



# Love Reaches Out

## Study Guide



[uua.org](http://uua.org)



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  - *Goal: understand how the American religious landscape is changing, and how UU congregations can respond to that reality*
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  - *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*

# 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*



# Opening 1

*“We are the certain and the seeking, the lifers and the newcomers, the beloved and the broken hearted, the insiders and the rejected, all of whom have found home in the extraordinary, yet intimate communities of Unitarian Universalism.”*

*– Melissa Harris-Perry,  
Pocket Guide to Unitarian Universalism*





# Opening 1 - Introduction

*Introduce yourself and share one reason  
why you are attending this workshop*



## Opening 1 - How we will be together

*Review Handout 1A “Respectful Communication Guidelines,” revise as necessary and agree to guidelines for our shared time together.*





# Activity 1.1 – Future of faith video

The video player displays a man with glasses and a beard speaking. To his right is a bar chart titled 'Manufacturing' with the following data points:

Category	Value (Relative)
Congregational	1
Episcopal	2
Other 1	1
Other 2	4
Other 3	2
Other 4	3
Other 5	2
Other 6	2
Other 7	5

The video player interface includes a play button, a progress bar at 00:00, and a total duration of 06:56.



# Activity 1.1 – The changing religious landscape

## Discussion questions

- How do these trends match what you are seeing or experiencing?
- In what ways has the congregation responded or adapted to these trends?
- How else could you imagine our congregation responding and adapting?



## Activity 1.2 – Join or *cause*, not our *club*

### *Handout 1B*

#### Discussion questions

- If you did not grow up in this congregation, what drew you initially?
- What are the key things someone can expect to get out of participating in our congregation (the “what” and “why”)?
- How could our congregation describe the “why” and the “what,” rather than just the “who” in the way we talk about ourselves?



# Optional - Emerging Ministries video





## Closing 1



*“It is long past time for us, as Unitarian Universalists, to bravely move beyond our superficial differences and discomfort in talking about our beliefs and do the challenging, but important, work of identifying and deepening the core of our faith. Having done so, we will see that there are many more people who share our beliefs than we ever imagined...people hungry for a meaningful faith in these challenging, uncertain days of a young century. Let us finally resolve to truly become the religious beacon our heritage has equipped us to be. The time is now, the world is ready, and the hour is late.”*

– Jim Key, UUA Moderator

# 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*



## Opening 2

*We are Unitarian Universalists. We are brave, curious, and compassionate thinkers and doers. We are believers in what is good, what is right, and what is just. We have radical roots and a history as self-motivated spiritual people. We have a track record of standing on the side of people, love, justice, and peace. We are a house without walls, a congregation without spiritual boundaries, and a movement towards a more action-oriented faith in yourself, your values, and your beliefs. Simply put, we are a guided path towards a better you and a better world.*



## Activity 2.1 – Who we are as a congregation

### Brainstorm activity

Think of a time when your congregation was being its “best self” or doing its best work. What are some of the adjectives you would use to describe that? Write each word on a sticky note and post it.

Share one of the words and write this on newsprint. When all have shared, post all your sticky notes on the newsprint by the word closest in meaning to theirs.



## Activity 2.2 – Who we are as Unitarian Universalists

- Review the “powerful questions” from Handout 2A:

Imagine you are on the leadership team planting a new UU congregation or other type of faith community in your region.

- What is a need in your city, town or neighborhood that your new UU faith community could address?
- How would you articulate your core purpose to the community, who may not know anything about UUism (3 action words or a “portable” phrase)?
- What actions (programs, services, etc.) would you offer in the broader community to “walk the talk” of that core purpose?



# UU Brand Identity

Signals we want to send

## people



## *More than just a logo*



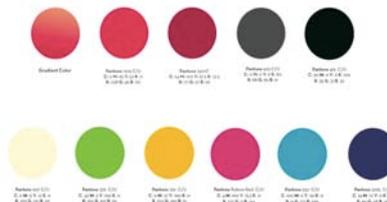
## language

*We are brave, curious, and  
Compassionate thinkers and doers.*

## values

***Boldness.  
Compassion.  
Reverence.***

## colors



## color stripe



**uua.org**



## Activity 2.3 – Communicating who we are

Put on your outreach glasses



# Activity 2.3 – Communicating who we are

Old LGBTQ  
UUA.org page >>

Beliefs & Principles | Social Justice | Congregational Management | Religious Education | Careers & Callings | Our Association | UU Directory



## Find a Congregation

Search by City and State

[Find My Nearest Congregation](#) | [More Ways to Search](#)

### Related Content

- [LGBTQ Ministries Office](#)
- [Standing on the Side of Love](#)
- [Interweave Continental](#)

## Donate Now

Donate to Support This Program and the Ongoing Work of the UUA

[Home](#) / [Social Justice](#) / LGBTQ Welcome & Equality

## Lesbian, Gay, Bisexual, Transgender, and Queer Welcome & Equality

Unitarian Universalism is a caring, open-minded faith community. Our congregations are places where people gather to nurture their spirits and put their faith into action by helping to make our communities—and the world—a better place.

Unitarian Universalist congregations extend a warm welcome to lesbian, gay, bisexual, transgender, and queer (LGBTQ) individuals, families, and communities. We work to promote acceptance, inclusion, understanding, and equity for LGBTQ persons of all ages, abilities, colors, and genders, both within our denomination and in society at large. We are committed to protecting the civil and legal rights of LGBTQ people and families across the country.

- [Unitarian Universalist LGBTQ History and Facts](#)  
Find out more about Unitarian Universalism's affirmation of LGBTQ people, our denominational history around LGBTQ issues, and Unitarian Universalist LGBTQ facts.
- [Outreach & Public Witness for LGBTQ Rights](#)  
Live your faith through building relationships, advocating for the rights and needs of LGBTQ individuals, and standing on the side of love!
- [Welcoming and Inclusive Congregations](#)  
Explore how to deepen your congregation's welcome of LGBTQ people. You can also find a Welcoming Congregation near you or a minister to perform a special ceremony.
- [Identity 101](#)  
Learn more about sexual orientations and gender identities, as well as identity-based resources.
- [Books & Videos for Education and Discussion](#)  
LGBTQ Ministries is in the process of updating our recommended lists of books and videos. If you have recommendations, email [lgbtq@uua.org](mailto:lgbtq@uua.org)!

You can also check out [congregational stories about LGBTQ welcome and equality](#) and [LGBTQ event coverage from General Assembly](#), the annual meeting of the Unitarian Universalist Association, as well as [print resources from LGBTQ Ministries](#).

Looking to stay connected to the work of welcome and inclusion? Subscribe to [The Welcoming Congregation Bulletin](#)!

*No matter who you are, you are welcome here!*

For more information contact [lgbtq@uua.org](mailto:lgbtq@uua.org).

Outreach & Public Witness

Welcoming Congregations

Identity 101

Books & Videos

Programs & Partners

GA Presentations

Congregational Stories

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### Related Content

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# Activity 2.3 – Communicating who we are

Old Young  
Adults UUA.org  
page >>

The screenshot shows the UUA.org website page for Young Adult Ministry. At the top, there is a navigation bar with links: Beliefs & Principles, Social Justice, Congregational Management, Religious Education, Careers & Callings, Our Association, and UU Directory. Below the navigation bar is a banner image of a diverse group of young adults. To the left of the main content is a sidebar menu with categories: Children, Youth (High School), Campus Ministry, Young Adults (18-35), Adults, Multigenerational, Families, Religious Educators & Teachers, Tapestry of Faith Curricula, Our Whole Lives Sexuality Education, and What's New. The main content area has a breadcrumb trail: Home / Religious Education / Young Adults (18-35). The page title is "Young Adult Ministry". The main text describes the UUA's vision for young adult ministry, emphasizing diversity and the needs of young adults. It includes a contact link: [youngadults@uua.org](mailto:youngadults@uua.org). Below the main text are two sections: "General Information" and "Program Information". The "General Information" section includes links for "Stay in the Know", "Get Started", and "Build and Sustain". The "Program Information" section includes links for "Groups" and "Events and Trainings". To the right of the main content are three red boxes: "Find a Congregation" with a search bar and "Go!" button; "Blog Posts" with a link to "From Blue Boat Blog" and a list of three posts; and "Donate Now" with a link to "Donate to Support This Program and the Ongoing Work of the UUA".

Beliefs & Principles Social Justice Congregational Management Religious Education Careers & Callings Our Association UU Directory

Find a Congregation

Search by City and State Go! More Ways to Search

Blog Posts

From Blue Boat Blog

- Spotlight: UU Young Adults at Channing-Murray
- Gather Virtually with UU Campus Ministry Leaders!
- From Whence Comes Ferguson

Donate Now

Donate to Support This Program and the Ongoing Work of the UUA

Children  
Youth (High School)  
Campus Ministry  
**Young Adults (18-35)**

- Stay in the Know
- Get Started
- Build & Sustain
- Events & Trainings
- Service & Social Justice
- Groups
- For Congregations
- Congregational Stories

Adults  
Multigenerational  
Families  
Religious Educators & Teachers  
Tapestry of Faith Curricula  
Our Whole Lives Sexuality Education  
What's New

Home / Religious Education / Young Adults (18-35)

## Young Adult Ministry

The Unitarian Universalist Association (UUA) embraces a vision of young adult ministry that is as diverse as the young adults we serve. As Unitarian Universalists (UUs), our young adult programs must be grounded in the hopes and needs that young adults articulate as they move through their transitions, and programs will change as the needs of young adults change. Young adults represent a tremendous opportunity to expand our faith's ministry through new approaches, forms and identities.

For more information, contact: [youngadults@uua.org](mailto:youngadults@uua.org).

### General Information

- Stay in the Know**  
Tune in to these email lists, blogs, Facebook pages, webinars, and conference calls that connect you to the wider young adult community.
- Get Started**  
A place to begin with young adult ministry, whether you are a young adult yourself, a congregational leader or an adult ally.
- Build and Sustain**  
Increase the impact, breadth and depth of young adult ministry through your group or in your congregation.

### Program Information

- Groups**  
Find a young adult group in your area and add your own group to the open-source Hub Map.
- Events and Trainings**  
See listings for events near you and add your local events to the open-source Hub Calendar. Also, learn about new ideas for young adult trainings.
- For Congregations**

Youth (High School)

Campus Ministry

#### Young Adults (18-35)

- Stay in the Know
- Get Started
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- Events & Trainings
- Service & Social Justice
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- Congregational Stories

Adults

Multigenerational

Families

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What's New

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# Activity 2.3 – Communicating who we are

New LGBTQ UUA.org page >>



UUUs march in the 2011 Pride Parade in Washington, DC

## LESBIAN, GAY, BISEXUAL, TRANSGENDER, AND QUEER JUSTICE

History & Facts  
Outreach & Public Witness  
Welcoming Congregations  
Identity 101  
Books & Videos  
Congregational Stories  
G&A Presentations on LGBT Welcome & Equality  
Marriage Equality

Each of us has worth and dignity, and that worth includes our gender and our sexuality. As Unitarian Universalists (UUUs), we not only open our doors to people of all sexual orientations and gender identities, we value diversity of sexuality and gender and see it as a spiritual gift. We create inclusive religious communities and work for LGBTQ justice and equity as a core part of who we are. *All of who you are is sacred. All of who you are is welcome.*

### What We Are Doing

- **Welcoming Congregations**  
Our congregations engage in intentional Lesbian, Gay, Bisexual, and Transgender and Queer (LGBTQ) welcoming ministry. Find a Welcoming Congregation near you or learn more about the Welcoming Congregation Program and how we are constantly deepening our practice of welcome.
- **The Multicultural Ministries Sharing Project**  
In July 2013 a groundbreaking project solicited input from Unitarian Universalists historically marginalized by ability, sexual orientation, gender identity/expression, race, and/or ethnicity about their unique experiences and ministry needs within Unitarian Universalism. Download the reports to review what LGBTQ people had to say.
- **LGBTQ Justice and Public Witness**  
We have a proud history of living our values by advocating for rights and justice for people of all sexual orientations and gender identities, including working for marriage equality, *Standing on the Side of Love*, and more. Join our [#JustMarriage](#) celebration July 11 and 12, celebrating marriage equality with 51 weddings over 48 hours and free weddings for same sex couples.

### Worship, Learn, and Live Your Faith

#### Worship, Commemorations, and Celebrations

- **Pride**: A collection of resources, including readings, meditations, and stories you can use for LGBTQ-focused worship services.
- **Transgender Day of Remembrance**: Resources for vigils and worship services, including a comprehensive toolkit for planning a Transgender Day of Remembrance service, sample prayers, and suggested hymns, readings, and reflections.
- **National Coming Out Day**: Resources for celebration and reflection.

#### Education

- **Identity 101**: Learn more about sexual orientations and gender identities.
- **Print resources**: LGBTQ-related pamphlets, flyers, guides, and other print resources.
- **The Welcoming Congregation Program**: A program that engages congregations in deepening their



The story of how the UU Church of Ogden, UT, started a center for LGBTQ youth



For more than thirty years, Unitarian Universalists (UUUs) have been celebrating, honoring, performing, and recognizing same sex marriages around the country. It seems only fitting that we cap these three decades of solidarity with an event that speaks to our principles, offers public witness to our values, and celebrates the groundbreaking moment: a marriage in every state over 48 hours on July 11 and July 12, 2013. [Learn more and join us!](#)



Interfaith rally for marriage equality at the First Unitarian Church of Providence, RI, 2013



Standing on the Side of Love at the 2009 National Equality March in Washington, DC

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# Activity 2.3 – Communicating who we are

New Young  
Adults UUA.org  
page >>



Members of Chicago Chalice Connection cook for "The Crib" at The Night Ministry, which serves predominately LGBTQ youth

The Sanctuary Boston and Young Adults@General Assembly co-lead evening worship at First Unitarian Providence during General Assembly 2014

## YOUNG ADULTS (AGES 18-35)

### Young Adults

- Get Started
- Build and Sustain
- Stay in the Know
- Events
- Social Justice
- For Congregations
- Congregational Stories
- becoming: Spiritual Guide
- Transitions and Rituals
- Children
- Middle School-Age Youth
- High School-Age Youth
- Campus Ministry
- Adults
- Multigenerational Ministry
- Families
- Theme-Based Ministry
- What's New
- Educators & Teachers
- Tapestry of Faith
- Our Whole Lives (OWL)

Pieces of the Puzzle: UU Young Adult ...  
by Office of Youth and Young Adult Ministries



Prezi

Young adults engage our faith by living authentically, creating connections, and seeking personal and social transformation.

In [congregations](#), in [young adult groups](#) and [campus ministries](#), in [virtual communities](#) and at [camps](#) and [conferences](#), Unitarian Universalist (UU) young adults are getting spiritually recharged, building relationships and exploring what meaningful adulthood looks like.

### What's in an age?

Navigating adulthood is challenging whether you're finding your first apartment, starting a new job, moving away from your childhood home, exploring a committed relationship or raising children. Navigating adulthood without spiritual grounding and community is even harder. Unitarian Universalism has tools for you to bring on your journey, whether you are [learning about it for the first time](#) or want to [plug into UU young adult community](#).

## BLUE BOAT

### BLOG FEED

- (Wanna Know How to Cut the Queue)
- Strawberries for Monday
- Youth Observer 2015-2016 Celeb Leman
- Deeply Religious But Not Church-y
- All of the Things: YA@GA 2015 Edition
- Youth Observer 2015-2016 Olivia Calvi

MORE

## THE HUBMAP: UU YOUNG ADULT AND CAMPUS MINISTRIES



Go to a [fullscreen map](#).

Use this map to find UU groups devoted to young adults or students. Don't see a group in your area? Add a pink pin to show you're there!

# YOUNG ADULTS (AGES 18-35)

## Young Adults

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## Children

## Middle School-Age Youth

## High School-Age Youth

## Campus Ministry

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## Multigenerational Ministry

## Families

## Theme-Based Ministry

## What's New

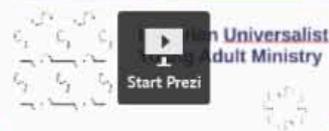
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Pieces of the Puzzle: UU Young Adult ...  
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## Pieces of the Puzzle



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## Activity 2.3 – Communicating who we are

### Discussion questions

- Did putting on the “outreach glasses” help you notice things you wouldn’t have noticed otherwise? If so, how?
- How do we learn to observe from the outsider’s perspective? Why is this important?



## Activity 2.3 – Communicating who we are

### *Handout 2C: Opportunities Abound*

#### **Discussion questions**

- What of the assets, challenges, opportunities and potential pitfalls have you heard before? Which are new?
- How does your congregation fit into this framework?
- Thinking about your “outreach glasses”, what might first-time visitors assume through what they observe on your congregation’s website, through social media, in building, at coffee hour, etc.)?



# Optional – Social Media and Membership





## Closing 2

*“I believe to my core that Unitarian Universalism can be the religion of the 21<sup>st</sup> century, because we have a broad, progressive theology that relies on reason, accepts science, respects the individual, celebrates community, seeks wisdom in all the world’s religions, and honors the Holy mystery of this magnificent creation of which we are a part. ”*

– Jim Key, UUA Moderator

# SESSION 3 – WHERE TO START: SWEET SPOTS AND ENTRY POINTS

*Goal: develop a plan for getting started with your congregation or group reaching out into the community while staying grounded in your core identity or mission*



## Opening 3

*Be ours a religion which, like sunshine, goes everywhere:  
Its temple, all space;  
Its shrine, the good heart;  
Its creed, all truth;  
Its ritual, works of love;  
Its profession of faith, divine living.*

*- Theodore Parker*



## Activity 3.1 – Sweet Spot

### *Case Study: Throop UU Church*

#### Discussion questions

- How did the responses from community interviews shape the congregation's choices?
- How might we engage the people in our own surrounding communities to ask similar questions?





## Activity 3.1 – Sweet Spot

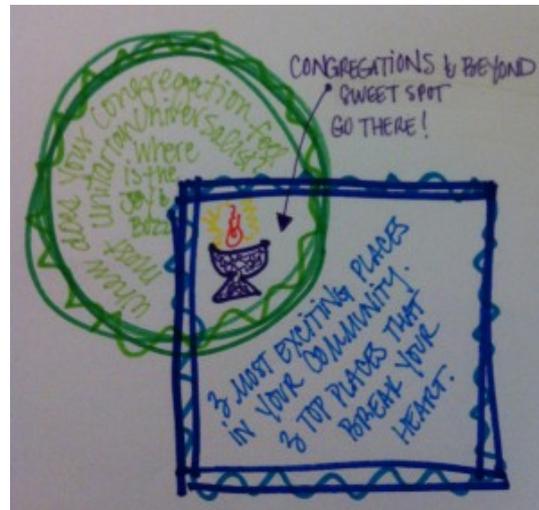
### *Circle (congregation)*

- 3 programs/events people in your congregation get excited about or “show up for.”
- 3 times people feel most Unitarian Universalist

### *Square (community)*

- 3 most exciting places or events
- 3 things that break your heart

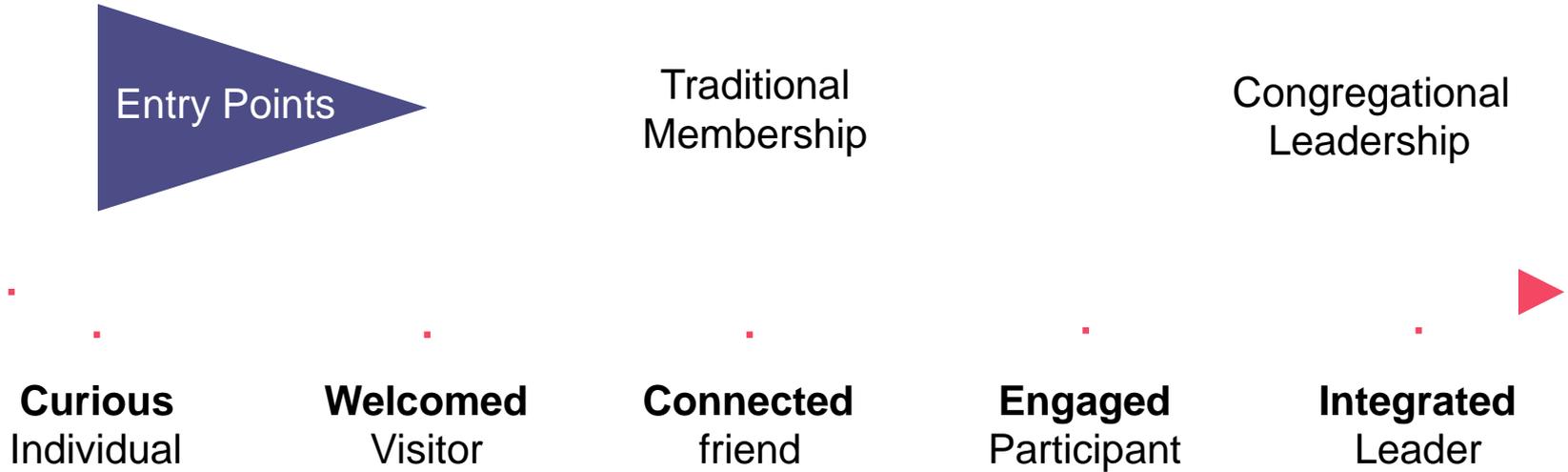
*Overlap* = Sweet Spot





# Activity 3.2 – Entry Points

## The UU Spectrum of Relationship





## Activity 3.2 – Entry Points

### Other real life Sweet Spot/Entry Point examples:

Congregation	Sweet Spot	Entry Point
UU Church of Berkeley, CA	Families interested in community service and hunger	Community food drive
UU Church of Las Vegas, NV	Families interested in Our Whole Lives sexuality education	Be a voice in debate over public sex education, continue weekly family play group
First Universalist Church of Rochester, NY	Fans of jazz who want affordable opportunities to connect	Jazz Sunday services and community concerts



## Activity 3.2 – Entry Points

### **Brainstorm activity**

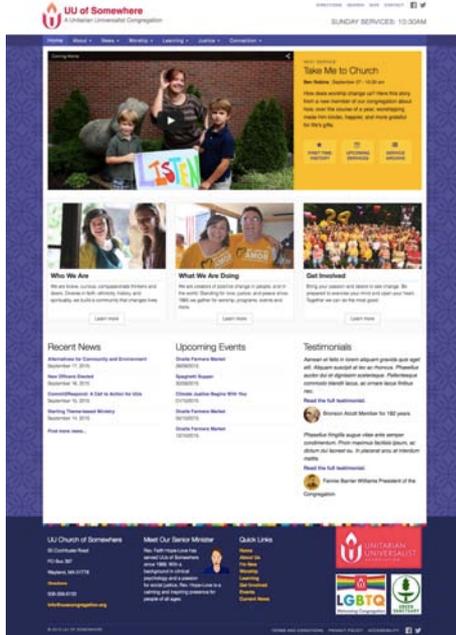
Think of events, projects, partnerships, or programs that hit your Sweet Spot for outreach.

Use the “friend test” – what would you be excited to tell your non-UU friend about?



# UU Brand Identity Tools

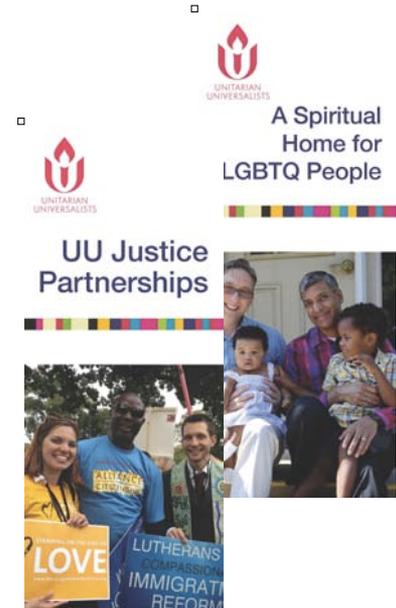
## Website template



## Email template



## Brochures





## Activity 3.2. – Entry Points

### Share your Entry Point ideas!

- Share them with other members of your congregation
- Email them to the UUA Outreach Team at [outreach@uua.org](mailto:outreach@uua.org).



## Closing 3

The hand in yours belongs to a person  
whose heart is sometimes tender,  
whose skin is sometimes thin,  
whose eyes sometimes fill with tears,  
whose laughter is a beautiful sound.

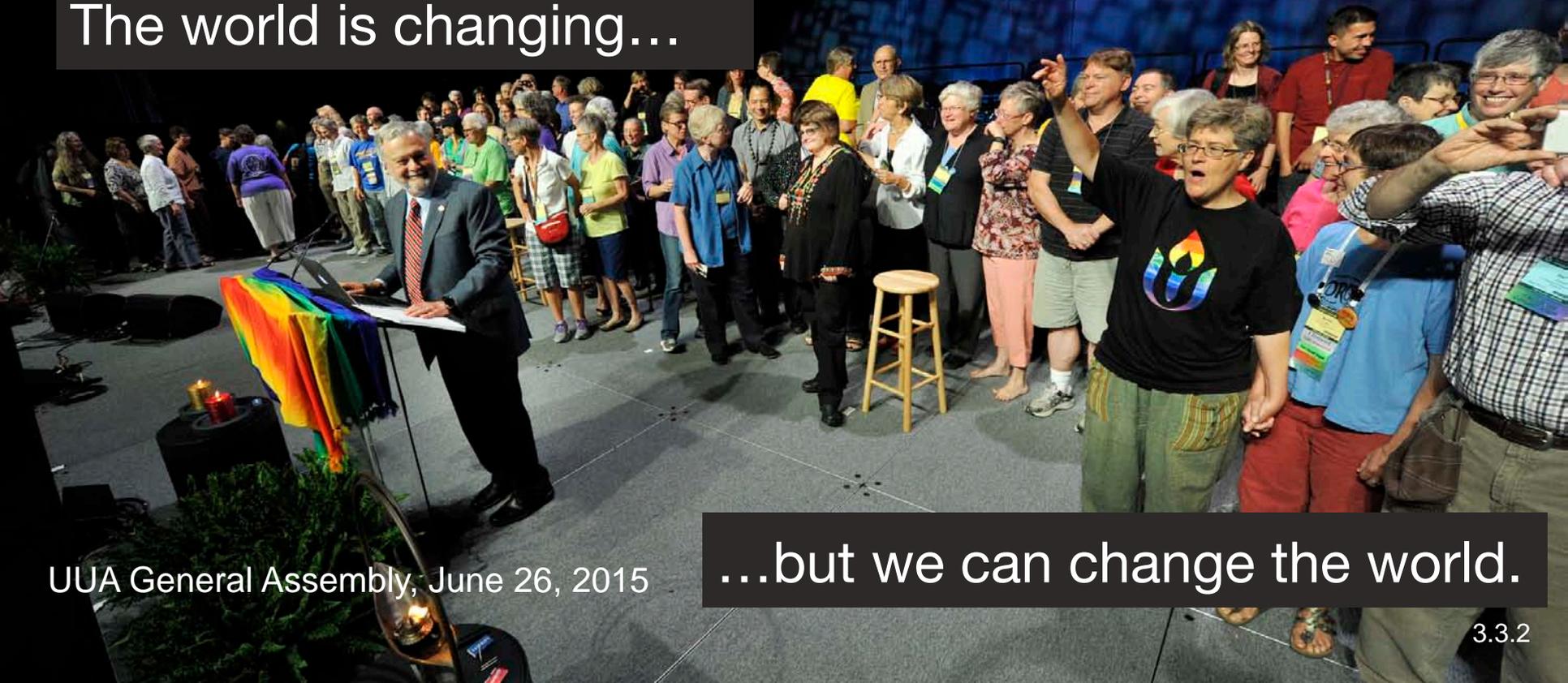
The hand that you hold belongs to a person who is seeking wholeness,  
and knows that you are doing the same.

As you leave this sanctuary,  
may your hearts remain open  
may your voices stay strong  
and may your hands remain outstretched.

- Rev. Erika Hewitt

**We are a bold people.**

**The world is changing...**



UUA General Assembly, June 26, 2015

**...but we can change the world.**