



United
Women
in Faith

United Methodist Women is now United Women in Faith

We've taken a new name to better reflect how we answer our calling today. It's an exhilarating time, as we commit to even greater inclusivity, action and impact. We remain women of passion and power, united by God's love in our mission to support women, children and youth.





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**Let's Talk
About Change**



**The Pessimist Complains About the Wind.
The Optimist Expects it to Change.
The Realist Adjusts the Sails**

—William Ward



Key Questions:



- What are women looking for in a faith-based organization?
- What do women think about United Methodist Women and the work we do?
- How do women want to give?
- What is most important to the women?
- How do women want to gather?



Inspirations:

- **Inspiration** for new programs
- **Inspiration** for new ways to gather
- **Inspiration** for new ways to give
- **Inspiration** for new ways to join
- **Inspiration** for new ways to influence and impact the world



Goals:

- **Review** the key research findings and data that are informing United Methodist Women's upcoming programmatic and brand changes.
- **Explore** our personal responses to change and positive ways to navigate change.
- **Compare** the changes at United Methodist Women to Jesus' new wineskins metaphor about change in Mark 2:21-22.
- **Talk** about how we can become an influencer inviting new women to our great movement and sisterhood.





RESEARCH

Key Research Findings



Demographic Comparisons

Source: Pew Research Centers, General Commission on Finance Administration, US Census 2014

	UMC	All Mainline	All Evangelical	Catholic	Total Christian	Unaffiliated	Total US Adults 18+
18 to 29	9	16	17	17	17	35	22
30 to 49	29	29	33	33	33	37	34
50 to 64	30	29	29	29	29	19	25
65 +	32	26	20	20	21	9	19
Percentages of US Population							



Racial/Ethnic Comparisons

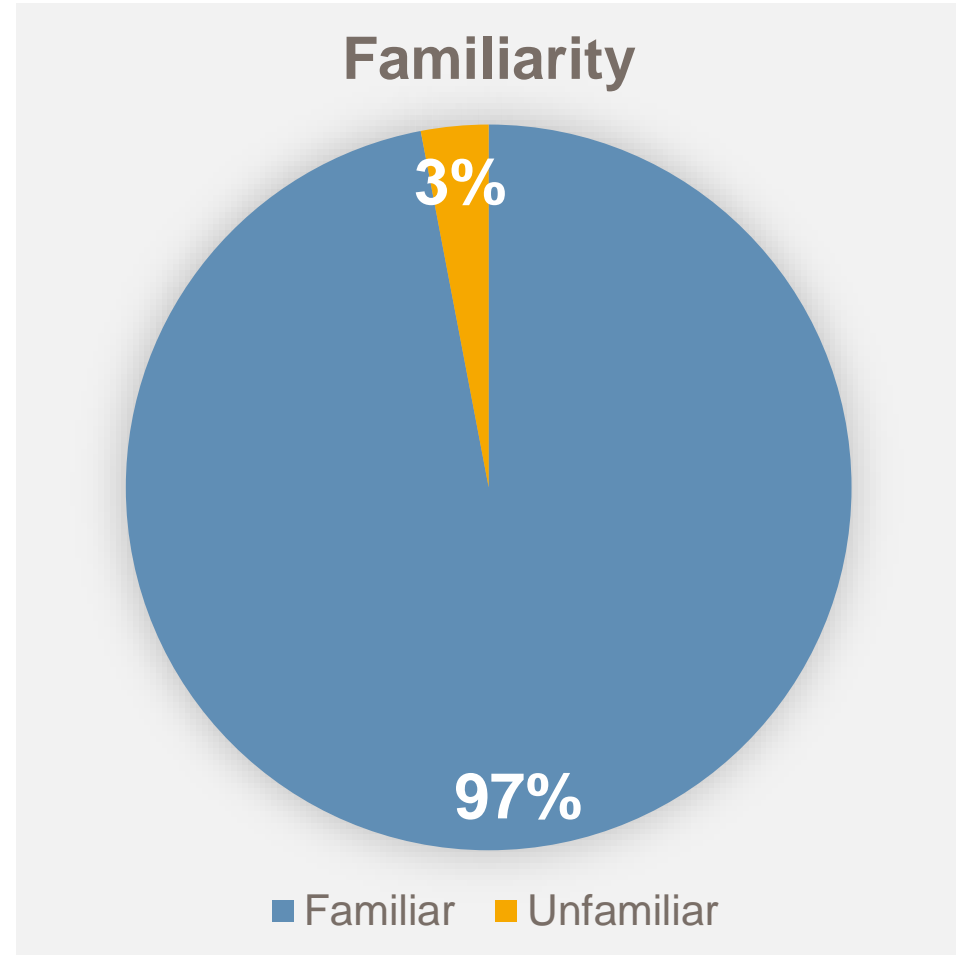
Source: Pew Research Centers, General Commission on Finance Administration, US Census 2014

	UMC	All Mainline	All Evangelical	Catholic	Total Christian	Unaffiliated	Total US
White	94 (90) (GCFA)	86	76	52	66	68	61
African American	1 (6)	3	6	3	13	9	13
Asian	1 (1)	1	2	3	2	5	5
Hispanic Latino	2 (1)	6	11	34	16	13	18
Other	2 (1)	3	5	2	3	4	3



Great News!

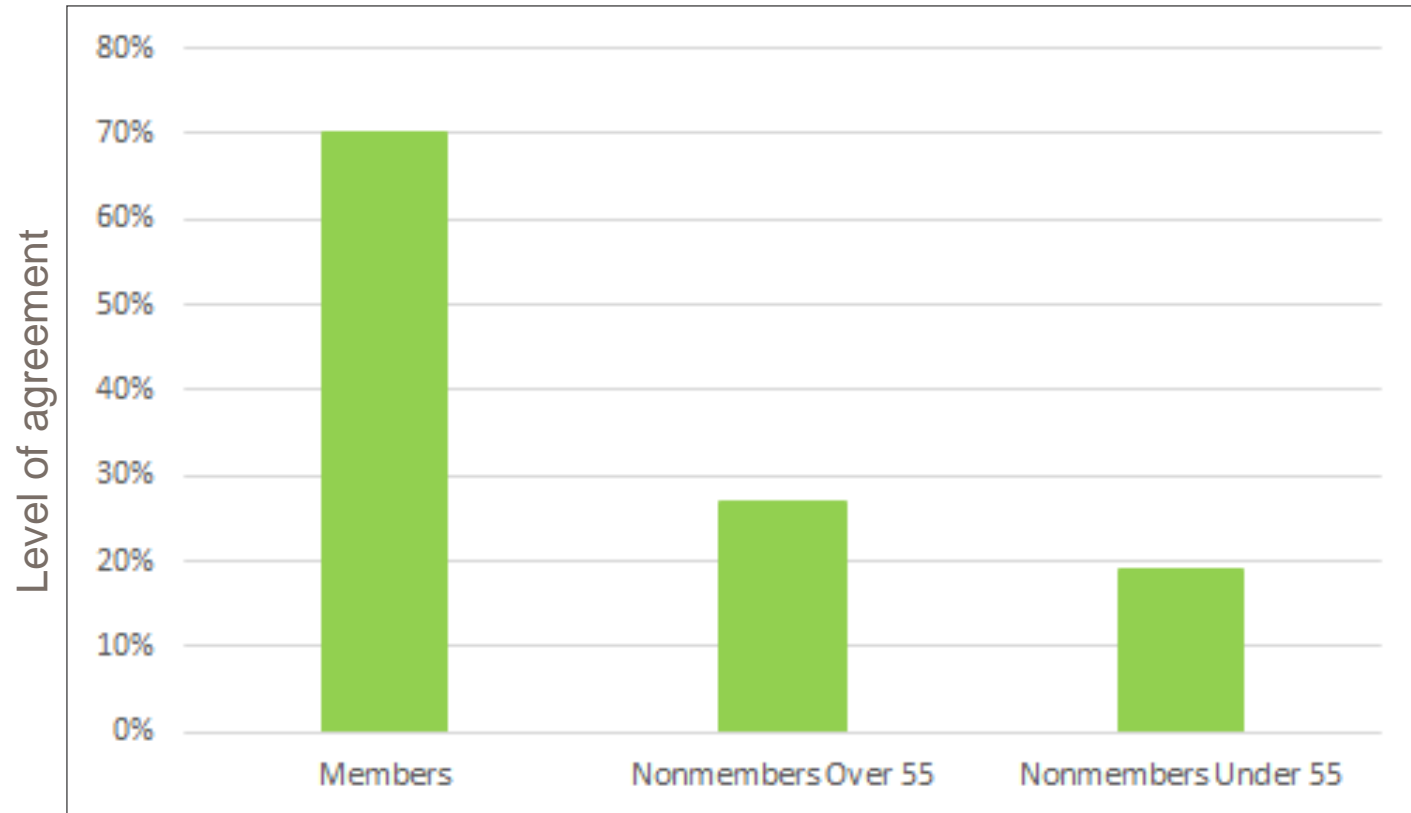
Our work is valued and familiar to 97% of the 9,400 The United Methodist Church women who took our first survey.



Disconnect Between Members & Nonmembers

The way United Methodist Women meets or gathers is inviting to me.

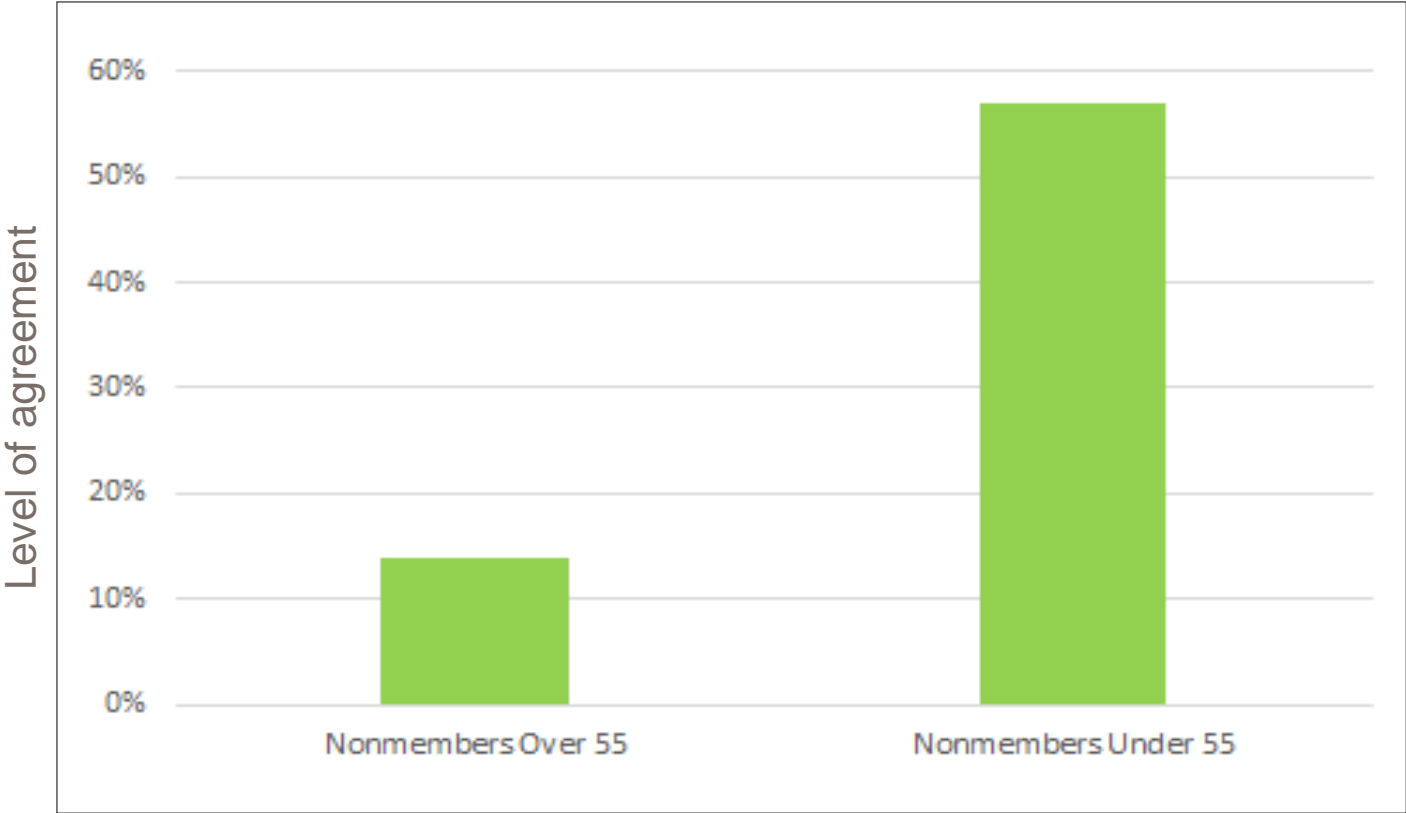
(Combining Strongly Agree and Agree)



The Hurdle with UMC Nonmembers Under 55

The average age of the members is too different than mine.

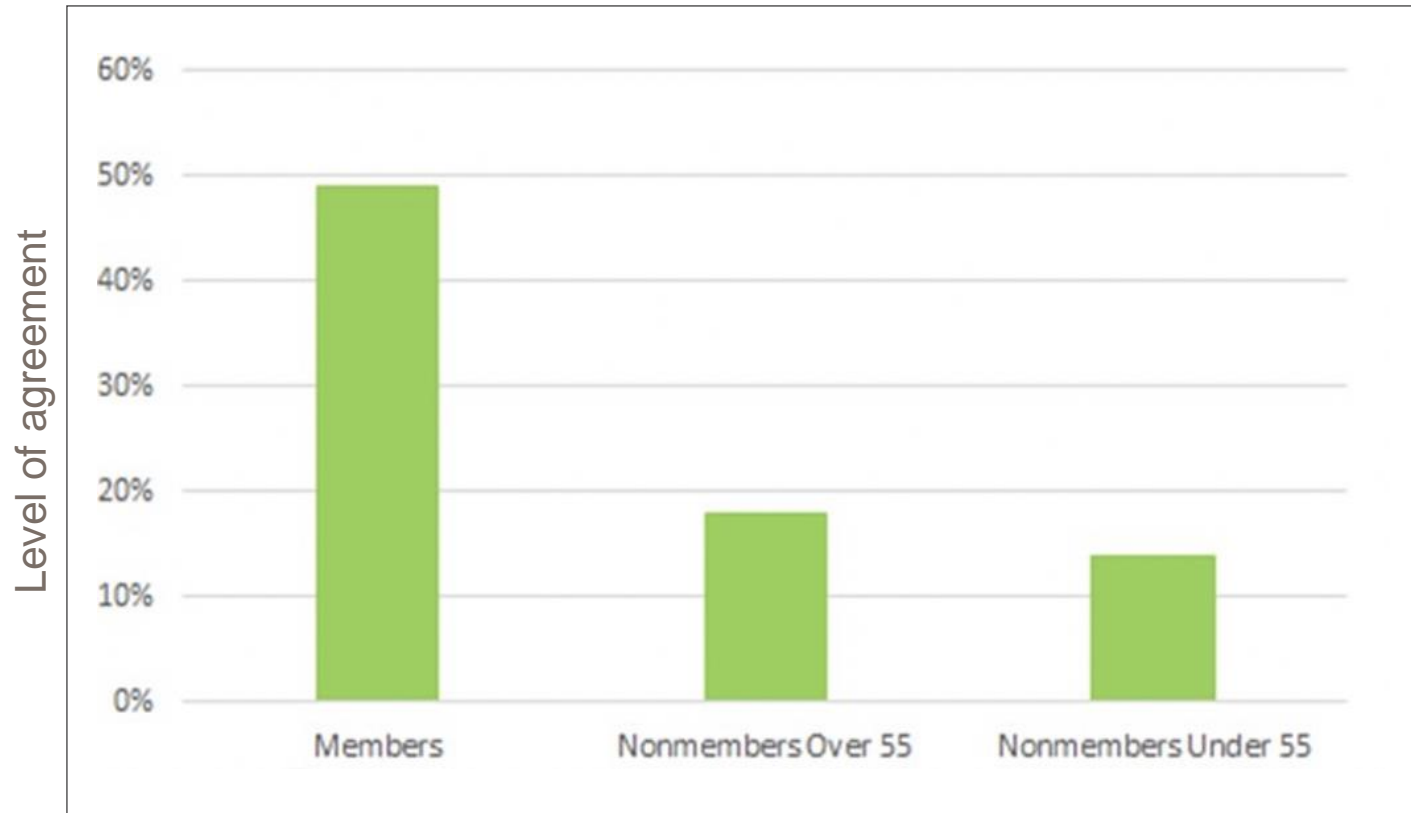
(Combining Strongly Agree and Agree)



Current Giving Models Are Not Appealing

United Methodist Women's pledge model is appealing to me.

(Combining Strongly Agree and Agree)



Spirituality Dimension

(In percentages)

Do you consider yourself to be a spiritual person?

	Total	18-34	35-49	Male	Female	Parent	Not Parent	Seeker	Not Seeker
Definitely	32	30	34	35	29	40	22	27	35
Somewhat	27	24	31	21	33	29	25	35	23
Total	59	54	65	56	62	69	47	62	58



Key Takeaways

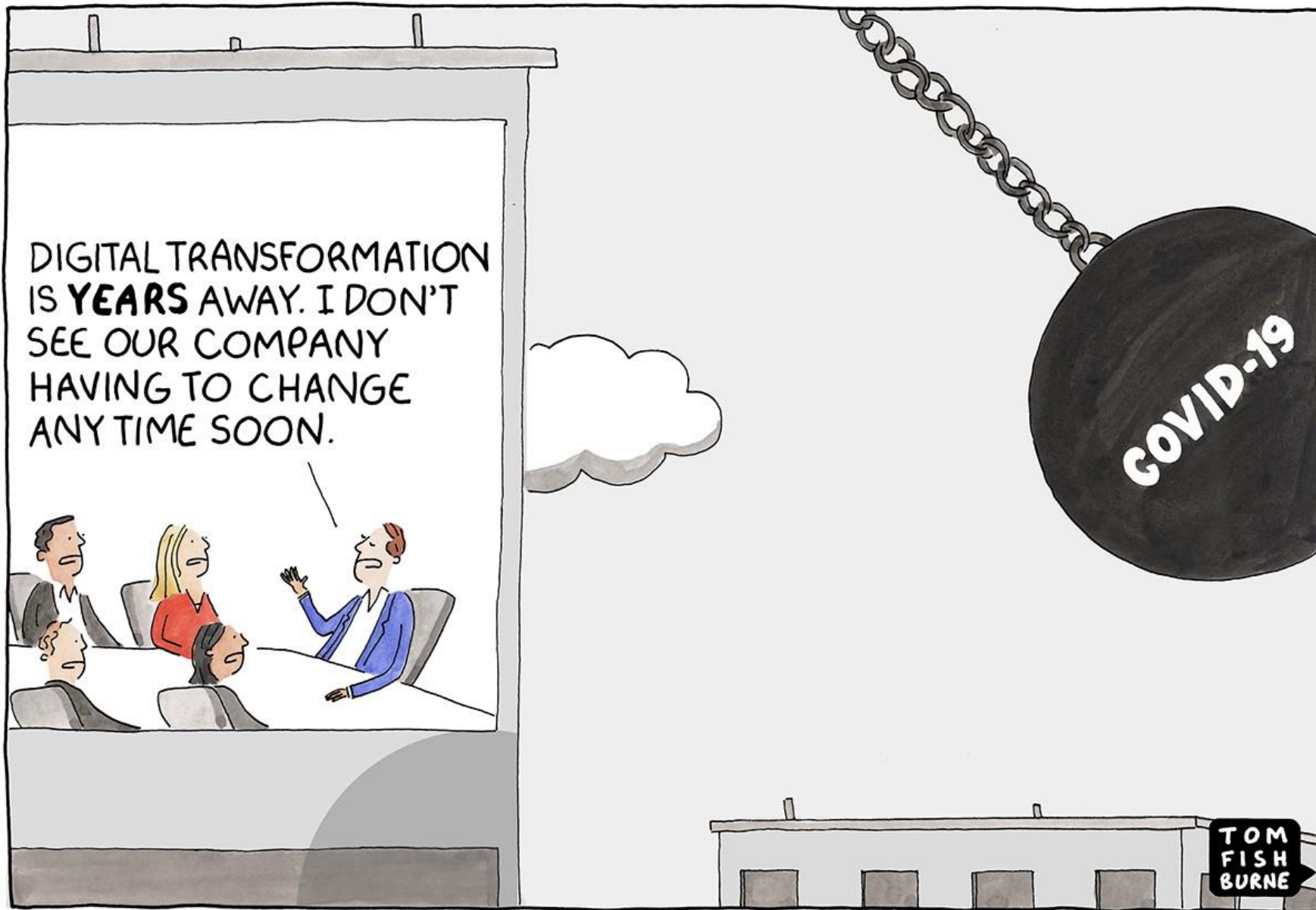
- Provide additional options for younger/nonmembers to participate.
 - Nurture current members through traditional structures and enhanced programs.
 - Update our image and the way we share our mission story to welcome younger/nonmembers.
 - Increase the racial/ethnic diversity of United Methodist Women, aligning with our core values and tapping a great opportunity for growth in a more diverse United States.
- Women are seeking meaningful opportunities to engage with other faith-based women.
 - Women see themselves as modern, fun and bold and want women's groups that are personal, carefully planned and bold.
 - Women are looking for unique combinations of spiritual growth and self-care, which we have come to know as soul care.
 - Women are ready and willing to invest their time and money into faith-based experiences, especially when they see these as soul care experiences.





Navigating Change





TOM
FISH
BURNE



**Change is hard
at the beginning,
messy in the middle
and gorgeous at
the end.**

- Change can be exhilarating, giving freedom and new opportunities.
- Change can be difficult or negative.

**Either way, managing change
is a process.**



Keeping a Positive Mindset

- Things change, people change, but **GOD** remains.
- Allow yourself to acknowledge and experience feelings of loss—and allow yourself to let them go.
- Focus on what is being gained rather than perceived losses.
- Look for the lesson and/or opportunity.





Jesus on Wineskins



21 *No one sews a piece of new unshrunk cloth on old clothes; otherwise, the patch tears away from it, the new from the old, and makes a worse tear.*

22 *No one pours new wine into old leather wineskins otherwise, the wine would burst the wineskins and the wine would be lost and the wineskins destroyed. But new wine is for new wineskins.*

Mark 2:21-22 (CEB)



Why Do We Need New Wineskins?



- To provide additional options for younger/nonmembers to participate.
- To nurture current members through traditional structures **and** with new and/or enhanced programs.
- To update our image and the way we share our mission story to welcome younger/nonmembers.
- To increase the racial/ethnic diversity of our organization, aligning with our core values and tapping a great opportunity for growth in a more diverse United States.



Why Do We Need New Wineskins?

- Together, new opportunities and programs coupled with the longstanding programs that embody our core values, we will create new wine as we grow and expand in new wineskins.
- Changes will be implemented throughout 2022.



Get Ready!

- New programs
- New options for gathering
- New options for giving
- New options for joining
- New options for influencing and impacting the world





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WHAT'S STAYING THE SAME?



- Part of UMC
- PURPOSE Statement
- 5 Channels of Giving
- Organized Structure
- Constitution and Bylaws
- Mission focus – spiritual growth, leadership development, transformative education and service and advocacy
- Social Justice Priorities and Campaigns



**We're a sisterhood acting in
faith to tackle the hard work of
the world without hesitation.**



faith

action

sisterhood



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Thank you!



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