Excite New Women

Invite Participation
Therefore welcome one another as Christ has welcomed you, for the glory of God.

– Romans 15:7, ESV

Together, we welcome new women into our sisterhood

It's an exciting time to be part of United Women in Faith!

Driven by God's love and united in sisterhood, we are working to improve the lives of women, children and youth. We show up. We take action. We get it done.

Over the years, we've been hearing a common desire from members and leaders alike: How can we attract new women so we can achieve even more?

Energized by this challenge, we conducted research with 24,000+ Christian women—current members, former members, and new women across the country. We found notably consistent answers to what women said they were seeking. That gave us a clear road map for how to move forward:

Keep and honor our history of doing good work.
Offer different ways to be part of our sisterhood so more women can feel they belong.

To answer the need, we've added new programs, resources, and membership options. We have taken a new name to reflect our more inclusive offering. We have an exciting story that can be told in a new way.

We need members like you to help us tell it.

This booklet can serve as your guide. Find step-by-step suggestions for how to talk to new women and show them how we can nurture and support them and offer them meaningful ways to help make the world a better place.

In addition to our long-standing purpose, which has not changed, we created a new mission statement inspired by our research. You can use it to better describe our goal to new women.

Our Mission
To connect and nurture women through Christian spiritual formation, leadership development, creative fellowship, and education so that they can inspire, influence, and impact local and global communities.
Let’s meet a few potential members

When we think of inviting someone to join us, we might ask them to join us in our activities. What if instead we join them to meet them where they are, learning their needs, beliefs, and what inspires them to make a difference?

Each of us is wonderfully unique—in life stage, spiritual path, what we seek, and how we want to participate.

Let’s consider three very different women. They are just examples, not real women. But there are so many real women out there just like them—seeking something that United Women in Faith can offer. Let’s help them find it.

Meet Robin

I am: 70 years young, married with 3 children, and 5 grandkids. I live in the small town of Hopkins, Minnesota.

I attend: my local United Methodist Church. I've been a member for, goodness … 25 years. I consider myself deeply spiritual.

I care about: my commitment to my faith as well as connecting with my family (including my church family) and my community.

I seek: meaningful ways to connect faith and family, engage with a community of women, and expand my community to include more diversity.

My challenge: I haven’t felt welcome in the women’s groups at my church. I’d participate if: I met someone I felt comfortable with and trusted, who could help me see if it could be a place for me.

Meet Susan

I am: 62. I live in the Houston suburbs. I live in a community that shares my traditional views.

I attend: a non-denominational church. I consider myself to be very religious.

I care about: living out my faith through service. I volunteer with a local nonprofit but I’d like to have a more global impact, to help make the world a better place.

I seek: opportunities to volunteer that might also provide a way to make more friends who I connect with spiritually.

My challenge: I'm a little intimidated, so I might need a nudge to get involved with an existing group.

I’d participate if: someone could help me meet new people. I would also need to trust my gifts are going to causes I care about with a Christian foundation.

Meet Brandi

I am: 42, living in Birmingham, Alabama, with my husband and 2 kids (both under 6!)

I attend: no church. Growing up, I attended a Methodist church, but I stopped going in college and never went back.

I care about: social issues in my community and beyond. I’m ready to show up for advocacy and action, around racial justice and economic opportunities for people of color.

I seek: to expand my faith and grow spiritually, but I don’t consider a traditional church my path. I want to find a place where I can care for my community and tend to my own spiritual growth.

My challenge: It needs to be a welcoming space with other women who are also focused on making the world more fair and just. Plus, with 2 kids, life’s pretty busy.

I’d participate if: there was child care. Or can I just donate sometimes? I’d need flexible options.
Starting a conversation

Approaching someone isn’t always easy. Here are some suggestions for how to strike up a natural conversation.

“Hello, my name is _____. I see that you are interested in (spiritual growth / making a difference in your community / being part of a powerful sisterhood). I’d love to hear more about your interest in it and what you’re seeking.

I belong to a wonderful organization called United Women in Faith; we offer many programs I think you might enjoy. It’s a great nurturing sisterhood that’s very supportive.”

Make a connection, build trust

Have you met someone who seems like a good fit? Wonderful! Continue to connect and build trust by learning more about her.

- Invite her to coffee or somewhere comfortable outside the church.
- Actively listen as you find out her interests and desires based on:
  - What life stage she’s in (Starting a family? Enjoying grandkids? Working?)
  - Where she is on her spiritual journey
  - What causes she cares about, how she wants to be involved in them.

Really listening will help her feel valued and build trust between you as you both explore whether United Women in Faith is right for her.

Use these resources to introduce all we have to offer:

Invite her to explore our new website
- Our homepage has an overview of who we are, what we do, and ways to get involved.
- You can also suggest pages based on her interests, such as: Get Involved, What We Do, Resources, Events.

Introduce her to our videocasts and podcasts
- Faith Talks is ideal to offer a holistic view of what we offer. Topics include spiritual growth, advocacy, transformational discussions, and more.
- Voices from the Field is perfect for someone motivated by global activism. She’ll hear from program leaders about important initiatives supported by Mission Giving.

E-mail her links to helpful videos
- Our new brand video is an inviting way to show and tell a bit more about our organization and the way we act boldly.
- Our All Access video gives a broader introduction to the flexible ways members can get involved and live their faith.

Share a Thrive e-newsletter
- Invite her to peruse our popular new publication offering inspirational messaging and SOUL Care tips for spiritual women.
Invite participation, encourage engagement

Once she’s gotten to know us a bit, invite her to participate in one of many incredible experiences and opportunities.

Tailor suggestions to what you’ve learned she is seeking—to fuel her faith, connect with a sisterhood, take action … or all three.

Mission u
Think exploring cutting-edge topics from a faith perspective would appeal to her?

No other organization offers anything like our transformative educational experience—now with three new studies each year—one each for children, youth, and adults—focusing on a shared biblical theme.

You’ll find the vibrant, relevant, justice-oriented studies more accessible and adaptable for small groups, local churches, vacation Bible schools, retreats, and other settings.

Justice Initiatives
Those seeking a deeper understanding of today’s biggest issues and how to make a positive impact will appreciate our two justice-focused efforts.

Our Just Energy 4 All monthly webinar series presents experts, community leaders, and members advocating for just energy solutions.

A variety of readings, webinars and a film series on racial justice and the School To Prison Pipeline invite us to learn and build relationships together, grow spiritually, and deepen our capacity for effective and faithful action.

Service Projects
Do you know someone looking to roll up her sleeves to make a tangible difference in her community? Invite her to participate in a service project!

We support nearly 90 national community centers and there are countless opportunities for hands-on help.

Special new excite-invite event

SOUL Care Retreats
Our research shows that women of every age, race, and ethnicity are seeking SOUL care. We answered the call with events that combine spiritual nurture with care for body, mind, and spirit.

This new welcoming program is designed specially for current members to bring a non-member friend for a weekend of fun and nurturing. It’s a wonderful place for new women to get to know and trust that our sisterhood will nurture and support them—a space for women, by women.

Each retreat is centered around a specific theme such as intergenerational mother-daughter-type relationships, SOUL Care for justice workers, and valuing diversity. A typical SOUL Care program could offer: thought-provoking speakers, spirit-filled music, inspiring poetry, riveting and fun workshops, discussions and networking, as well as the opportunity to build a sisterhood together.

This approach offers an important path to attracting new members. Check with your Conference president or on the website to learn more.
Help her go from “interested” to “all in!”

Once you've helped someone join or take action, it's the start of a wonderful new journey. As she chooses what path works best for her, continue to support her and offer guidance.

She can choose from flexible membership levels
To better meet the flexible needs of today's woman, we have adapted by offering traditional and new ways to connect with our work:

- Join or remain in an existing local group.
- Join a virtual group.
- Create or join a district group in your workplace, community center, college, or town.
- Join via our NEW All Access Membership
  - Join directly through the national website
  - Gain easy online availability to member resources nationwide.
  - Customize your experience based on your interests to:
    - INSPIRE—deepen your spiritual awareness
    - INFLUENCE—advance leadership skills
    - IMPACT—act boldly through service and advocacy
    - Or choose all three.

She can choose to target her donations
Research revealed both members and new women alike would like to be able to target their giving. As a result, we're now enabling anyone to designate their donation to the specific area they choose:

- Where it's needed most
- Social action and justice work
- Spiritual growth and nurturing opportunities
- Education and leadership development
- The Legacy Fund, to support our endowment.

She can take her involvement to the next level
Once women have engaged in several programs, if they are interested in deeper involvement, we provide leadership training opportunities at various levels including:

- Support to create and lead a virtual or in-person group
- Leadership Development Days, a weekend of faith-based leadership training
- Training to run a Mission u study event
- Tools to help run a SOUL Care Retreat
- Guidance for organizing a rally or action
- Ability to run for an office.

Summary of steps

Meet her where she is. Learn where she is in life stage and faith journey.
Make a connection, build trust. Listen actively, discover her interests.
Show her what we’re about. Use our overview resources.
Invite her to engage more deeply. Tailor it to what excited her.
Help her go all in! Support her as she makes her choices.

Let’s check back on our three potential members

- Robin attended a SOUL Care Retreat with you. She joined her local group right when she got home.
- Brandi takes part in our advocacy work against the School To Prison Pipeline. She makes gifts on the website targeted to social action and justice work.
- Susan was attracted to our global work and tunes in to Voices from the Field. She joined a virtual group and continues to worship at her current church.

Three new women are now nurtured by our sisterhood—new women supporting our work for women, children, and youth around the globe. It’s all possible! But we need you to turn these examples into real success stories.

You are our most powerful ambassador.
You can excite and invite others like no one else.
You are love in action.
And together, we can change the world.