

## Promotional E-mails

Sometimes, promotional e-mails are helpful to generate interest in a Parenting by Design's seminar series. Here are a couple of ideas that you can cut and paste:

### Promotional E-mail

Subject: Upcoming Parenting Series!

Body: Many of us wonder what ministry God has planned for us. Ephesians 2:10 promises that "we are God's workmanship, created in Christ Jesus to do good works, which God prepared in advance for us to do." The answer to this ministry quest might be right under our noses – parenting! God has given parents a ministry and a mission. The Great Commission applies just as much to parents and their kids as to any other mission field.

So, how can you become more familiar with this important ministry? Are you comfortable with your parenting style? Is it helping to prepare your kids for the outside world, when you will not be there to help? Are your kids learning good decision-making and problem-solving skills? Are they becoming less dependent on you and more dependent on their Heavenly Father?

There are things you can learn by observing the Perfect Parent (God) and His relationship with His kids. That is the goal of Parenting by Design's Principles & Practices 8-week seminar series.

Parenting by Design's goals are to help parents:

- Look at the fears and influences that motivate their parenting decisions.
- See the importance of *knowing* their kids instead of trying to *control* them.
- Help their kids to become good decision-makers and problem-solvers.
- Use biblical principles and God's example to balance truth and love in parenting.
- Understand the importance of experience, example, and exploration in learning.
- Learn about the developmental stages and form age-appropriate expectations for kids.
- Learn to give lots of choices and follow up with reasonable and natural consequences that teach great lessons.
- Grow spiritually as parents gain insight into God's fatherly love.

Parenting by Design is an 8 week class that will start on [date]. It will meet: [insert times and dates here for your specific group].

**Shorter Promotional E-mail:**

Subject: Upcoming Parenting Series!

Body: Parenting is a ministry, prepared by God for each parent. And, the mission of a parent is the Great Commission – to make disciples of their kids. But, how does that happen? Parenting by Design examines the parenting method of the Perfect Parent, God, and applies His methods to children of all ages. Parents are encouraged to imitate God, using the “three E’s” (experience, example and exploration) to help their children grow into the adults God designed them to be.

Giving kids more age-appropriate choices, and walking empathically alongside as they experience the consequences of those choices, is a big part of the classes. Learning to communicate unconditional love through the parenting process makes all of the lessons easier for kids (and parents) to learn.

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