

Engaging Moms: The Untapped Evangelists in Your Church

Insights from Barna and The MomCo

Initially shared in a free webinar on 5/1/24. [Register to watch the full recording here.](#)

Did you know that 82% of families start attending church because mom decided it was important?¹ Fortune 500 companies have discovered what church leaders need to understand: **moms are evangelists**. As one Unilever executive put it, *“If you want the fastest, smartest, and most efficient method for spreading a message, start with the moms.”*

Mothers shape the faith of the next generation. But despite this incredible opportunity, churches often fall short in supporting them.

THE REALITY FOR MOMS IN THE CHURCH

Barna research ² reveals a significant gap between what moms need and what churches provide:

- **Nearly one in four** Christian moms is dissatisfied with their church.
- **47% of moms** say, *“My church never provides me with materials specifically intended to help support me as a mother.”*
- **Just 20% of mothers** feel safe enough to share their weaknesses in their church community—whether Christian or not.

Many mothers feel overlooked and pull away from the church. **But it doesn’t have to be this way.** By intentionally investing in the moms of your congregation, **you’re not just supporting women—you’re activating your most powerful evangelism strategy.**

¹ Barna Study on the State of Families (2017).

² Barna Group, *Motherhood Today* (2023).

THREE WAYS TO BETTER SERVE MOMS IN YOUR CHURCH

1. Create safe, authentic, and supportive communities for mothers.
2. Disciple mothers holistically—recognizing they are more than just moms.
3. Equip moms with the right resources to grow in faith and lead their families well.

START SUPPORTING MOMS TODAY

Mother's Day celebrations at church are great, but moms need support year-round. RightNow Media offers the world's largest library of video Bible study resources—including studies that specifically support moms and safe, biblical shows for children. Give every person in your ministry access to the ultimate discipleship resource with RightNow Media. Learn more at rightnowmedia.org