



United
Women
in Faith

New Brand Celebration, Inspiration, and Explanation

Videos and Excite/Invite Recruitment Guide

The downloadable videos from the **Turn It Up! Assembly** are meant for use by Conference, District, and Local Unit leaders at their fall 2022 gatherings or any other way they feel is beneficial to share with others. The videos focus on different aspects of new opportunities as **United Women in Faith**. They also explain what programs and giving options will continue to support our organization, and share additional opportunities to nurture our members while exciting and inviting new women to be a part of our sisterhood. **The priority is to show the "MAIN SEGMENT," including the "Excite and Invite Recruitment Guide."** The other segments can be used to enhance and augment the MAIN SEGMENT. Find a description of each segment and how they can be used below. Additional optional segments are included following the Litany of Commitment.

MAIN SEGMENT:

United Women in Faith: Excite and Invite

This main program goes into detail on what programs, giving and structure will continue and what new opportunities are now available as we become United Women in Faith. **We use our core values of FAITH, SISTERHOOD and ACTION to guide the journey and our Turn It Up! theme to accent the new options.** This program is led by several Board of Directors leaders and is intentionally done in a more casual, conversational, fun format as a model of the new brand feeling we want to convey.

EXCITE AND INVITE

The main program runs close to one hour and fully describes all the current elements that will remain, as well as the new options we now offer as United Women in Faith. **It should be used with the "Excite and Invite Recruitment Guide," which is also offered for download and print in our Resources section.** The speakers will refer specifically to this "Excite and Invite Recruitment Guide" several times, asking attendees to open to certain pages as they highlight particular areas. Please work with your attendees in advance to help them download and/or print this booklet and have it ready before the video is shown. We have offered a color copy and a black-and-white copy for your use.

Our goal as United Women in Faith is to nurture our current members and to grow the organization with new women who, our surveys and research have shown, are enthusiastic about the new options we offer. **The program ends with a Turn It Up! Challenge for each member to recruit two new women to our organization by January 2023.** We hope every member of United Women in Faith will take up this important challenge.

Please note: *If you didn't attend Assembly, you can report on your own recruitment success by sending your two recruits to the All Access sign-up on our UWFaith website. When asked who referred them, direct them to check the OTHER box and write in "Assembly 2022 Recruit." This instruction shows briefly in the video as well.*

If you wish to break this up into shorter segments, here is a description of the breakdown and timings where you can start and stop the video:

INTRODUCTION: 0:00–7:57

- President 'Ainise 'Isama'u describes the journey for the program
- A short history segment is included (2:29–4:05)
- Description of "Excite and Invite Recruitment Guide" and introduction of Faith / Sisterhood / Action topics and Board Team emcees

FAITH SECTION: 7:58–27:00

- What we're doing now: Mission u, Daily Prayer Guide, Program Resource, Worships
- How we're Turning It Up! Start a Conversation (includes 3-minute conversation time), Soul Care, Faith Talks, Mission u refresh
- How will you get involved? Dance Break Song: "Somos Pueblo Comos"

SISTERHOOD SECTION: 27:02–42:32

- What we're doing now: Structure and current model remains, Leadership Development
- How we're Turning It Up! Society has changed for women, new membership options— ALL ACCESS, Q&As, Soul Care Retreats, New Website and Social Media, Thrive e-newsletter
- How will you get involved? Dance Break Song: "We are Family" (42:33–46:29)

ACTION SECTION: 46:30–56:34

- What we're doing now: History—Charter for Racial Justice, Climate Justice, Five Channels of Giving
- How we're Turning It Up! Additional Giving Options, Global Women Leaders, Voices From the Field, School-to-Prison Pipeline, Just Energy 4 All

CLOSING: 56:35–1:00:04

- Turn It Up! Challenge: Recruit two new women to United Women in Faith by January 2023.

SEGMENT 2:

New Name Celebration

In this segment, our national presidents from the last two quadrennia, 'Ainise 'Isama'u and Shannon Priddy, explain and celebrate our new name as United Women in Faith. This total segment is almost 12 minutes.

Please note: The segment ends with a Turn It Up! Hip-Hop dance performance. It is possible to conclude the video at 8:39, if you choose not to show this last dance. The segment includes some responses and quick sharing time.

SEGMENT 3:

CEO and General Secretary Harriett Jane Olson's Speech: "The Vision"

Harriett Jane Olson shares the vision for our continued evolution into becoming United Women in Faith. She focuses on:

- The importance of impact and telling our story
- Deeply understanding the commonalities and differences in our sisterhood (including a Boomer: Millennial conversation video)
- The importance of tone and feeling to create welcome
- Personal commitment challenging each one of us to grow and champion us as United Women in Faith

This segment is approximately 30 minutes long.

Following is the **Litany of Commitment**, spoken by United Women in Faith leaders, United Methodist Church general secretaries and many female bishops supporting our new journey. Feel free to use the litany at your gatherings.

Litany of Commitment to United Women in Faith

Leader 1: Change is not easy, but in this time and place it is absolutely necessary and it takes patience and courage to accept this fact.

Leader 2: We are not done, there is so much more that our sisterhood can do together, for we are the body of Christ.

Leader 1: We need to not just believe, but to fully commit to the future, fully commit to making God's vision a reality.

Leader 2: Fully commit to take all we know and are and Turn It Up! Today we stand before you.

Leaders of your Conference, District or Local Unit: *(Insert the names of appropriate roles who are present and you are addressing. For example, "presidents," "officers," "leaders.")*

Presidents and officers of the _____ Conference (of District, Local Unit or other group).

ALL leaders: We leaders declare that we are IN and we are ready to Turn It Up! as United Women in Faith.

Leader 1: Friends, now we turn to you, our faithful members and supporters, to ask: Are YOU in? Are you ready to build the future—TOGETHER? Are you committed to hear God's call and be the change for our sisterhood?

If so, please rise in body or spirit or in person or virtually and join me in saying:

ALL: I am in, ready for change, committed to nurture my sisters in Christ and all those we serve.

Leader 2: Do you commit to walking the faith journey together?

ALL: We do.

Leader 1: Will you choose to stand united as sisters with common purpose in this divided time?

ALL: I so choose.

Leader 2: Will you invite all women of faith to feel welcome in our community?

ALL: We will.

Leader 1: Will you commit to United Women in Faith pledging to continue to impact, influence, and inspire?

ALL: Today, I commit before God and my sisters to lift United Women in Faith as our new identity in this important time.

Leader 2: Let us pray:

God of challenge, God of grace, God of commitment and courage, we ask you now to give us strength. Infuse us with energy for the faith journey ahead. Let the waters of wisdom and deep insight flow from our hearts and our minds. Help us to listen more, and judge less. Help us to nurture more and admonish less. Help us act more and wait less. Help us to open our doors wide to all who believe that women, children, and youth are still most helped when we connect all humanity equally ... to all who believe that our earth is your gift to care for ... to all who believe that putting our love into action can change the world. We are ready, God, ready for the task before us, ready to be blessed by your spirit and to bless each other as the body of Christ. And let the people say:

ALL: Amen.

ADDITIONAL SEGMENTS

Jurisdiction Events 2024 and Assembly 2026 Announcement

This approximately 6-minute segment highlights our current jurisdiction presidents announcing the theme, scripture, and locations for our 2024 jurisdiction events. They also announce the location and dates of the next Assembly.

Building Our Legacy

This short segment shares the "Building Our Legacy" video that describes the four different ways we can give to build the future of our organization. It is rebranded with our new name and logo.

Global Women Leaders

This segment highlights two global women leaders from Africa who speak about the positive impact that United Women in Faith's giving has had on their communities, while also training and nurturing their roles as leaders. It lasts approximately 6 minutes.



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