

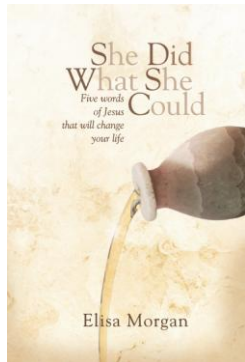


FOR IMMEDIATE RELEASE:

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Elisa Morgan, Former MOPS CEO, Pens S•D•W•S•C  
*(She Did What She Could),*

A Biblical Message with the Power to Spark a Movement



[Carol Stream, IL]-- Most of us care. We really do. We care about poverty and injustice, about orphans and the sick. And yet, weighed down by the everyday load of bringing home a paycheck, putting food on the table and shuttling kids around, we question our ability to make a difference. Often paralyzed, we do nothing—and we are not alone. In fact, 90% of church members are in-active in their churches. And those that do volunteer are doing all the work and are often burnt out.

**But what if we did something?**

**What if I did what I could?**

**What if we did what we could?**

**How would WE change our world?**

Tyndale House Publishers is pleased to announce the publication of *She Did What She Could (SDWSC): Five Words of Jesus that Will Change Your Life* by Elisa Morgan, a powerful little message to help mobilize readers to abandon an “all or nothing” approach to volunteering and social justice, and instead to simply “do what they can” while providing much needed freedom to the over-scheduled service giver.

Morgan bases *SDWSC* on the story of Mary of Bethany, the woman who anointed Jesus’ feet with expensive perfume in Mark 14. *SDWSC* provides a biblically based response to overwhelmed, yet service seeking, significance-starved readers to the seemingly un-meetable needs around us.

**Elisa Morgan is available for national interviews to promote the September 2009 release of SDWSC. Contact Vicky Lynch at (630) 784-5341 or via email at [vickylynch@tyndale.com](mailto:vickylynch@tyndale.com) to schedule an interview.**

*SDWSC (She Did What She Could)*  
Tyndale House Publishers  
ISBN: 978-1-4143-3378-6  
Hardcover; \$9.99  
126 pages; Religion/Inspiration

## About the Author:

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Elisa Morgan is a nationally recognized speaker and has authored more than 15 books, including the bestselling "What Every Mom Needs" and "Mom's Devotional Bible." She has served on the board of ECFA (Evangelical Council for Financial Accountability), and as Dean of Women at Western Bible College (now Colorado Christian University) and offers one of the few female voices in professional Christian leadership today.

Elisa enjoys speaking at venues ranging from Extraordinary Women and Church Communications Network simulcasts to Conversational Evangelism and Christian Leadership Association as well as pulpit supply. She is currently launching a ministry to mobilize women to invest their influence in God's

kingdom and is the publisher of *FullFill* magazine ([www.fullfill.org](http://www.fullfill.org)).

For twenty years, Elisa served as CEO of MOPS International ([www.mops.org](http://www.mops.org)) Under her leadership MOPS grew from 350 to over 4,000 groups throughout the United States and in 30 other countries, impacting over 100,000 moms every year. Recently Elisa moved from CEO to the role of President Emerita.

Elisa was educated at the University of Texas (BS) and Denver Seminary (MDiv). Elisa is married to Evan who serves as Vice President of Strategic Development for RBC Ministries—known internationally for "Our Daily Bread" – and founder of [christiancourses.com](http://christiancourses.com). They have two grown children and one grandchild, and they live in Centennial, Colorado.

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## Discussion Questions

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*She Did What She Could* by Elisa Morgan

1. What is the premise behind your new book, *She Did What She Could*?
2. When did the idea for this book/movement come to you?
3. What percentage of church members are active in ministry?
4. What reasons do you think Christians – or believers – or followers of Christ - have for not serving?
5. Do you feel that many so many of us are intimidated by those who are very involved at church?
6. In the book, you point out that this message of everyone doing what they can is Biblical. What story are you referring to specifically?
7. You've shared your message with the MOPS organization. What has the response been so far to the SDWSC (She Did What She Could) movement?
8. How do you hope churches and ministries will use your message to mobilize their members?
9. How do you hope readers can change their lives with your message?
10. What is your prayer goal for this book?

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## Elisa Morgan Speaking Schedule 2009-2010

Cherry Hills Community Church	August 26, 2009	Denver, CO
ECFA Regional	September 3, 2009	Seattle, WA
ECFA Regional	September 15, 2009	Chattanooga, TN
ECFA Regional	September 17, 2009	Charlotte, NC
CCN Women's Conference	September 19, 2009	Tyler, TX
MOPS Convention	September 24-26, 2009	Nashville, TN
Iron Sharpens Iron Conference	October 17, 2009	Bloomfield, CT
ECFA Regional	October 21, 2009	Grand Rapids, MI
ECFA Regional	October 22, 2009	Minneapolis, MN
Conversational Evangelism	October 23-24, 2009	Kansas City, MO
Evangel Temple	October 25, 2009	Springfield, MO
ECFA Regional	November 5, 2009	Cincinnati, OH
Focus on the Family Parenting	November 14, 2009	Colorado Springs, CO
Simulcast		
Children's Pastors Conference	January 5-6, 2010	San Diego, CA
ECFA Regional	January 19, 2010	Dallas, TX
ECFA Regional	January 21, 2010	Southern CA
ECFA Regional	February 16, 2010	Tampa, FL
ECFA Regional	February 18, 2010	Phoenix, AZ
Synergy Women's Leadership	March 4-6, 2010	Orlando, FL
Children's Pastors Conference	March 15-16, 2010	Nashville, TN
Christian Leadership Assc.	April 19-21, 2010	San Diego, CA
ECFA Regional	May 4, 2010	Colorado Springs, CO