

[www.EquippingFireflies.com](http://www.EquippingFireflies.com)

*Janine McNally*

AUTHOR, SPEAKER  
& RESOURCE CREATOR

MEDIA KIT

# Hi, I'm Janine!

**AUTHOR, SPEAKER & RESOURCE CREATOR**

From her earliest memories, Janine McNally dreamed of becoming a teacher. Playing “school” with her siblings was her favorite pastime, and if they weren’t willing participants, a lineup of dolls and teddy bears became her students.

After graduating with a Bachelor of Education, she taught high school in Australia for four years before taking a leave of absence to pursue a Bible college education. She then moved to the USA to complete a Master of Theology degree at Dallas Theological Seminary, where she met her husband, Gary. After graduating Suma Cum Laude with a prestigious teaching award, she joined her husband in a full-time church planting ministry, becoming a mom to three children and investing her life in their homeschooled education.

Along the way, Janine has been involved in youth and women’s ministry, teaching all ages from elementary through high school, and most recently as a professor of Christian Education at the Grace School of Theology in Houston, TX.



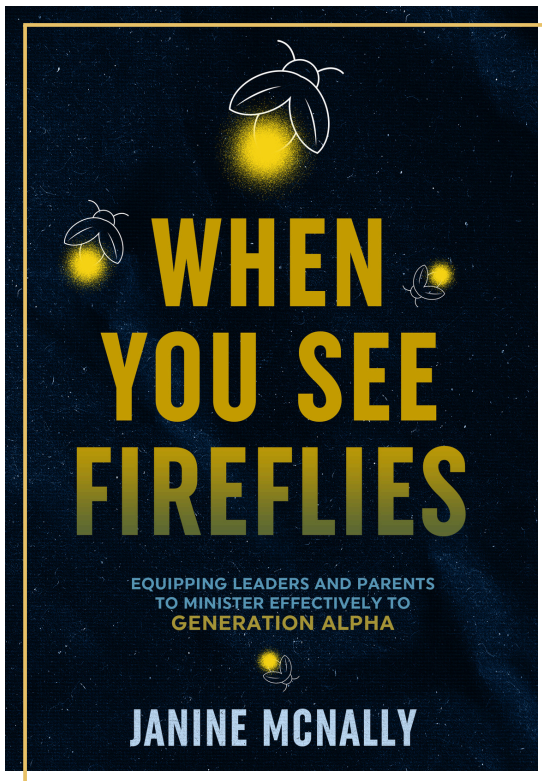
After more than 40 years of ministry in youth, women, administration, pastoral and church planting ministry, Janine took a children’s director staff position at their church, enjoying the opportunity to train and equip her team of leaders as they built the ministry from 20 to 120 children.

In 2020, she stepped out of her church staff position to begin Equipping Fireflies, Inc., a non-profit organization that produces gospel-centered resources for leaders and parents. In 2024, she graduated with a Doctor of Ministry degree.

# Fireflies

## THE BOOK

Janine writes in her free time and published her first book in 2023. "When You See Fireflies" highlights the characteristics and needs of Generation Alpha, children born 2010-2024, and how we can most effectively reach them for Jesus. Janine passionately believes that now is the time to reach kids for Jesus and that since most people trust Christ between the ages of 3-14, children's ministry is the church's most critical.



It was a warm summer evening, and our two oldest kids asked if they could play outside for a while.

"When do we have to come back in?"

We told them, "When you see fireflies."

We knew they would be completely absorbed in their childish antics and that a time deadline would be ineffective and probably ignored when competing with their fast-moving play. What would capture their attention?

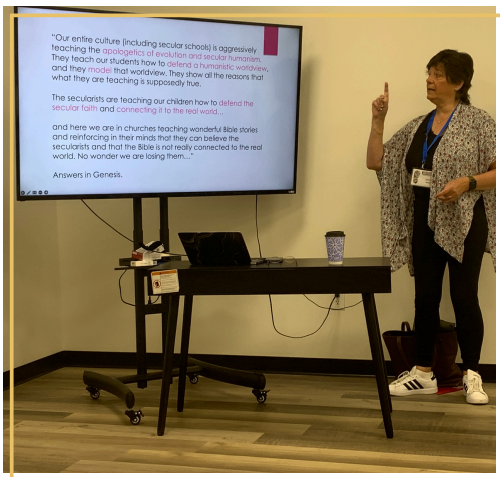
"When you see fireflies."

Each evening, fireflies would light up our entire backyard.

Even while completely absorbed in their fun, their little lights were impossible to miss. We knew our children would understand what we meant. It's time to come inside, where it's safe in the light.

"When You See Fireflies."





## SPEAKING TOPICS

- ✓ How Alphas Learn – Hands-on Experiences and Active Learning.
- ✓ The Gospel Priority – Training your Leaders to present the Gospel message clearly.
- ✓ Who is Generation ALPHA?
- ✓ Tigers or Helicopters? How Can We Equip and Encourage the Parents We Are Trying to Reach?
- ✓ Preteens and Cognitive Pruning.
- ✓ Generation Alpha - Technology "Addicts" or "Experts"?
- ✓ Discipling Generation Alpha – The Biblical Mandate for Parents.
- ✓ Restoring Relevance, Trust, and Belief in families?

*As an experienced communicator and speaker, Janine McNally has taught children and adults for years, from Mathematics to English Comprehension to Bible and Ministry. She is also an adjunct professor of Christian education at Grace School of Theology in Houston, TX.*

*Janine's laid-back style and Australian accent make for an entertaining and educational combination, blending multimedia and audience participation, as she prioritizes current research and contemporary approaches to children's ministry and parenting.*

# Customer Testimonials

“We recently hosted a Generation Alpha Conference at which Dr. Janine McNally spoke to parents, grandparents, and children's ministry workers. While she was here, she observed our children's ministry program and provided valuable advice and vision for our Children's Ministry Director. Any senior pastor who wants to reach Generation Alpha -- birth to pre-teens, tomorrow's church leaders! -- should book Dr. McNally. She teaches workers to present a clear and understandable gospel message and gives hands-on advice on creating an exciting and inviting environment for children's ministry. Highly recommended!

*PHIL CONGDON*  
*Pastor, New Braunfels Bible Church, TX.*

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“I get asked to review a lot of books. I'm so glad I got to read this one. Janine offers a fresh approach to reach today's kids. We won't reach this present generation of kids with yesterday's strategy. Here's a current strategy to reach today's kids. I highly recommend this book

*JIM WIDEMAN*  
*Family Minister Pioneer*

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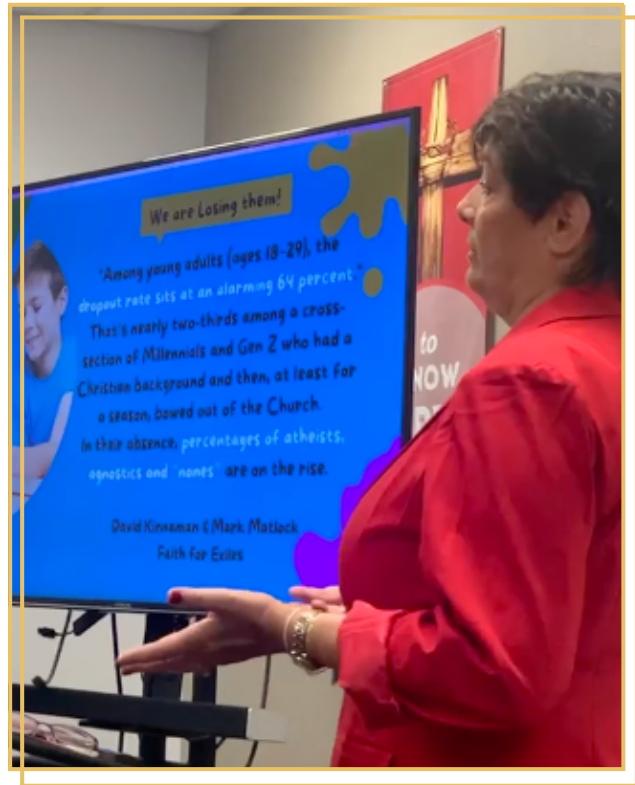
“When you See Fireflies" is filled with relevant and timely information about Generation Alpha, the children we are ministering to right now. It will equip you to understand who they are, why so many are leaving the church, and how to help this generation develop lifelong faith in Jesus. This book is a treasure trove for those in children's ministry as well as parents, educators, and even grandparents.

*DR. JOSH MULVIHILL*  
*Author and Executive Director:*  
*Renewanation.org*

# Other Resources

[WWW.EQUIPPINGFIREFLIES.COM](http://WWW.EQUIPPINGFIREFLIES.COM)

In addition to "Fireflies," Janine has authored "From Heartbreak to Healing - Finding a Reason to Hope after the Loss of a Child," blending personal stories, theology, scripture, and practical suggestions to help parents grieving the loss of a child. This book normalizes the struggles of grief and provides a clear path toward hope and healing."



## BOOKS



### STEPS to Knowing Jesus

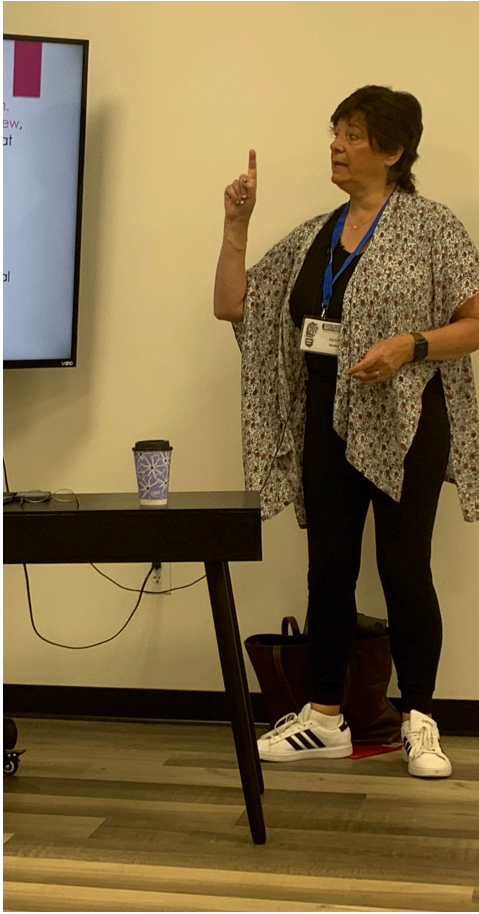
A Study Guide for Kids  
A Study Guide for Preteens  
Leader's Guide

**From Heartbreak to Healing**  
Finding a Reason to Hope after the  
Loss of a Child

**When You See Fireflies**  
& Leader's Guide

### Understanding Life Series

Understanding Salvation  
Understanding Baptism  
Understanding God  
Understanding the Bible  
Understanding Me  
Understanding Hard Questions  
Understanding Life & Death



## WHO I WORK WITH

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The heartbeat of Equipping Fireflies is to encourage and equip church leaders and parents in their responsibility to disciple their children.

## WHAT YOU CAN EXPECT

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High quality, gospel-focused resources for children, leaders and parents.



## GET IN TOUCH

Please let me know if there is anything I can do to assist you in your mission. I would be honored to serve you in any way that I can.

Janine@EquippingFireflies.com  
www.EquippingFireflies.com



*Janine*