



Why BBM?

Why take an interest in a mom's program for your Women's Ministry?

- 1. Reach non and nominally religious women in your own community:**
BBM is what we refer to as an "entry level" ministry. It is a very non-threatening way to invite someone to church. It can be tough to invite someone to worship with you, however, it is much more comfortable to talk about your mom's group when you are at school, on the soccer field, in the cul-de-sac, etc. It is amazing how many non and nominally religious women you will reach. Each year a large number of our members had never stepped foot into our church. They heard about the program through friends and/or acquaintances. Looking outside the walls of your church is so important.
- 2. Attract young women into your ministry area:**
Senior Pastor of The Church of the Resurrection, Adam Hamilton, continually points out the need to attract young people back into the church -- it is critical for the survival of our churches. BBM is the perfect vehicle for attracting the 20- to 40-somethings in your community. If you attract these women into your program, the family often naturally follows.
- 3. Encourage and mentor future church leaders:**
You can walk the hallways in our church and find BBM members who are now teaching Sunday School, mentoring middle and high school youth, volunteering for Vacation Bible Camp, playing lead roles within the church, and even taking mission trips overseas. Several BBM members have become employed church staff as a result of their involvement. The list could go on. Women are fantastic leaders. If you bring them into a BBM group, chances are they are going to shine in other areas as well.