



United
Women
in Faith

Frequently Asked Questions on United Women in Faith

Why is United Methodist Women taking a new operating name?

The name United Methodist Women was adopted in 1972, signaling a change not only in the life of the church but in the lives of women and how they could organize for mission.

It is again time for us to adopt a name to reflect changes that have occurred over the past 50 years in how U.S. women are living and engaging their faith in today's realities.

Our new name is part of an overall refreshment, or rebranding, of our organization that includes a new look, new feel and new and improved programs. Our intent is to better nurture our current members while welcoming new women who want to put their love in action, into our sisterhood. The name is also welcoming to women whose local church may choose to align with another denomination—or who are already members of other denominations—which will likely happen as The United Methodist Church reconfigures after the upcoming General Conference.

Are Central Conference United Methodist Women expected to change our names too?

No, this action is in response to the specific context of United Methodist Women in the United States.

Will the U.S. women's United Women in Faith still be part of The United Methodist Church?

Yes! We are still the only official women's organization of The United Methodist Church, and our corporate name will remain United Methodist Women.

What's the difference between a corporate name and an operating name?

United Methodist Women will remain the name we are incorporated under in the United States, but we will be doing business as United Women in Faith. The United Methodist Board of Pensions and Health Benefits took a similar action a few years ago when it began doing business as Wespath even as it retained its corporate name.

Why isn't the cross and flame part of the United Women in Faith logo?

Yes. United Methodist Church membership has never been required for United Methodist Women membership. Bylaws changes allow for women to be involved and be leaders in our organization even if they become affiliated with another denomination. Our new name captures this inclusivity .

So, if a member's church leaves the denomination, that woman can still be a member?

Yes. United Methodist Church membership has never been required for United Methodist Women membership. Bylaws changes allow for women to be involved and be leaders in our organization even if they become affiliated with another denomination. Our new name captures this inclusivity.



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How were these decisions made?

As part of our strategic planning guided by the Board of Directors and the Program Advisory Group (PAG), we have conducted an enormous amount of research over the five years. The new name, programs, and program innovations are fruits of that research along with prayerful efforts to discern the times for our organization. The member-elected United Methodist Women

Board of Directors, along with input from the PAG, has guided the organization throughout this process.

We've conducted surveys, focus groups and interviews with more than 24,000 United Methodists and women of other denominations and Christian traditions. The changes and programs are data informed and tested to address the needs and life stages of current and future members.

United Women in Faith has a mission statement. What about our Purpose?

The Purpose for the local church remains the Purpose as it appears in *The Book of Discipline of The United Methodist Church 2016* (§256.5.3). The core of our work remains the same: changing the world through faith, hope and love in action. The United Women in Faith mission statement—written by board executive committee members, PAG representatives and assigned staff—is a refreshed expression our core principles.

Are there other changes underway in the U.S. organization?

Yes, new tools and programs are being introduced. For example:

- **A new, easier to navigate website.** The new website will have a homepage designed to pique the interest of women new to our organization and start them on a journey to membership. The homepage will also include a special portal where members can log in to access resources specially designed for them.
- **A new national membership option.** This option will enable women to join our sisterhood via our new website. They will learn about and be able to participate in programs and events online or in person. Of course, on-line options and resources will also be available to existing members who already participate in circles and units.
- **Innovations to Mission u.** Beginning in 2022, Mission u will be introducing new curricula each year—one for children, one for youth and one for adults—all focused on a shared biblical theme that incorporates spiritual growth, contemporary issues and how these show up in various geographic areas. The new Mission u curricula will be more accessible and adaptable for use in small groups, local churches, vacation Bible schools, retreats and other settings. Through these vibrant, relevant, justice-oriented and biblically centered curricula, Mission u will continue its commitment to learning together for the transformation of the world and expand its impact.
- **New and improved resources.**
 - Mighty Networks, an exciting new online platform where members can connect, and engage new resources like the Program Resource and Mission u curricula.
 - The Daily Prayer Guide, an updated replacement of the Prayer Calendar, which offers opportunities for daily devotion and connection.



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What does the rebranding have to do with these changes?

Brand is a term most often associated today with commercial marketing, but in reality, everyone has a brand. Brand is just a term to describe what people can expect to experience when they encounter you. “Branding” are the things we do—our look, our actions, our messages—that help let people know who we are and what we consistently deliver.

Rebranding United Methodist Women means we are clarifying the way we tell our story and updating our programs, resources and outreach efforts so that it is easier to see who we are. The research showed us that our values, our commitments and the work we do in the world is attractive to many women who are not yet members, including women of diverse-ages, racial ethnicities, cultural backgrounds and life stages. Our welcoming new brand will highlight who we are.