you a seat!

SOCIAL INVITE VIDEO SCRIPTS

These examples are for the more “polished” videos you might want to produce, in addition to your selfie invite videos, for posts and ads.

EXAMPLE #1: TARGETED AT DADS

Hey dads! Looking for a way to make your wife feel special this weekend? We’ve got a great start planned at [church name]!

- A family photo booth, so you can get some photos for the ‘gram.
- A make-your-own bouquet bar!
- Powerful worship and a message that will let her know how much she’s loved and appreciated.

Plus, your kids will LOVE [church name] Kids, where they’ll hear a lesson planned specifically for them, and get a chance to make a gift for their mom! Services are [dates & times].

Click the link below for more information and to plan your visit! [Link to Mother’s Day landing page].

EXAMPLE #2: SUMMIT PARK CHURCH

Speaker #1: Moms! Here at [Your church name], we’ve got a celebration planned just for you on Mother’s Day Weekend! Make sure and get to one of our campuses.

Speaker #2: At both locations, we’ll have a photo booth with professional photographers, for you to have a keepsake for your family. Every lady will get to build their own flower bouquet, and in [Your church name] Kids, your kids will be making a special gift. You’ll definitely want to bring the whole family!

Both: We love you, moms!

Watch the original [here](#).

SOCIAL INVITE VIDEO SCRIPTS

EXAMPLE #3: CHURCH ON A MISSION

Hey ladies! This Sunday is Mother's Day, and you're invited to a very special experience here at [your church name]. All women will be celebrated by our free family photo booth, giveaways, gifts, and so much more. Ladies, we want to let you know how loved, valued, and beautiful you are! This is going to be a fun, memorable moment at [church name].

For more information and details, and you plan your visit, visit the link below.

Watch the original [here](#).

EXAMPLE #4: MARINER'S CHURCH

Speaker #1: Mother's Day is this weekend, and we are going to have an amazing time at church. I'm here with my wife, [name], the mother of my [insert kids, daughters, etc.]. Happy Mother's Day! What do you want for Mother's Day?

Speaker #2: Ooh! Let's see! I might have to think about that, but I know I want to do something really fun with you and the kids.

Speaker #1: And that includes church at [church name]?

Speaker #2: Yes! Church at [church name], and lunch somewhere I don't have to cook...S

Speaker #1: We're going to have chocolate-covered strawberries at church this weekend!

Speaker #2: Oh yeah!

Speaker #1: We're going to have a message from God's Word, we're going to celebrate great moms... Join us this weekend!

*If you'd like, [watch the original](#), and be encouraged that your video doesn't have to be *perfect* to be engaging.*

IN-SERVICE VIDEO ANNOUNCEMENT SCRIPTS

Use these scripts to let your congregation know what you're planning & encourage them to invite!

EXAMPLE #1

Hey Moms!

We have an exciting weekend planned for Mother's Day at [your church name]. We're buying treats, building a photo booth, and planning an extra-fun activity for the kids. But Mother's Day won't be complete without family and friends! So bring them along too!

You should have found an invite card on your seat when you came in this morning. Take it home and pray over it, asking God to tell you who He wants you to invite! This will be a great experience celebrating the women God has placed in our lives.

Let's make this the best Mother's Day yet! Join us on May 10th at [time].

EXAMPLE #2

It's that time of year, again! Mother's Day is a chance to honor the women in our lives that have meant so much to us! We'll have a special message from [speaker's name], chocolate-covered strawberries for all the ladies, and a gorgeous photo booth so you can get some nice family portraits! Our Kids' ministry department is planning a special surprise for the moms, too- we promise, you're gonna love it!

One of our favorite things about Mother's Day is seeing you enjoy time together, as a family! This year, we encourage you to reach outside the people you normally bring to church & ask someone who might be in need of a little extra love this Mother's Day.

So pick up that invite card on your seat, and let's pray that God would show us who He wants us to invite for Mother's Day! [Transition into live prayer time]

IN-SERVICE VIDEO ANNOUNCEMENT SCRIPTS

EXAMPLE #3

Hey, what's up friends? It's that time of year, again! Mother's Day! This is a chance to honor the women in our lives that have meant so much to us! And we want to invite you out to our Mother's Day service.

We'll have a special Mother's Day message, a fun gift for all the ladies, and a gorgeous photo booth so you can get some nice family portraits! Our Kids' ministry is planning a surprise for the moms too- we promise, you're gonna love it!

One of our favorite things about Mother's Day is seeing you enjoy time together, as a family! So we encourage you to bring out the whole family and even invite some friends too. We know that you'll enjoy what we have prepared!

For more information visit the link below. See you on Mother's Day!