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MAY: CHERISHED

At CMU, we encourage every church to go big for Mother's Day! First of all, moms aren't celebrated nearly enough. They do so much for us, we want them to feel so cherished, loved, and appreciated on Mother's Day.

Not only that, but Mother's Day is actually the 2nd most attended Sunday of the year (Easter is 1st, Christmas is 3rd). Your church can use this as an outreach opportunity for all the family members and friends that attend who otherwise wouldn't.

Because Mother's Day is such a big deal, you'll see many social media posts in this month's guide that celebrate and encourage mothers and mother-figures.

If you haven't already, download the new Mother's Day Kit found on your CMU Dashboard for done-for-you social media graphics and other resources you can use this month.

Love, The CMU Team

Sermon Recap w/ Verse

First day of May! Share a photo from yesterday on your socials that either recaps the main point of the sermon or choose a verse from your Pastor's message notes. You want people to meditate on the sermon all week long.



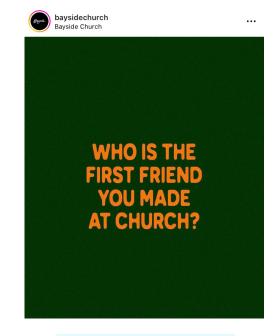
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POTENTIAL CAPTIONS

- [Pastor's name] gave us this timely reminder yesterday that spoke to my heart! What's your favorite thought from yesterday's message?
- How has God been using [tag pastor]'s message to speak into your life this week?

Tag your first church friend!

God created us with the need to share our lives with others. He gives us the gift of friendship not only because it brings us joy, but because it edifies us, it builds us up and helps us grow. Use today's post to celebrate Christian friendship by asking your people to tag the first friend they made at church. Since this post might get lots of comments, be sure to reply to every comment to boost your engagement.



VIEW FULL SIZE

POTENTIAL CAPTIONS

- We love friendships! Who is your first friend you met at church? Tag them in the comments below!
- Comment below thanking the first friend you made at [church name]!

Quote about Motherhood

Since Mother's Day is only a week and a half away, share a quote about motherhood. Give your people something to share with their mothers or mother-figures. Consider one of the following quotes or find your own!

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

"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." – Dorthy Canfield Fisher

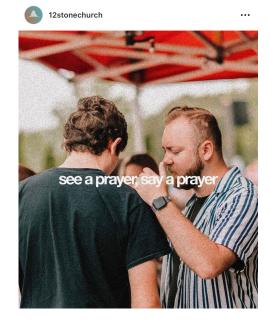


NOTES

- Moms are awesome! We would not be where we are today without them!
- We can't wait to celebrate moms on Sunday, May 14!

National Day of Prayer

National Day of Prayer is always the first Thursday of May for Christians to pray for our leaders, country, and communities. Ask God to make wisdom and grace even clearer. Create a post that allows you to announce when & how your church will be joining together in prayer.



VIEW FULL SIZE

POTENTIAL CAPTIONS

- It's the National Day of Prayer! Join us on our Facebook page for some guided prayer time with [pastor's name], and stay tuned for specific prayer requests on our page throughout the day!
- Happy National Day of Prayer! We want to be a community of people who constantly pray for one another. There's power when we come together to pray. Drop a prayer request in the comments, and while you're there, pray for someone else!

Lead a Small Group

Grab a shot of people arriving to church for today's post. Encourage your welcome team to give high fives to the kids that arrive! But any Sunday morning photo will work:)



View all 3 comments June 3, 2022

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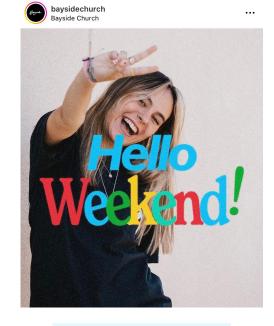
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- Small groups are designed to help you grow in your faith and in community.
 Sign up: [insert link/at the link in our bio]
- Did you know you could be the key ingredient to creating an environment where people connect, protect, and grow in? Sign up to lead a Small Group and begin helping others take their next steps.

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Hello Weekend

Celebrating the little things makes people happy! The first weekend of May is worth celebrating. Post a happy photo and ask what they are most looking forward to. Then be sure to reply to every comment asking more questions to keep the conversations flowing.



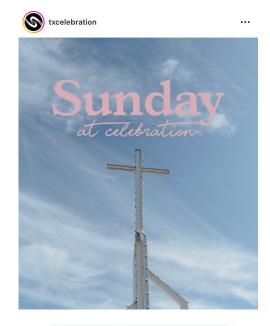
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NOTES

- It's going to be a GREAT weekend, [church name]! What are you most looking forward to this weekend?
- Our favorite part of the weekend is worshiping with our church family! See you tomorrow at 9 & 11 AM!

Sunday Sky

It's another Sunday to join 2+ billion Christians around the globe lifting of the name of the Lord! Snap a pic of your church's steeple (if you have one) or a view from the parking lot. Use an app like Canva, Retype, WordSwag, or Adobe to place some text on top.



VIEW FULL SIZE

POTENTIAL CAPTIONS

- "Let the word of Christ dwell in you richly, teaching and admonishing one another in all wisdom, singing psalms and hymns and spiritual songs, with thankfulness in your hearts to God." Colossians 3:16 // We are so grateful we get to worship together this morning!
- There's nowhere else we'd rather be on a Sunday than worshiping with you! [insert service times]

Sermon Recap

For today's post, share a quote from the sermon. We love the idea of posting content from the sermon each week because it's too easy for someone to attend Sunday morning and then dismiss or forget what was said. By posting a quote or short recap clip, it keeps the info fresh on your people's minds.



VIEW FULL SIZE

POTENTIAL CAPTIONS

- [Pastor's name] gave us this timely reminder yesterday that spoke to my heart! What's your favorite thought from yesterday's message?
- [repeat quote & ask a question that encourages people to take action, like "What is God calling you to give up during this season?"]

Selfie Invite Video for Mother's Day

Have someone create a selfie video to invite people to Mother's Day this weekend. This could be your pastor, your kids director, your women's ministry leader, or even kid who attend your children's ministry like the example shown here! If you're not sure what to say, we have a few example scripts for you to use in the Mother's Day Kit found on your CMU Dashboard.



VIEW FULL SIZE

NOTES

- We want to invite you to something very special this Sunday! Join us on Sunday, May 14 at [times] for Mother's Day at [church name].
- Celebrate all the incredible moms with us this Sunday at [church name]!

Let God's Word Speak

For today's post, share a photo of a Bible passage that will encourage people. Is someone on staff passionate about Bible journaling? Ask if you could share a picture of their notes like the example photo.



NOTES

- "Trust in the LORD with all your heart, and do not lean on your own understanding. In all your ways acknowledge Him, and He will make straight your paths." -Proverbs 3:5-6
- God purposefully speaks into our lives through the Bible. What are you reading right now?

Loved. Not Alone. Seen.

People are lonelier than ever before. It is so easy to let lies overtake our thoughts. Use today's post as a reminder that tells people: You are loved. You are not alone. You are seen.



- We always have someone we can lean on: Jesus. His love is perfect and unconditional, and he will constantly be with us. He does not abandon us or tire of us. He is always there for us.
- "Though the mountains be shaken and the hills be removed, yet my unfailing love for you will not be shaken nor my covenant of peace be removed,' says the Lord, who has compassion on you."
 — Isaiah 54:10

I love my mom because...

Let people know you are anticipating Mother's Day by posting this engagement question. Encourage people to comment and tag their mom.

A bonus idea is to gather some of the answers people write. On Sunday, you could either have your announcements person list some of the answers during the welcome or create a slide show to play on the screens before or after the service.



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NOTES

- Why do you love your Mom? Comment below & tag your mom if she's on social media.
- We can't wait to celebrate Mother's Day with you on Sunday! Comment below what you love about your mom.

Preview of Mother's Day

For today's post, get people excited about coming to church to celebrate Mother's Day. You could show a preview photo of your photo booth, the flowers you'll hand out, a giveaway prize, or the supplies kids will use to create a special Mother's Day craft. If your preview isn't quite ready, you can always tease what you'll be doing in the caption and pair it with a photo of smiling women like this example post.





VIEW FULL SIZE

- Mother's Day is only 1 day away! We are ready to celebrate all the moms, mother figures, and future mothers.
 Join us at any of our locations at 8:15, 9, 10 or 11 AM.
- Tomorrow is Mother's Day and we can't wait to celebrate the women in our lives who have sacrificed so much for us! Text your mom you love her and let her know you're saving a seat for her tomorrow morning at church!

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Happy Mother's Day!

Today is the day! Feel free to get creative with your post if you'd like. We do have some beautiful Mother's Day graphics in the Mother's Day Kit on the CMU Dashboard that you can download. Today would be a fun day to not only post on your main feed but post lots on your stories to capture all the fun that is going on.



VIEW FULL SIZE

NOTES

- To all the women who've raised us, nurtured us, and encouraged us- Happy Mother's Day!
- To the women who raised us, inspired us, loved us, and pushed us forward: Thank you. We love you. Happy Mother's Day. <3

Sermon Recap

This format may look familiar—we love when churches post a photo of their pastor with a quote or recap. New people want to connect with your church. They want to know what it's going to be like before they come. The quote gives them a small taste of the content your church preaches. They get to put a specific face with your church.



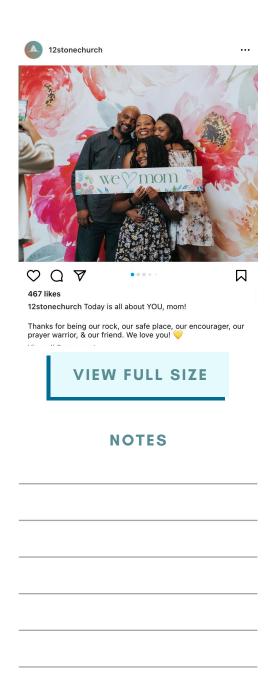
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NOTES

- [List the main points of the sermon]
- A reminder as you head into your week:
 God is for you, which means you can
 live in light of His grace. You don't have
 to measure up to an impossible
 standard- you just need to believe that
 Jesus died so that you could have
 relationship with Him.

Mother's Day Photos are in!

If you had a photo booth set up on Sunday, you should totally post some of the photos from it! The smiles and celebration are definitely worth taking up space on your social's feed.



- We LOVED celebrating Moms with you on Sunday! Thank you, moms, for being our rock, our safe place, our encourager, our prayer warrior, & our friend. We love you!
- You all looked so fabulous on Sunday that we needed to share! Again, thank you to all the mothers and motherfigures in our lives. The world is a better place because of YOU!

Free Gas

We love this outreach idea! Outreach is definitely one of the most effective ways to achieve your church's mission, and Outreach Events offer creative ways for your church to become known in your community. If you can't do free gas, we have a list of 101 Outreach ideas in our Free Resources tab on the CMU Dashboard.



265 likes

theactionchurch "There's no catch." It's a phrase our South Orlando location had to repeat over and over while giving out gallons of free gas and praying with each driver this past Serve Saturday. At Action Church, we do anything short of sin to reach people!

View all 8 comments May 24, 2022

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POTENTIAL CAPTIONS

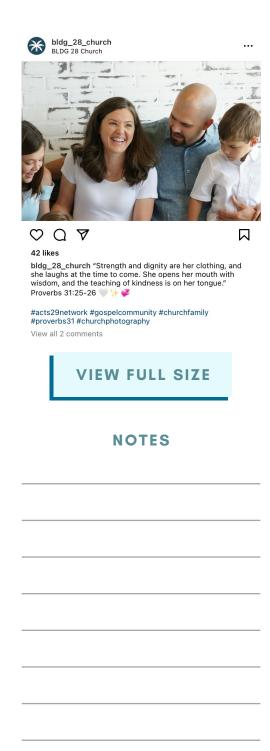
- We had an incredible day paying for people's gas just to bless them! [insert story that happened]
- Thank you, [church name], for loving our community! God is on the move!

Proverbs 31 Women

Let's keep celebrating moms and mother figures— it doesn't need to end with Mother's Day! Find a photo of a mom at your church with her family. You could even use one from this past Sunday. Include a few verses from Proverbs 31 in the caption.

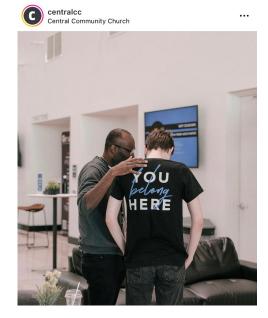


- "She is clothed with strength and dignity, and she laughs without fear of the future. When she speaks, her words are wise, and she gives instructions with kindness." -Proverbs 31:25-26
- In the Bible, we read about many unique women purposed by God in His time and in His way. God has used women of all backgrounds, ethnicities, careers, relationship statuses and reputations as important and necessary characters in His great love story for humanity.



You Belong Here

Post a photo of what's happening at your Welcome Center. This gives people a view of your lobby, what to expect, and it shows people connecting.



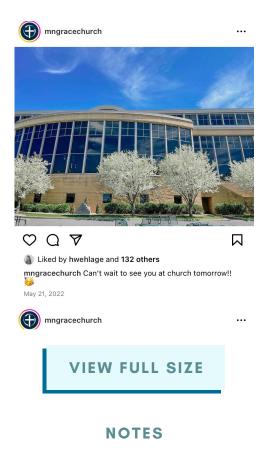
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POTENTIAL CAPTIONS

- You are welcome here! No matter what you're going through, you belong here.
- Planning your first Sunday visit to [church name]? Say Hello at our Welcome Center and let us share our VIP experience with you!

Beautiful bloom

Spring is a reminder of fresh starts. God forgives our past and he has made us new! If there are plants and flowers that have bloomed around your church, take some photos to share the beauty on social media.



- "Therefore, if anyone is in Christ, he is a new creation. The old has passed away; behold, the new has come." - 2 Corinthians 5:17
- Sundays are best spent together. We can't wait to be back with you tomorrow!

Sunday Funday!

It's go time! For today's post, share a photo of your worship experience. You could go in during the band's rehearsal time/mic check if you don't want to intrude during the service.



NOTES

- Warm welcome + worship + powerful message = Join us at [church name] today!
- We can't wait to see you TODAY! [insert service times]

Sermon Recap

Sermon recap time! This post from 12stonechurch caught our eye with the repeated text behind the pastor. This can be done in photoshop. Or if you snapped the photo of your pastor on an iPhone, you can hold down your finger on the subject, click copy to create a sticker of just your subject. Then after you add text to the photo, paste the sticker back on the photo and line it up. This might take some practice.



VIEW FULL SIZE

POTENTIAL CAPTIONS

- May you live in the light of this truth in the coming week. Amen!
- Drop a [insert praise hands emoji]
 below if you're grateful for all that God has done for you!

Newcomer's Breakfast

Does your church have a Welcome Party or Newcomer's Breakfast each month? (We recommend that you do!) Use today's post to either highlight how great the last event was or invite people to sign up to attend the next one.



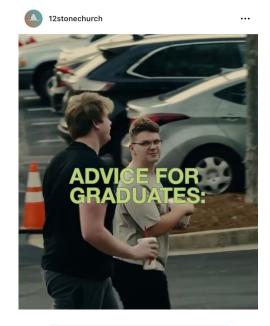
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POTENTIAL CAPTIONS

- Are you new to [church name]? We invite you to attend a Welcome Party on [date & time].
- We love Newcomer's Breakfast! Thanks so much for joining us!

Advice for Graduates

Since it's towards the end of May, graduation season is beginning. Your church may recognize the high school and college graduates in a fun way. Use today's post to ask your people to comment advice they have for graduates.



VIEW FULL SIZE

POTENTIAL CAPTIONS

- Tis the season for graduation—
 whether it be high school or college,
 what advice do you have for all of our
 graduating seniors?
- We are so proud of all our graduates at [church name]! Comment below some advice you have for them.

Pickle ball Season

For today's post, highlight your Young Adult Ministry. We're big fans of pickle ball but whatever your church is doing, snap a photo and invite other young adults in your community to come meet friends and connect with God.



POTENTIAL CAPTIONS

- Young adults, there is a place for you at [church name] where you can find authentic relationships, people who understand you and can relate to your stage of life. Join us [day & time]
- The Young Adults group at [church name] helps you find opportunities to grow your faith, serve others, find friendship and have a whole lot of fun along the way! [insert link]

NOTES

VIEW FULL SIZE

VBS Reminder

Use today's post as a reminder for parents to register their kids for VBS this summer! Find a fun picture from last year's VBS that shows how much fun the kids are having:)



VIEW FULL SIZE

- We are so excited for Summer Blast next month! Kids age 4 to completed 5th grade will have a blast, make great friends, and learn about Jesus. Registration is open! Link in bio.
- Have you registered your kids for VBS yet? Head to the link in our bio to sign up!

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Memorial Day Preview

Is your church doing anything unique to acknowledge Memorial Day during the church service on Sunday? If so, say something about it in your caption and include the service times.

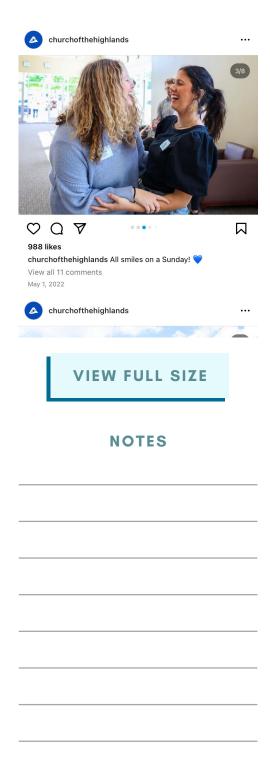


POTENTIAL CAPTIONS

- Because it's Memorial Day weekend, we will be taking some time tomorrow during each of our worship services to acknowledge those we've lost fighting for our freedom. Join us at 9 or 11 AM.
- Church is tomorrow at 10:30 AM! We will be showing a special Memorial Day video. Hope to see you there!

All Smiles on a Sunday

You can convey a sense of friendliness and welcome, no matter what your church looks like, by putting some smiling faces on your feed!



- Hey you- it's going to be a great day! :)
 Join us at any of our campus locations we can't wait to see you!
- What's it like to attend [church name]?
 1) Friendly people who are happy to see you!
 2) Powerful worship.
 3) Teaching that will help you go deeper in your walk with God.
 We can't wait to see you!

Memorial Day

For today's post, create a graphic for Memorial Day. On Memorial Day we remember and honor those who died serving our country. We can use Memorial Day as an invitation to pray for those who serve in the military.



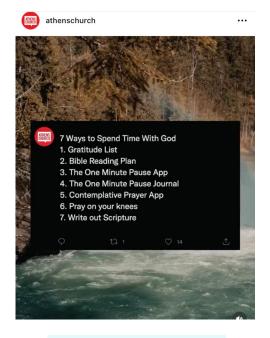
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POTENTIAL CAPTIONS

- THANK YOU to those who have sacrificed their lives and those who have lost loved ones so that others can continue to live in freedom. We honor you this #memorialday
- Happy #memorialday! We are so thankful to the men and women who have served and sacrificed for our freedom.

Sermon Recap

Get creative with your sermon recap this week by listing the application points on your notes app, take a screen shot, crop it, and paste it on top of a nature photo.



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POTENTIAL CAPTIONS

- What was your favorite takeaway from this past Sunday?
- How are you going to take what you hear on Sunday and spend time with God this week?

Get Connected This Summer

People are making their summer plans. We want them to know the opportunities your church has so they can mark it on their calendar and sign up. The example shown here has their different events on the following slides so you can see them by swiping right.



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POTENTIAL CAPTIONS

- How are you getting connected this summer? VBS? Women's Bible Study?
 Men's Breakfast? Back to School drive?
 Mark your calendars because we've got a full summer at [church name]!
- There's no shortage of ways to connect with [church name] this summer! Sign up on our website.

SUN		SHOT / DESIGN LIST Photo of your pastor preaching.
TUE MON		☐ Graphic that says "who is the first friend you made at church?" ☐ Graphic of a quote about motherhood. ☐ Photo of people praying. ☐ Photo of a small group. ☐ Photo of a smiling person.
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z		SHOT / DESIGN LIST
MON SUN		 □ Photo of your church's steeple. □ Photo of your pastor preaching. □ Selfie Video inviting people to Mother's Day. □ Photo of a Bible. □ Graphic that says, "You are loved. You are not alone. You are seen."
TUE		☐ Graphic that says, "I love my mom because" ☐ Photo of a mom and her family.
WED		
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7		SHOT / DESIGN LIST
SUN		☐ Graphic that says, "Happy Mother's Day!"
WOW		 Photo of your pastor preaching. Photo of the photo booth from Sunday. Photo of a recent outreach event. Photo of a woman and her family.
TUE		 □ Photo of people at your Welcome Center. □ Photo of flowers blooming outside your church.
WED		
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SUN		SHOT / DESIGN LIST ☐ Photo of worship. ☐ Photo of your pastor preaching.
WOW		□ Photo of Welcome Party.□ Graphic asking for advice for graduates.□ Photo of Young Adult group.
TUE		□ Photo from last year's VBS.□ Photo of people walking into church.
WED		
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SUN	SHOT / DESIGN LIST □ Photo of friends smiling at church. □ Graphic of Memorial Day.
NOW	☐ Graphic of Memorial Day. ☐ Graphic listing the main points of the sermon. ☐ Graphic of summer opportunities.
TUE	
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Cinco de Mayo

Cinco de Mayo is celebrated much more widely in America than it is in Mexico, but pretty much everyone loves an excuse to eat & talk about tacos. You can make them or order them from a local Mexican restaurant (if you do, be sure to give them a shout-out!).

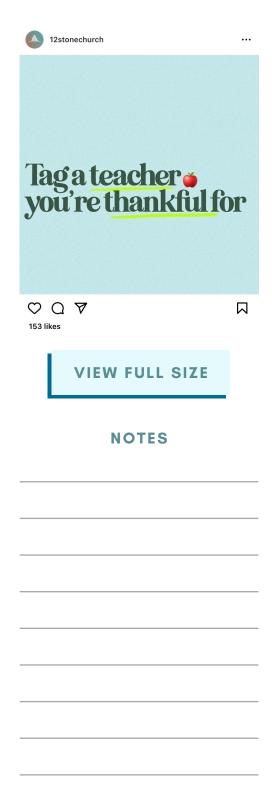


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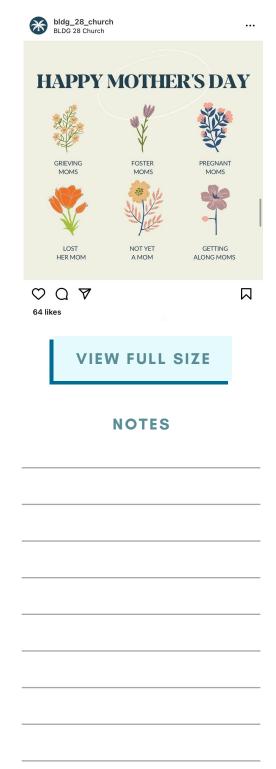
Teacher Appreciation Week

Teacher Appreciation Week is the first full week of May. Say 'thank you' this week to the teachers in your community. You could recognize the teachers that attend your church with a gift. You could give a shoutout to the Sunday School Teachers that serve at your church as well. Teachers are extraordinary and they work tirelessly to help our students learn and grow. Show them some extra love in May!



Lots of Emotions around Mother's Day

Mother's Day can be a difficult day for many women. There are women struggling with infertility, some women are single yet long for marriage and children. Some women are grieving a baby that has been miscarried. There are single moms not living the life they had hoped. Some women have buried their children. Some women have strained relationships with their mothers. Be sensitive to different situations. Include a post that addresses that they are not alone.



Small Group Story

We love when churches share personal stories about what God is doing. An easy way to post the story is to screen shot your notes app. This is eye catching and will "stop the scroll."



My Small Group Story

Joining this group and attending has been the highlight of my week for the past couple months. I've learned so much from this parenting group that I have been able to share with my family and friends. It's one thing to say what you believe, but it's another thing to say what you believe, why you believe it, and be able to prove it! And that's what this group has taught me. This group has given me the confidence to parent with a biblical worldview and use the evidence God has left us to defend my faith! Showing my Children all that I've learned at small group has been a joy. My relationship with my pre-teen daughter is better than I could ever imagine. All glory to God! Thanks Joy for your obedience to say yes to share all that God has put on your heart. I'm forever changed!

- Bianca, "How To Raise Strong Believers"

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We don't have all the answers

This is a great post to use this month to encourage the people at your church. To make a post similar to this, send a text to yourself, hold down to add a reaction, screen shot it, then crop.

