



Welcome to the Faith Development Office Webinar

**Please mute your microphone
and turn off your camera.**

**Find the Meeting Chat box
and introduce yourself.**



Housekeeping

Audio problem? Mute audio on your computer, and then call in by phone.

We'll have time for questions at the end.

Recorded webinar, slides and transcript
will be posted online:

www.uua.org/re/teachers/webinars



Welcome!

Meet the UUA Outreach Office

September, 2016



Presenters

Carey McDonald
UUA Outreach Director

Anna Bethea
UUA Outreach Associate

Host: Gail Forsyth-Vail
Tech Support: Susan Lawrence





Opening Words

**BRAVER
WISER**

**COURAGE AND COMPASSION
FOR LIFE AS IT IS**



Roadmap

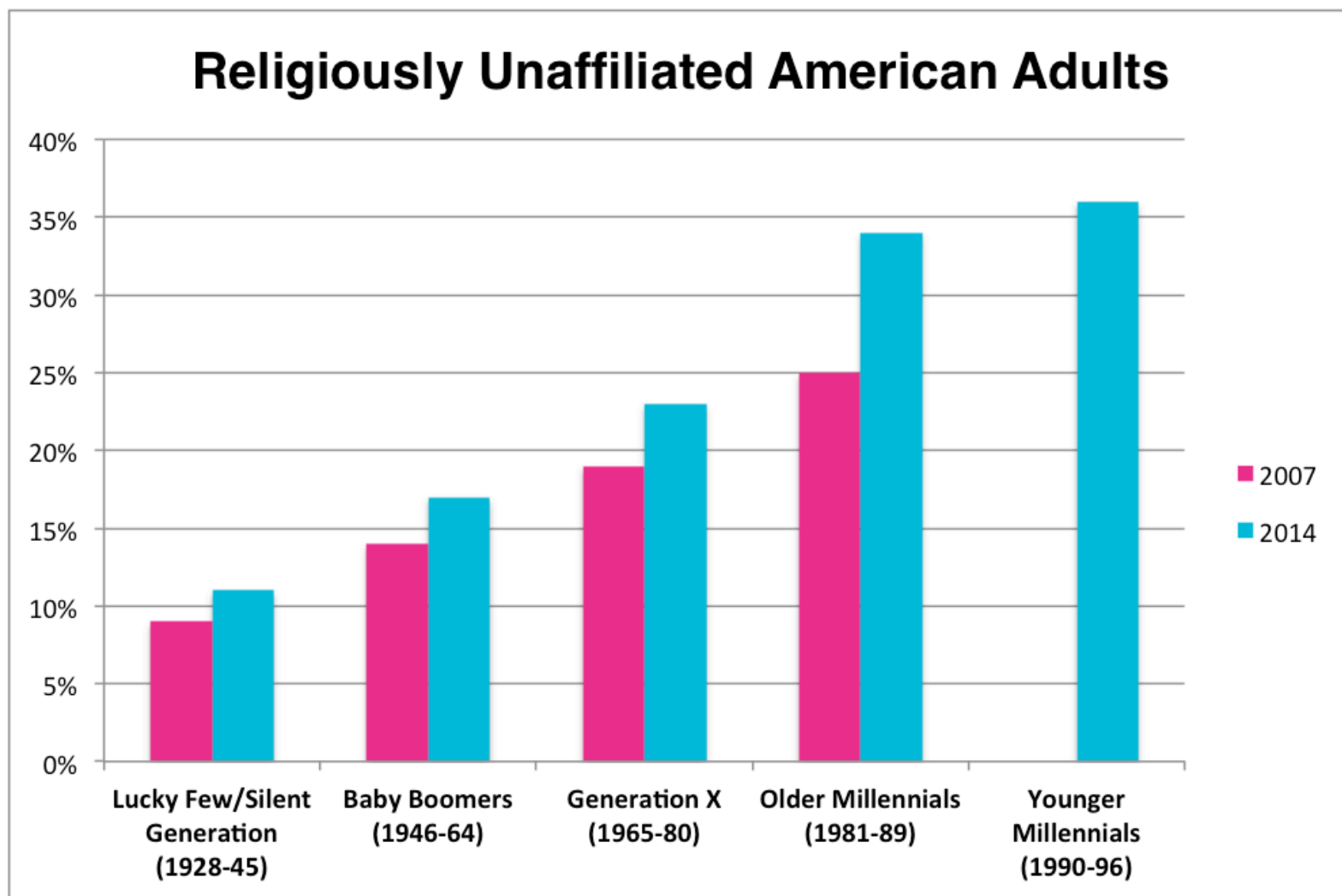
- Trends and Changes
- Team Outreach
- Outreach Resources



TRENDS AND CHANGES



The world is changing



From the Pew
Forum on
Religion and
Public Life



The Sunday Decision



The Sunday Decision

Then -



vs.





The Sunday Decision

Then -



vs.



Now -



vs.



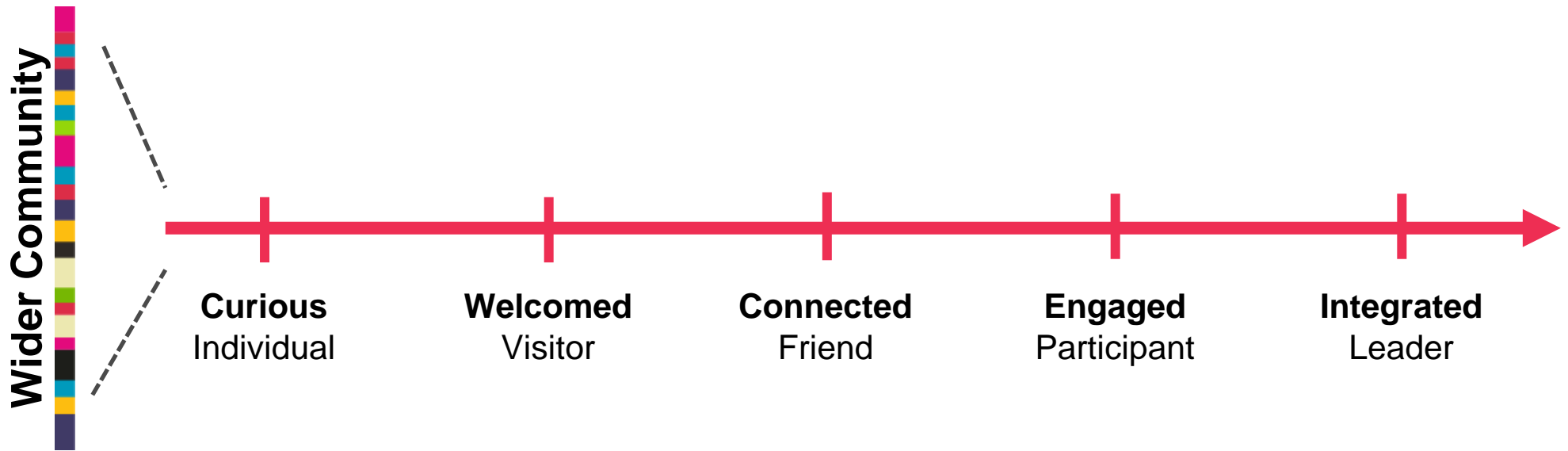


Spectrum of Faithful Relationship





Spectrum of Faithful Relationship



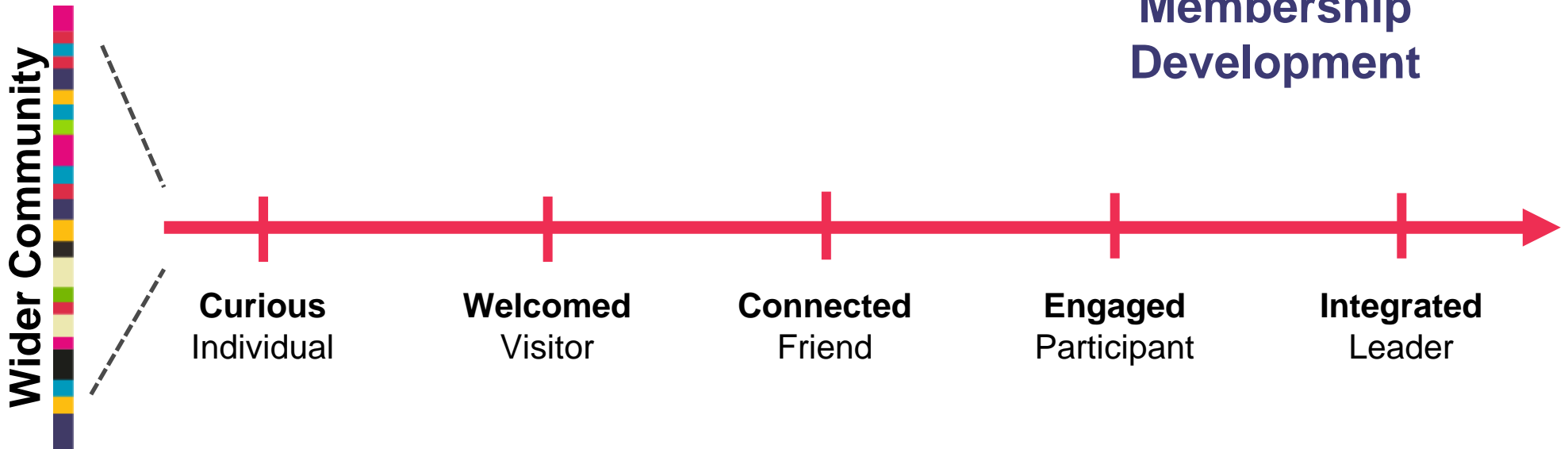


Spectrum of Faithful Relationship

Outreach

Welcoming

Membership
Development





Target Audiences

- Who do we serve?



Target Audiences

- Who do we serve?
 - Everyone?



Target Audiences

- Who do we serve?
 - Everyone?
- Thinking about existing and growth targets



Target Audiences

- Who do we serve?
 - Everyone?
- Thinking about existing and growth targets
- LGBTQ Families



Target Audiences

- Who do we serve?
 - Everyone?
- Thinking about existing and growth targets
- LGBTQ Families
- Multifaith Families



Target Audiences

- Who do we serve?
 - Everyone?
- Thinking about existing and growth targets
- LGBTQ Families
- Multifaith Families
- Free Range UUs



Designing for the visitor experience



Designing for the visitor experience



Learning to
see your
congregation
from
someone
else's
perspective



TEAM OUTREACH

Carey McDonald, Anna Bethea, Erika Hewitt



Team Outreach Mission:
To help more people build first-stage relationships with
Unitarian Universalism

TEAM OUTREACH

Carey McDonald, Anna Bethea, Erika Hewitt



Outreach Approaches

- Join our cause vs. join our club



Outreach Approaches

- Join our cause vs. join our club
- The experience matters



Outreach Approaches

- Join our cause vs. join our club
- The experience matters
- Outside in, not inside out



Outreach Approaches

- Join our cause vs. join our club
- The experience matters
- Outside in, not inside out
- Create entry points



Outreach Approaches

- Join our cause vs. join our club
- The experience matters
- Outside in, not inside out
- Create entry points
- Live online



Outreach Approaches

- Join our cause vs. join our club
- The experience matters
- Outside in, not inside out
- Create entry points
- Live online
- Social justice movement moment



OUTREACH RESOURCES



WorshipWeb

uua.org/worship

WELCOME TO WORSHIPWEB

< CONGREGATIONAL
MANAGEMENT

Worship

Words for Worship

Holidays and Ceremonies

Authors

Submission Form

Worship Theory

Multigenerational Worship

Multicultural

Music Resources

Contemporary Worship

Technology

Braver/Wiser

Share Your Worship Resources

Lay-Clergy Collaborations

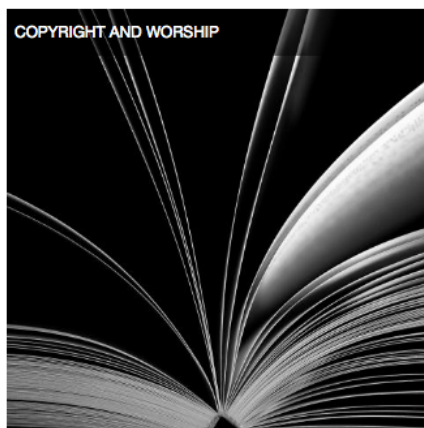
Worship Collections

Circle Worship

Copyright & Worship

Quotations from the Wayside

About



What can you print in the order of service?
What can you project on a screen? What can
you record and share? How do you stay true
to the copyright laws that protect publishers,
authors, and artists?

LEARN MORE

Search "Words for Worship"

In our "Words for Worship" collection, you'll find everything from chalice lightings and prayers
to stories and rituals for your use. You'll also find images, music, and other resources that go
"beyond words."

SEARCH NOW



How do we choose a good story for all ages?
What kind of worship engages all
participants, from toddlers to elders? How do
we make multigenerational worship
meaningful?

RESOURCES AND MORE



WorshipWeb is an ever-growing body of
readings and resources. Have you created
something worth sharing, something moving,
meaningful, and memorable? Learn more
about what the WorshipWeb team is looking
for, and how to submit it.

LEARN MORE



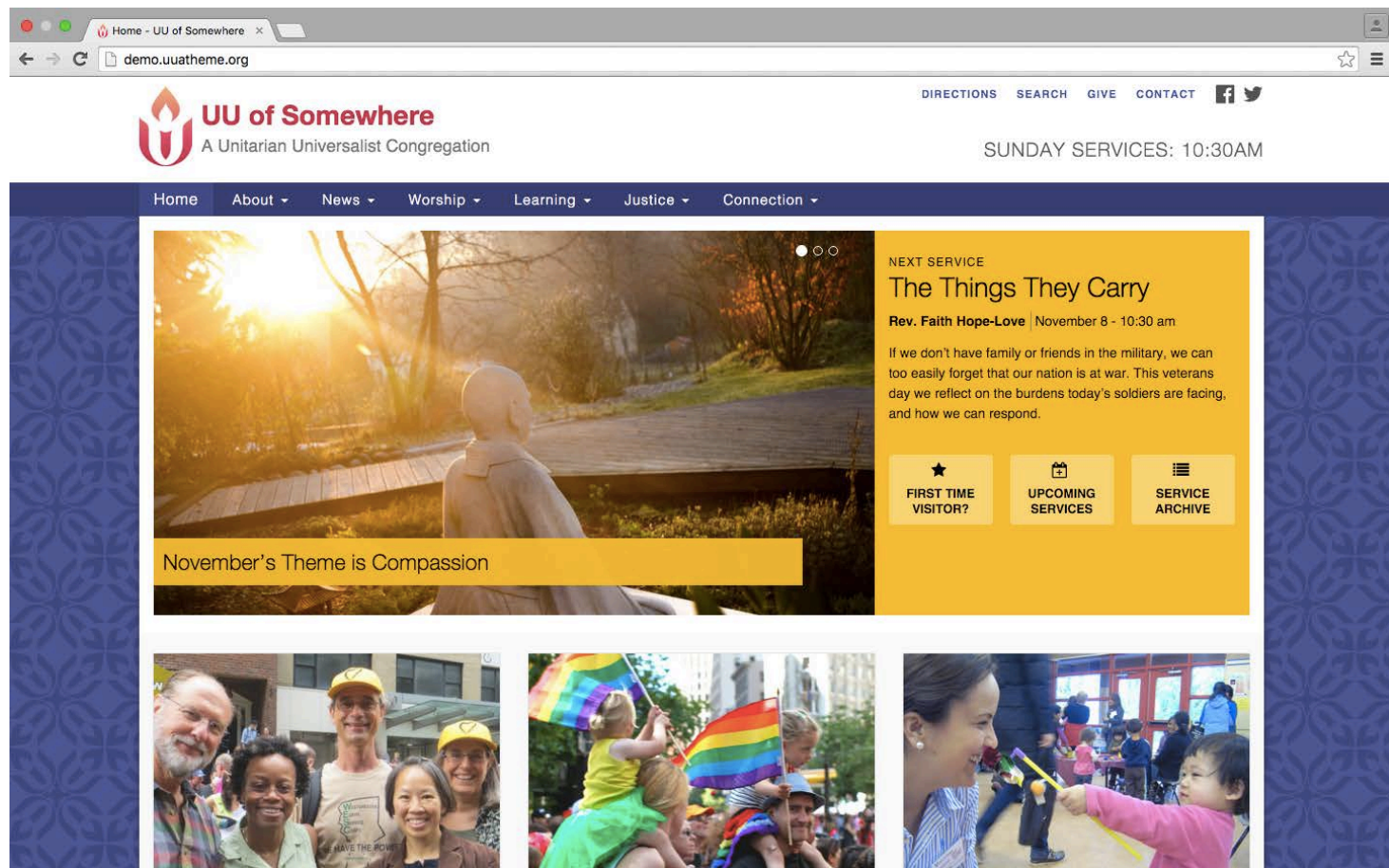
Love Reaches Out

- Three session outreach study guide
- Each session is 90 min
- With slides!
- Session 1 – The world we live in
 - Goal: Understand how the American religious landscape is changing, and how UU congregations can respond to that reality
- Session 2 – Who we are, what we do, why it matters
 - Goal: Examine who we are as UUs in our congregations, as a faith movement, and how to communicate this to the wider world
- Session 3 – Where to start: sweet spots and entry points
 - Goal: Develop a plan for getting started reaching out into the community while staying grounded in your core identity or mission



UUA Website Template

uuatheme.org

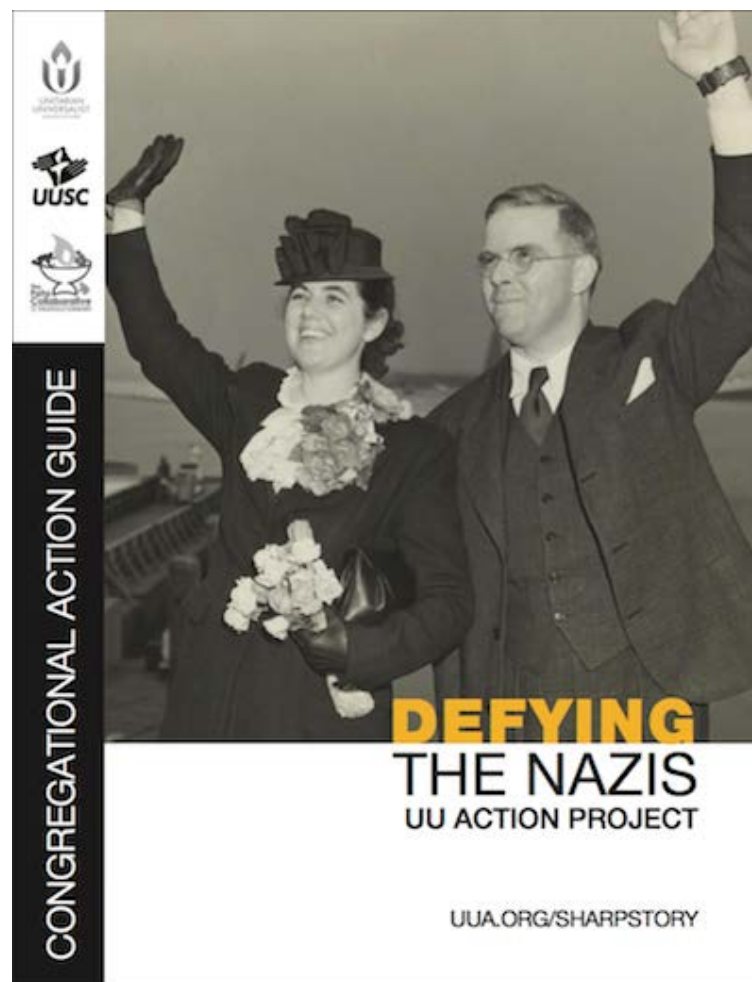




Defying the Nazis UU Action Project

#WeDefy

uua.org/sharpstory





COURAGE AND COMPASSION
FOR LIFE AS IT IS

uua.org/worship/braverwiser

facebook.com/BraverWiser/

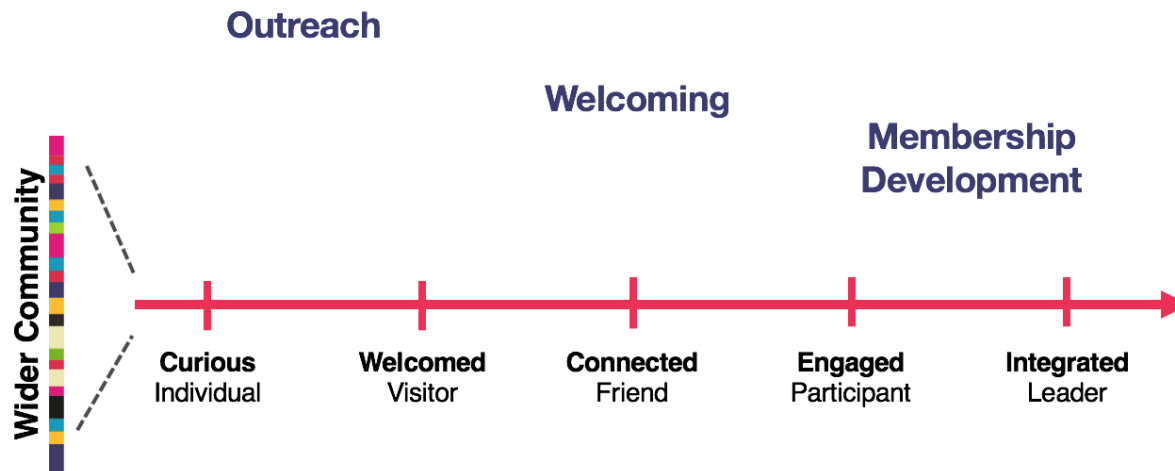


In Development: Promotional Toolkit



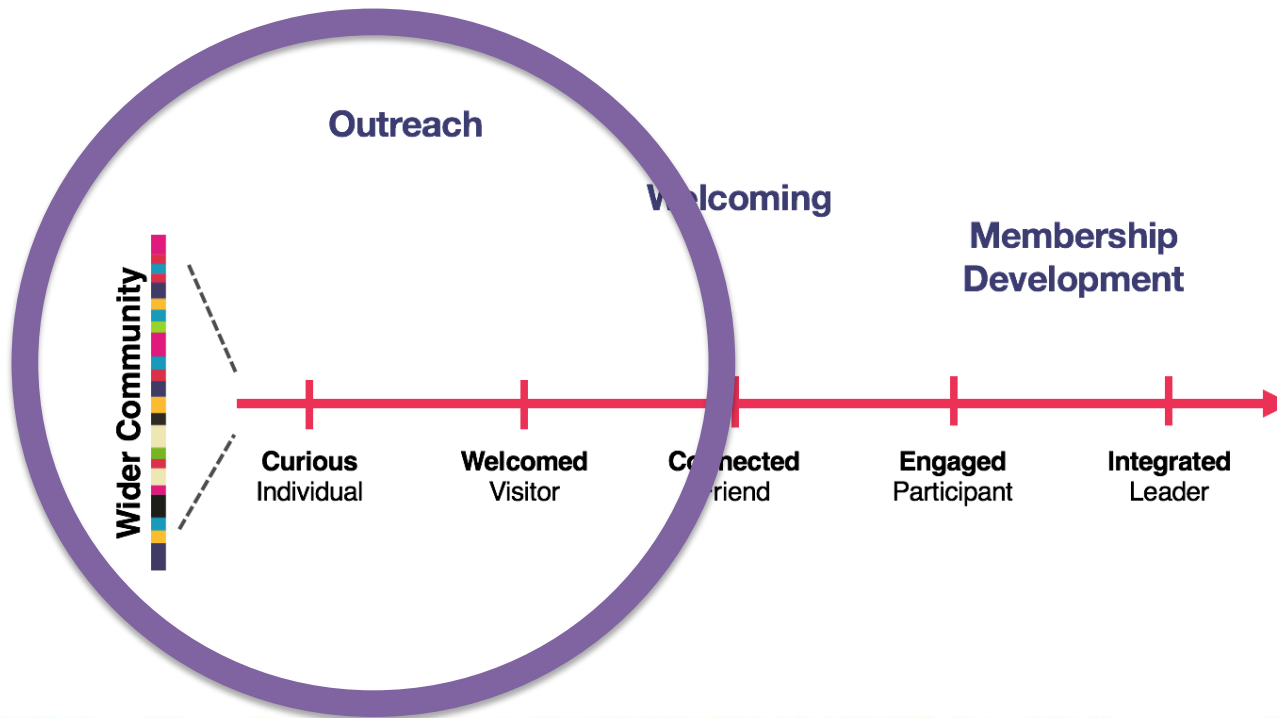


In Development: Outreachers Network





In Development: Outreachers Network





In Development: Outreachers Network

LEARN:

- Blog posts
- Webinars
- Podcasts

Outreach

Wider Community

Curious
Individual

Welcomed
Visitor



In Development: Outreachers Network

LEARN:

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CONNECT

- Community
- Celebrate success!
- Support

Outreach

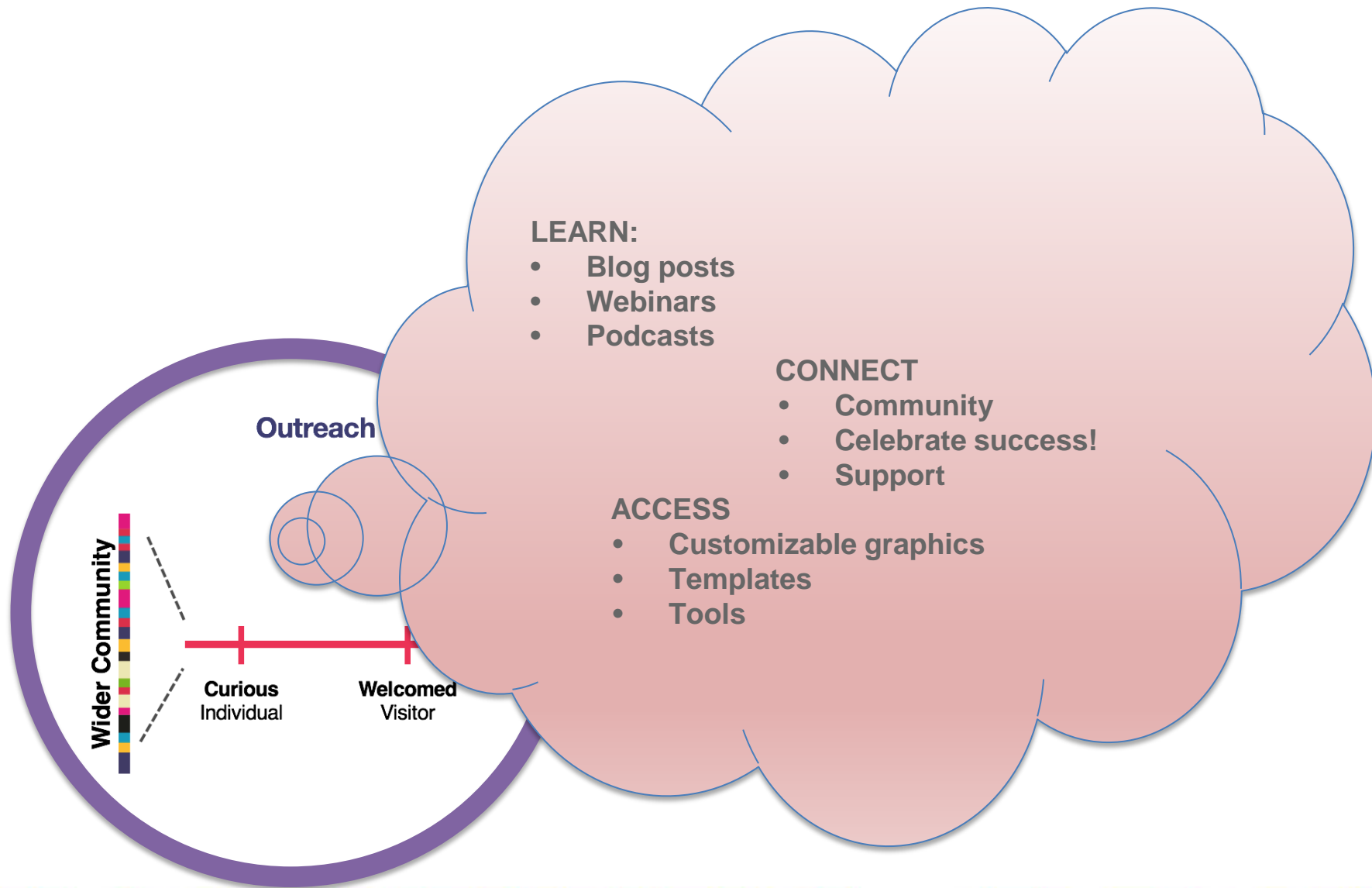
Wider Community

Curious
Individual

Welcomed
Visitor



In Development: Outreachers Network





Q & A



Closing Words

SWEET ALL-THAT-IS, I DON'T BELIEVE IN "SIGNS." BUT I DON'T HAVE TO BELIEVE IN THEM TO HAVE EXPERIENCED ONE TODAY. THANK YOU FOR YOUR MYSTERIOUS WAYS OF REMINDING ME THAT I'M NOT ALONE.

BRAVER/WISER
COURAGE AND COMPASSION FOR LIFE AS IT IS



Upcoming Webinars

Meet the UUA's Office for Standing on the Side of Love

Caitlin Breedlove and Nora Rasman
Mon. Oct. 24, 9 pm; Tues. Oct. 25, 1 pm

Spirituality and Aging

Gail Forsyth-Vail and Karin Peterson
Tues. Nov. 15, 1 pm; Wed. Nov. 16, 9 pm

www.uua.org/re/teachers/webinars



Thanks for attending this
Faith Development Office webinar.

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