

5. Promote Unitarian Universalism and our shared values in the world.

Unitarian Universalism changes and saves lives by offering meaning, purpose, ritual, practice, and connection, and we want more people to have access to it. We get over our fear of being imperfect, and take the risk to talk about our love for our freely-chosen faith. With humble courage, we tell the story of our relationship with Unitarian Universalism, and share its deep joy, shared values, and community. We let go of our assumptions about who might be transformed by our faith, and allow our stories to attract the people who need it. We promote Unitarian Universalism more broadly in all of Milwaukee, *building awareness of Unitarian Universalism, our church, and our values.* This creates more opportunities to *increase membership and grow in diversity, embodying the whole of humanity.* We attract more people to our faith, which builds our shared power to transform lives, live out our values, and make change in the world.

Proposed Measures:

- **Our members share their UU elevator speech**, which includes how UUism has changed their lives
- **We share our beliefs** with each other and people outside our congregation
- **Congregational Survey**
- **Our visitor numbers increase**
- **Our social media connections and engagement increase**

6. Open ourselves to wonder, making ourselves vulnerable and available to find meaning, inspiration, and transformation.

Our faith teaches us that revelation is not sealed, rather, discovering truth and making meaning is ongoing. We believe we can grow for as long as our journey continues.

To learn and grow, we have to be willing to question what we know now, admit we don't know everything, and be curious and open to doubt. We engage our minds in the process of wondering about the world, ourselves, and our viewpoints. When we open up to new ideas and experiences, what we know and even who we are might change, which is risky. We trust the process of meaning-making, ourselves, our worship leaders, our fellow members, and the worshiping community, choosing to open ourselves to inspiration, wonder, awe, and mystery.

The ritual of worship provides a safe container for letting go and surrendering to the journey. However, worship is not a consumer product; rather, transformation is the work of the people that emerges from the worship experience. Worship is a participatory process that includes the dialogue between the worship leaders and the participants, as well as in the relationships of the participants to each other, themselves, and the holy.

For transformation to happen, we have to choose to be open to it. We prepare by arriving and settling in to wholeness. We are willing to allow our shell to crack, and discover the tenderness of being moved. Together, we find hope and renewed energy to face another week. We open our spirits to

buoyancy and the inspiration to make our lives new. We find the inspiration to act, and discover a path to making a positive difference in the world.

We make our stories available to each other as tools for transformation. We listen deeply to one another's stories, and wonder how they might affect our understanding of our own story.

- **Congregational survey**
- **Spirit Map** / transformation index?
- **Our members attend worship services irrespective of topic and leaders, open to what might happen**
- **Worship attendance numbers increase and are more consistent**
- **Feedback**
- **Evaluations** in Lifespan Religious Education

7. Create communal experiences celebrating our interconnectedness.

People long to belong to something larger than themselves, and choose to meet that need through experiencing interconnection and community at First Church.

Our relationships hold the body of community together and develop our communal identity. We put energy into different sizes of community experiences, creating pathways to intimate friendships, small groups, larger affinity groups, and full-church events. The primary agenda is to connect, and celebrate the joy of that connection. We honor the community and each other, and have fun together, re-creating ourselves in social space.

People experience community and interconnection in worship: singing, listening, making meaning, and experiencing transformation together in the shared body of community. Through rites of passage, such as child dedications, religious education graduations, weddings, and memorial services, we celebrate our interconnectedness with our loved ones, families of all kinds, and chosen community. We show up for one another's rites of passage, and witness each other through the unfolding stages of life.

- **Congregational Survey**
- **Social events:** number of events and attendance / participation in them; number of member-led events
- **Rites of passage:** number of rites of passage and attendance at them
- **Laughter; decibel level during coffee hour**

8. Create accessible, courageous, and innovative welcome to people who might find a sense of belonging and a spiritual home with us.

For new people to have access to this life-changing faith, they need to feel welcome. We welcome people of all genders, sexualities, ages, races, ethnicities, histories, and bodies here. We fully welcome their whole person—all they are bringing with them, and all their heart longs to set down. Welcome as a practice orients us powerfully towards the world. We cultivate a generosity of spirit, anticipating

the joy of welcome, both received and given. This transforms our culture on an individual and communal level.

We create accessible welcome. People can find First Church, *in print communications*, online, and when they visit our building. People of diverse ages, races, ethnicities and abilities can access our worship and community.

We create courageous welcome. We are willing to change our culture and worship to be more inclusive, because we value, develop, and celebrate authentic connections across difference (see End #1 interpretation). We are willing to be uncomfortable sometimes in order for more people to feel included in worship and congregational life. We stretch to include diversity in our worship material, religious education, and spiritual development.

We have the courage to risk opening our hearts in welcoming new people, making ourselves vulnerable and available to authentic connection. We are personally invested in relationships with new people.

We create innovative welcome. We embrace new technologies that reach beyond our usual boundaries and make our worship and community accessible and welcoming to more people. We experiment with new ways of doing worship, religious education, and community, which will appeal to and serve new demographics and people, such as college students and young adults; people of color; and “spiritual but not religious” people. *We intentionally reach out to these communities.*

- **Congregational Survey**
- **Number of Visitors increase** to worship, forum, programs, rites of passage
- **Visitor demographics broaden**, more people of color and young adults visit and join
- **Visitors find us through a variety of pathways:** *First Church events; word of mouth; our website; social media; relationships*
- **Social Media** connections and engagement increase
- **Accessibility Audit** (UUA tool)
- **Welcoming Audit** (UUA tool)