

HELP US GROW



Introducing Help Us Grow

Step 1

Our Current situation

Membership is currently in decline and members in some cases are finding it hard to stay relevant and current. New members are joining Mothers' Union but at a slower rate than the numbers we are losing.

Back to basics

Why is membership unique and important?

Mothers' Union is a membership based organisation. The charitable work of the organisation is actively carried out by its members. Without members there would not be Mothers' Union. Mothers' Union's governance, leadership and programmes are driven by and undertaken through members within their communities worldwide. The more Mothers' Union grows, the more we can make a positive impact in society to help support parents and families.

Members' vision is of a world where God's love is shown through loving, respectful, and flourishing relationships.

Members' mission is to show their Christian faith by the transformation of communities worldwide. They promote stable marriage, family life and the protection of children.

Spirituality of Membership

– the importance and uniqueness of the faith to membership.

A shared faith in Christ underpins the work of Mothers' Union at all levels. The faith of members enables them to:-

- express and develop their relationship with God and the rest of the world
- to discern their God-given gifts
- to maintain a worldwide fellowship of prayer, worship, service and Bible study.

Members do this by:

- worship and prayer support, building a sacramental, global community
- creative engagement with scripture
- articulating their faith through spiritual and theological reflection
- applying Gospel values to everyday situations
- understanding how God has called them to use their God given gifts.

Mothers' Union specifically creates a space for members to explore and express their spirituality, both individually and collectively. Mothers' Union is a distinctly lay-led organisation underpinned by the concept of Christian service.

Mothers' Union is well connected worldwide. Nevertheless it needs to reflect further on how to reach Christians who do not understand or see the benefits of joining Mothers' Union. This is a great challenge, but one we cannot avoid because if Mothers' Union is not supported within its own Christian framework, we cannot expect it to be supported externally.

Part of our spiritual identity comes from our making room for others and of our being inclusive not exclusive. Therefore welcoming and including newcomers into the life of Mothers' Union is one of the key ways we monitor how effective we are as an organisation. We say we want to help all age groups to belong, contribute and be nurtured in their faith; we want to encourage enquirers to explore and experience faith in Christ. We say that we recognise diversities arising from social, cultural and ethnic spectrums and we stay open to the learning in them. Therefore it is vital that we really do live this as a key part of what it is to be a Mothers' Union member.

This year's theme ties in with the Seeds We Sow theme and Help Us Grow. These resources can be used on their own or in conjunction with the Help Us Grow resources.

What we are trying to achieve with the campaign?

We have established that growth is a key and vital part of the core of who Mothers' Union is. So with this campaign we are giving every diocese, branch and member the tools to think about what it is they are called to do and be as a member, branch or diocese. How they can reach out and continue the work of Mothers' Union by inviting more people to join.

Initially we have produced the following resources to support this campaign.

Step 1

Introducing Help Us Grow

Aim

- Introduce the Help Us Grow campaign to the members in your diocese or branch.
- Explain the need of the campaign and the need for new members. As shown above.
- Inspire members to take it a step further and invite people into Mothers' Union.

Resources: for Step 1 Introducing Help Us Grow

- Introducing Help Us Grow Step 1 (this document)
- Introducing Help Us Grow PowerPoint and speakers notes

To be used by:

- Speakers
- Training Officers
- Diocesan Presidents
- Branch leaders

Audience for the presentation

Mothers' Union members - it may need to be presented at a branch leader training event and then the branch leaders will take the presentation and use it in their branch.

To be used at:

- Diocesan training events
- Diocesan AGMs
- Deanery meetings
- Branch meetings

The purpose of this presentation is to

- Remind existing Mothers' Union members who Mothers' Union is and why the work of Mothers' Union and its members is so very important.
- To show the vision of Mothers' Union – praying, campaigning and enabling.
- To introduce the Help Us Grow campaign to encourage members to think about how they can be part of helping Mothers' Union to grow.

This presentation includes notes with the slides. It is divided into three sections:

1 – Setting the scene – Who Mothers' Union is and the vision of praying, campaigning and enabling. *This section can be removed depending on the audience.* Timings – Allow 10 minutes

2 – Examples of inspiring members. Timings – Allow 5 minutes

3 – Introducing Help Us Grow which explains the campaign. Timings – Allow 10 minutes

Step 2

Getting to grips with Help Us Grow

Resources for Step 2 Getting to grips with Help Us Grow

- Getting to grips with Help Us Grow: ideas for your branch
- Introducing Help Us Grow PowerPoint and speakers notes
- Mothers' Union South Africa DVD – Introducing Help Us Grow to members
- Help Us Grow Leaflet

A Branch pack to provide resources for branches to have a branch meeting or several branch meetings to think through how they will go about inviting new members. Thinking through the implications of having new members and what it means for them. This would then link with Inspired. This step has been divided into three sections that can become outlines for three branch meetings

The Branch Leader can use the [Introducing Help Us Grow – Step 1](#) material to introduce the campaign before taking it further. This includes outlines for three potential branch meetings but could be used at one. Not all of the resources need to be used if there isn't enough time.

Outline of proposed branch meetings

See [Getting to grips with Help Us Grow: ideas for your branch – Step 2](#) for more detail of how to use the resources.

This will be an introductory session with the branch that will introduce the Help Us Grow campaign and get members thinking about the need for growth and how they will go about it.

Recommended Resources for session one

- Getting to grips with Help Us Grow: ideas for your branch
- Introducing Help Us Grow PowerPoint and speakers notes
- Mothers' Union South Africa DVD – Introducing Help Us Grow to members
- Help Us Grow Leaflet

Session two: Help us grow – what gifts do we bring?

This will include helping branch members to reflect on their role as members

Recommended resources for session two

- Getting to grips with Help Us Grow: ideas for your branch
- Guide to Mothers' Union

Session three: Seeds to nourish, seeds to flourish Thinking through whether the branch is ready, who you want to reach and how you are going to do it.

Recommended resources for session three

- Getting to grips with Help Us Grow: ideas for your branch
- Guide to Mothers' Union
- See Step 3 resources

Step 3

Sowing a seed to flourish: Running a Help Us Grow event

Your plans for Step 3 will come out of the discussions you had together as a branch in session three of [Getting to grips with Help Us Grow – Step 2](#). Included in this pack are resources for your branches or diocese to enhance your event and help you promote Mothers' Union. The resources include full notes for branch leaders, an introductory Mothers' Union PowerPoint presentation with background notes explaining the work of Mothers' Union which can be run as a loop to music or can be used as a presentation explaining the work of Mothers' Union, and other resources designed to make the event a success.

Resources for Step 3 Running a Help Us Grow event

- Sowing a seed to flourish: Running a Help Us Grow event Branch leader notes
- Introducing Mothers' Union PowerPoint "MUis..."
- Instructions for using "MUis..." as a loop or as a talk.
- The Seeds We Sow Flourish booklet (enough for each guest)
- Mothers' Union South Africa DVD – Introducing Mothers' Union to new members full length and short version
- Guide to Mothers' Union
- Invitation poster

Full list of resources	Step used in	Format	CD Rom	Print out	DVD	On web site
Introducing Help Us Grow (this document)	Step 1	pdf	CD Rom	Print out		Yes
Introducing Help Us Grow PowerPoint and speakers notes	Step 1 (also Step 2 Session 1)	Power Point	CD Rom			
Getting to Grips with Help Us Grow: Ideas for your branch	Step 2	pdf	CD Rom	Print out		Yes
Mothers' Union South Africa DVD - Introducing Help Us Grow to members	Step 2 - Session 1				DVD	
Help Us Grow Leaflet	Step 2 - Session 1, 2 and 3	Leaflet				
Sowing a seed to flourish: Running a Help Us Grow event branch leader notes	Step 3	pdf	CD Rom	Print out		Yes
Introducing Mothers' Union PowerPoint "MUis..."	Step 3	Power Point	CD Rom			
Instructions for Using "Muis.." as a loop or as a talk	Step 3	PDF	CD Rom	Print out		Yes
Mothers' Union South Africa DVD - Introducing Help Us Grow to new members full and short version	Step 3				DVD	
Guide to Mothers' Union	Step 3 (also Step 2 - Session 2)	Leaflet pdf	CD Rom	Print out		Yes
Invitation Poster	Step 3	pdf	CD Rom	Print out		Yes
The Seeds We Sow Flourish	Step 3	Leaflet				
2013 Theme resources The Seeds We Sow...	Can be used with Step 2 or 3 or on their own.	Word	CD Rom			