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

BRADER WISER

COURAGE AND COMPASSION
FOR LIFE AS IT IS
Roadmap

• Trends and Changes
• Team Outreach
• Outreach Resources
TRENDS AND CHANGES
The world is changing

Religiously Unaffiliated American Adults

From the Pew Forum on Religion and Public Life
The Sunday Decision
Then - vs.
The Sunday Decision

Then - vs. Now -

uua.org
Spectrum of Faithful Relationship

Curious Individual

Welcomed Visitor

Connected Friend

Engaged Participant

Integrated Leader
Spectrum of Faithful Relationship

Wider Community

Curious Individual

Welcomed Visitor

Connected Friend

Engaged Participant

Integrated Leader

uua.org
Spectrum of Faithful Relationship

Wider Community

Outreach

Welcoming

Membership Development

Curious Individual

Welcomed Visitor

Connected Friend

Engaged Participant

Integrated Leader

uua.org
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

EMPATHY
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
WORSHIPWEB

WORSHIPWEB

 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

COPYRIGHT AND WORSHIP

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

MULTIGENERATIONAL WORSHIP

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

SUBMIT CONTENT TO WORSHIPWEB

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
SUNDAY SERVICES: 10:30 AM

NEXT SERVICE
The Things They Carry
Rev. Faith Hope-Love | November 8 - 10:30 am
If we don’t have family or friends in the military, we can too easily forget that our nation is at war. This Veteran’s Day we reflect on the burdens today’s soldiers are facing, and how we can respond.

November’s Theme is Compassion
Braver/Wiser

COURAGE AND COMPASSION
FOR LIFE AS IT IS

uua.org/worship/braverwiser

facebook.com/BraverWiser/
In Development: Promotional Toolkit

Brave Souls wanted:
Dare to live with compassion, acceptance, and reverence.

uua.org

UNITARIAN UNIVERSALISTS

Ready Hands
Open Mind
Loving Heart
In Development: Outreachers Network
In Development: Outreachers Network
In Development: Outreachers Network

LEARN:
- Blog posts
- Webinars
- Podcasts
In Development: Outreachers Network

LEARN:
- Blog posts
- Webinars
- Podcasts

CONNECT
- Community
- Celebrate success!
- Support
In Development: Outreachers Network

LEARN:
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- Podcasts

CONNECT
- Community
- Celebrate success!
- Support

ACCESS
- Customizable graphics
- Templates
- Tools
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.
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
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