



A NEW FRONTIER

OF

Faith

A winning recipe for successfully
reaching mums in your local area



“Hey, mum...”

Mothers are the door to shaping families. They're the watchful nurturers, teachers, providers and protectors of their children. They're wives, daughters, friends, church members, employees and community members. They're also daughters of the King.

*Mothers are infinitely precious to God
and profoundly influential.*

Their role, however, is far from easy. They have a deep need for encouragement, community and support in their motherhood journey.

Adventist Media has developed a new frontier to empower mothers and point them to Christ through Mums At The Table—and this is only possible in partnership with you, the local church or school.

“

Karmy:

Becky was just baptised in early 2020. I thank you much already, but I expect to thank you even more as she connects with you not just for her baby's sake but that you'll also help guide her into loving our Lord as much as you do.

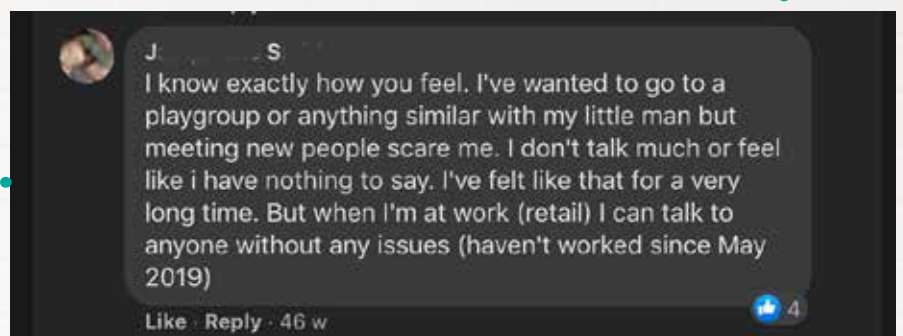
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100 connections in six months

In July 2020, we launched our very first location-based groups in partnership with local churches and church members. These groups were moderated by volunteer church members with the sole purpose of developing relationships with mums in their group through private messages or meet-up opportunities.

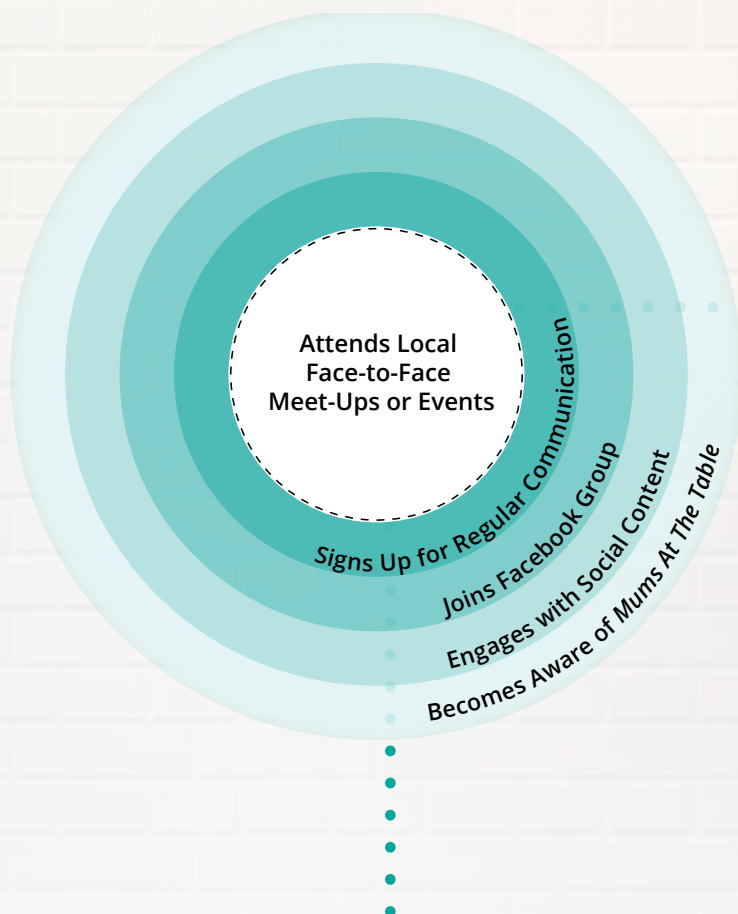
By the end of the year—in spite of COVID-19 restrictions and lockdown—these moderators made more than 100 connections with the community, many of which are in person.

Mums are lonely, isolated and yearning for connection.



A NEW FRONTIER

Two ways to reach mums



**CREATE A MUMS AT THE TABLE
LOCAL GROUP
(SEE NEXT PAGE)**



**TIE IN WITH AN EXISTING
CHURCH/SCHOOL MINISTRY
OR START ONE
(SEE PAGE 7)**

5 steps to creating a

LOCAL GROUP

Mums At The Table is all about friendship evangelism—fostering relationships and bringing people closer to Jesus. Specially appointed ambassador mums, all Adventists, facilitate conversation, support the group members, and organise local face-to-face meet-ups and even local church/school activities. For mums with younger kids, it's a great feeder program into our Adventist schools too.

1

FIND MODERATORS

An ideal moderator should be:

- A mum (of any age)
- Active on Facebook
- Have a heart for supporting mums
- Willing to organise meet-ups

(Can be as informal as playground playdates or cafe catch-ups)

Two or three moderators are ideal, but we can work with just one too.

2

CONTACT US

We will provide potential moderators with a full brief of what's required, as well as a support package.

HELLO@MUMSATTHETABLE.COM

3

FIND A BUDGET FOR ADVERTISING (\$366 +GST)

This will enable us to run Facebook Messenger ads for 14 days.

Advertising is required to ensure the group reaches a critical mass, contributing to successful face-to-face events. Using this budget, other suburban local groups tend to double in size in two weeks. (Although we did have one grow 10 times its size!)

However, if a church/school isn't able to afford it, we could still run an ad for a smaller budget or a shorter period of time (one week).

NOTE: We will create the ads and manage the advertising campaign. You just need to find the budget.

4

LOCAL GROUP IS LAUNCHED

We will create the local Facebook group, and all required branding, artwork and settings. We will also ensure advertising is organised and up and running.

By this time, the moderator/s you have suggested would have joined the group and become admins.

5

CONNECT WITH LOCAL MUMS

The moderator takes over the group, creating social posts, supporting group members and organising face-to-face events.

The most important role of the moderator is to meet with the group members in person and develop a relationship with them. We can always help with creating social posts.



Utilising an existing

CHURCH MINISTRY

While Mums At The Table can work independently of an existing church/school ministry, we have found it highly beneficial to partner with one. If your church/school doesn't already have a ministry that caters to mums, you may want to consider creating one, as it ensures there's a regular program to attend.

It is important that the person (or people) in charge of such ministries be separate to a Mums At The Table moderator to help prevent burnout. The Mums At The Table moderator can play a supporting role, but it is generally advised they aren't the leaders.

MINISTRIES THAT APPEAL TO MUMS

Examples include:

- Playgroup
- Mums' exercise group
- Cooking class
- After school homework club
- Family socials
- Mainly Music or child-friendly music sessions
- Messy play activities
- Storytelling groups
- Depression/anxiety recovery workshops
- CHIP programs
- Marriage/relationships enrichment programs
- Free babysitting services at church, so parents can have a few hours to enjoy a lunch or dinner date
- Ask a mum you know what she would really love a church/school to offer

How we support our moderators

We are all too aware that our Mums At The Table moderators are everyday, busy mums volunteering their time because they have a passion to support other mums. As such, we want to make sure that they feel supported and have as much help as possible.

By joining the Mums At The Table family, they can feel confident that we'll be with them in every step of their ministry.



Training

Have all your questions answered during our onboarding process. Access an online manual to find answers to common tricky situations.



Help is never far away

You'll have access to our moderators' Facebook Messenger chat group which means someone will be on hand to answer your questions.



Regular online catch-ups

Be inspired by what other moderators are doing during our online Zoom catch-ups. We meet once every two months to chat about our wins, losses and challenges.



Promo kit

When you sign up to be a moderator, we'll send you a kit with various Mums At The Table branded items to make it easier for you to organise a meet-up.

“

Lianne (volunteer Mums At The Table moderator):

I feel that God has really been working [in terms of friendships with mums]. I've met a few mums one-on-one now and some have really opened up to me, in terms of sharing what is troubling them be it anxiety, relationship issues, issues with their children (like special needs) etc. I have been so disorganised of late (uni deadlines, school holidays and so on) but I'm going to pray for one of the mums in the group each night and see where that will take us.

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