



United
Women
in Faith

Unstoppable Campaign Toolkit

November 2025

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Our 2025-2029 Vision for Growth

By 2029, we will:

- Grow our membership beyond 500,000 members
- Generate \$10+ million/year in gifts
- Meet and/or exceed \$60 million Legacy Endowment Fund goal

Unstoppable Campaign Goals

- Create a compelling phased four-year campaign to support membership and giving growth
- Expand membership: 30K increase in year 1, 200K+ over four years, scalable growth model
- Use digital and local channels to amplify programming and drive participation
- Communicate the value of becoming a member
- Attract and excite new audiences (30 – 55 for digital audiences, 59+ for local audiences)
- Create emotional connections with audiences so they see themselves in United Women in Faith
- Connect through key engagement points (Assembly, UWFaith digital, Soul Care, website, Mission u events, social media, leadership and social justice priorities, etc.)
- Leverage existing assets and create new resources to connect with target audiences
- Capture proof points and real stories from campaign outcomes

Unstoppable

Women are tired—tired of injustice, burnout, division, and being told we can't make a difference. But tired doesn't mean defeated. When women come together in faith, fueled by purpose, and a deep sense of commitment for our community we become something else entirely: **unstoppable**.

United Women in Faith isn't just an organization, we're a powerful movement. We're spiritual, fired up, and never satisfied sitting on the sidelines. We're showing up for one another in bold life-changing ways.

Unstoppable

Headline Ideas:

- We're fired up. We're unstoppable.
- Faith. Love. Action. Unleashed.
- Join the movement. Be unstoppable.
- What the world needs?
Women like you.
- Stronger together. Always.
- Real women. Real faith.
Real community.
- You don't have to have it all
together to be unstoppable.
- You belong here.

Hashtag Ideas:

- #UnstoppableUWFaith
- #BoldTogether
- #PowerInFaith
- #StrengthInNumbers



Examples

Toolkit Examples

This toolkit provides examples of visuals and language of our new Unstoppable Campaign to equip you to help grow United Women in Faith.

However, as a campaign, our efforts will need to be customized and evolve over time to meet the needs of our audiences. Here are a few tips to keep in mind as you create your own tools for the campaign:

- **Consider your audience.** Think about who is receiving your communication and what will best resonate. Refer to our Brand Guidelines and Excite & Invite booklet for more guidance on audience personas and messages.
- **Plan your channel.** Consider where you plan to reach new people and then develop language and appropriate assets to fit. Again, reference the Brand Guidelines for tips on best practices for different communication channels.
- **Make an ask.** Don't forget to include an appropriate call to action. For most new audiences, this might be something simple, like join us for a fun event. Don't overwhelm potential new members or ask too much too soon. Do make it clear and easy to be part of our sisterhood.
- **Keep it real.** Include personal stories, real photos, and approachable language.

Posters



Banners

Love in action is
UNSTOPPABLE



United
Women
in Faith



UNSTOPPABLE

Social Posts



Know what the world needs?

More women leaders. More women solving problems. More love in action.

More women like you. Let's find more women like us. Join the movement.

#UnstoppableUWFaith #BoldTogether



We're more than a group. We're a growing movement—united in purpose, faith, and fierce love for the world.

You're not alone. You're just not plugged in yet.

Join us. Be unstoppable.

#FaithInAction #UnstoppableUWFaith
#BoldTogether



Drop a 🙌 if this sounds like your kind of community.

#UnstoppableUWFaith #UWFaith
#BoldTogether #JoinUs

Social Ads—Moms



You're balancing a lot. We get it.
United Women in Faith is here to offer
connection, purpose, and a real place
to belong—no perfection required.

#UnstoppableUWFaith
#YouBelongHere
#RealWomenRealFaith

Become a member.

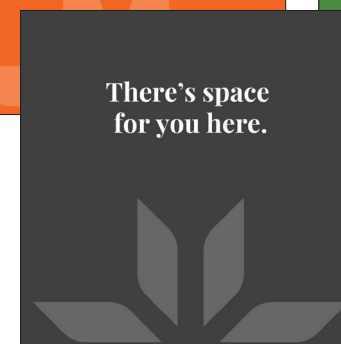
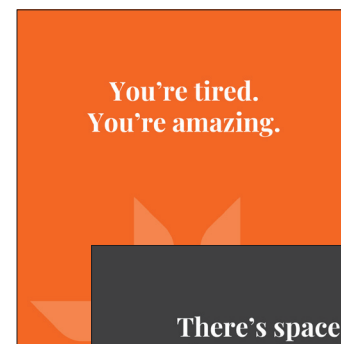
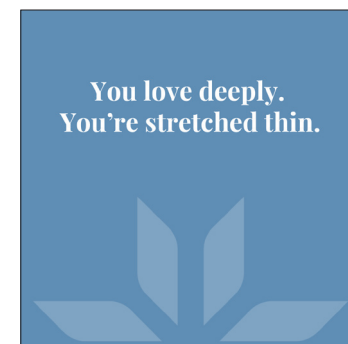
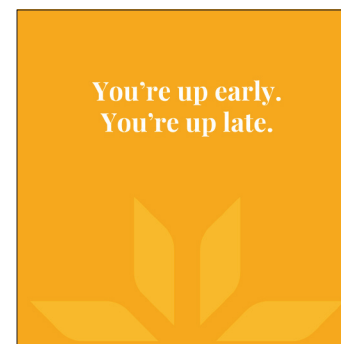


We see the diapers, deadlines, and
dishes, but we also see your strength.

United Women in Faith is a space to
breathe, connect, and be seen.

#UnstoppableUWFaith
#YouBelongHere
#RealWomenRealFaith

Join the movement.



Motherhood is holy, messy work.

Let's do it together with faith, sisterhood,
and purpose. United Women in Faith
invites you to join us.

#UnstoppableUWFaith
#YouBelongHere #FaithForMothers

Social Ads—Moms



You've nurtured others for years—now it's your turn.

At United Women in Faith, we believe every season of life is sacred.

💖 Join a sisterhood where your faith has room to flourish.

#UnstoppableUWFaith #PowerInFaith
#StrengthInNumbers

👉 uwfaith.org/get-involved/become-a-member



You've seen the world change—and you've changed it, too.

With United Women in Faith, you can put your faith into bold, loving action alongside women who care deeply and act courageously.

There's a place for your wisdom, voice, and spirit here.

#UnstoppableUWFaith
#WomenofWisdom #FaithFiredUp

Join the movement.

Social Ads—Career Women



You're leading with heart. United Women in Faith is a national sisterhood helping women of faith build each other up—and build a better world.

#UnstoppableUWFaith #FaithFiredUp
#BoldTogether

Join the movement.



You're already making moves at work. Imagine what we can do together?

At United Women in Faith, professional women find more than networking. We find purpose, sisterhood, and ways to act boldly for the world we want to build.

#UnstoppableUWFaith #FaithFiredUp
#BoldTogether



You don't need another Zoom call.

You need community. You need purpose. You need rest.

United Women in Faith gives ambitious women space to breathe and a place to belong.

#UnstoppableUWFaith #PowerInFaith
#StrengthInNumbers

Become a member.

Social Ads—Members Who Recruit



United Women in Faith is more than a group—it's a growing movement of faith-fueled women showing up and changing the world.

Be part of it.



So many women ask me why I'm still involved.

Here's the truth: because it gives me real friendship, soul care, and a place to act on what matters most.

You don't have to be perfect. You just have to show up.

Tag someone who might want to come with you. 🙌❤️

#ThisIsReal #UnstoppableUWFaith
#JoinUs #YouBelongHere

Social Ads—General



You don't have to have it all together.
You don't have to be super spiritual.
You don't even have to know what
you're looking for.
You just need a heart for purpose.
That's enough. That's real.

#JoinTheMovement
#UWFaith #YouBelongHere
#RealWomenRealFaith
#UnstoppableUWFaith



When we show up for the planet, we
show up for future generations.

Because love doesn't sit on the
sidelines.

Join the movement that's putting faith
into action.

#JoinTheMovement #UWFaith
#YouBelongHere #EarthDayEveryDay

Promotional Slugs on Brochures and Emails



United Methodist Women is now United Women in Faith. We've taken a new name to better reflect how we answer our calling today, as we commit to even greater inclusivity, activism, and impact. Yet we remain women of passion and power, united by God's love in our mission to help women, children, and youth.

uwfaith.org



United
Women
in Faith

BE PART OF SOMETHING
UNSTOPPABLE

Join us: uwfaith.org/get-involved/



#UnstoppableUWFaith and can make a difference for women, children, and youth!

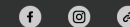
This isn't just a group.
It's a movement.

BE PART OF SOMETHING
UNSTOPPABLE

Join us

Share with friends.

 Share  Forward



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Event Flyers



United
Women
in Faith

Power Moves & Purpose

An afternoon of basketball, boldness, and belonging

Join United Women in Faith for a day that's about more than basketball. It's about connection, community, and living with purpose during the day-to-day hustle.

You don't need more meetings. You need more meaning.

Meet women who care about justice, faith, and showing up for each other in bold, life-changing ways.

Sunday, July 13, 2025
2:30 pm EST

Barclays Center
620 Atlantic Ave.
Brooklyn, NY

Here's what's in play:

- 🎯 Connect with women who lead with intention
- 👉 Stop by the UWFaith booth and network with **CEO Sally Vonner**
- 🏀 Experience a powerful **on-court moment** at 2:30 PM EST
- 👕 Have a chance to get a UWFaith t-shirt and show you're part of the movement

A portion of each ticket sale will support the mission of United Women in Faith. Join our numbers because together we're #UnstoppableUWFaith and can make a difference for women, children, and youth!

JOIN US AND BECOME
UNSTOPPABLE

Purchase your ticket or sponsor a youth to attend: bit.ly/UWFaith-Liberty



United
Women
in Faith

Women of Purpose

A game day for moms who do it all

Come take a well-deserved break with other moms who get it. United Women in Faith invites you to a game day that's more than just basketball. It's a breath of fresh air, a moment of connection, and a reminder that you are not alone.

You don't have to have it all together to join us.

You just have to show up for a day with Real women. Real faith. Real community.

Sunday, July 13, 2025
2:30 pm EST

Barclays Center
620 Atlantic Ave.
Brooklyn, NY

Here's what's in play:

- 🎯 Family-friendly vibes and women-led energy
- 👉 Meet other moms, make connections, and swing by the UWFaith booth to **meet CEO Sally Vonner**
- 🏀 Cheer during our on-court celebration of faith and action
- 👕 Have a chance to get a UWFaith t-shirt and show you're part of the movement

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Event Flyers

Unstoppable Peace



United
Women
in Faith



Soul Care Yoga in the Park: A gathering for women who need to exhale

You lead. You hustle. You give.
Now it's your turn to breathe.

Join **United Women in Faith** for a **Soul Care session in nature** during a morning of gentle yoga and meaningful connection designed for career women who do it all...and need a moment to pause.

**Saturday, August 17, 2025
9:00-10:30 am**

Central Green Park

**Bring your mat, water bottle,
and an open heart.**

What to expect:

- 🧘 Gentle yoga led by a certified instructor
- 🎧 Soul-centering playlist
- 🙏 Short reflection and breath prayer
- 👯 Time to connect with other unstoppable women
- 📖 Free Soul Care kit for the first 20 attendees
- 🗣️ Learn how to join a movement of women living their faith with boldness and purpose

We're not just a group. We're a movement.
Join us. Be UNSTOPPABLE.

JOIN US AND BECOME
UNSTOPPABLE

RSVP or learn more:
uwfaith.org/soulcare



Paws and Prayers



United
Women
in Faith



Soul Care With Puppies and Meditation

A time-out for moms who
give everything and need
a moment for themselves.

You juggle everything and sometimes
forget yourself in the process. It's time
to press pause.

Join United Women in Faith for a relaxed
Soul Care session designed just for you:
gentle guided meditation + joyful puppy
cuddles + a few laughs with women who get it.

**Saturday, August 17, 2025
9:00-10:30 am**

Central Green Park

**Come as you are. Puppy snuggle
guaranteed. Peace encouraged.**

What to expect:

- 🐶 Therapy puppies for cuddling and calming
- 🕒 5-minute meditations for tired hearts
- 🗣️ Connection time with other unstoppable moms
- 📖 Free Soul Care kits with a prayer card, herbal tea, and mini essential oil roller


This isn't just a cute event. It's your reminder:
you matter too. **Soul Care isn't selfish.
It's sacred.**

JOIN US AND BECOME
UNSTOPPABLE


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uwfaith.org/soulcare



Emails



United Women in Faith



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Purchase your ticket or sponsor a youth to attend:


Sign up now




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Share with friends.

 Share

 Forward






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Emails

 United Women in Faith

Paws and Prayers



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RSVP or learn more:


[Sign up now](#)



JOIN US AND BECOME
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Share with friends.

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Emails



United
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in Faith

Want to help us grow?



Here's How to Invite Others In

Hi [Name],

We're building something beautiful together at United Women in Faith and sharing it is one of the most meaningful things we can do. So we invite *you*, to invite someone in.

We know that can feel intimidating. But here's the truth: **you don't need the perfect words—you just need your story.**

Here are some simple, authentic ways you can help us welcome new women into the movement:

Find the Right Moment

Recruiting doesn't have to be formal. Some of the best times to invite someone in are:

- After you volunteer together at a community event
- When you're catching up after a PTA meeting or a kids' activity or sporting event
- After someone shares that they're looking for connection or meaning
- When someone admires your energy or commitment—let them in on your "why"

Host a Casual Get-Together

You don't have to do it alone. Invite a few women over for:

- A house party or coffee night
- A Soul Care session (we have ideas and resources to help!)
- A "bring a friend" meet-up at your next event

Let the gathering speak for itself. Keep it real, relaxed, and warm.

Send a Personal Note

A quick text, DM, or email that says, "Hey, I thought of you when I was with my UWFaith group. Want to come with me next time?" can open the door in powerful ways.

Share What This Means to You

People connect to stories, not pitches. Share what being part of United Women in Faith has brought into your life—whether it's sisterhood, purpose, rest, or action.

Because what we're doing matters. And we're just getting started.


Let's be Unstoppable, together.

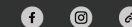
Who are you going to invite in?

TOGETHER, WE ARE
UNSTOPPABLE

Invite a friend now

Share with friends.

 Share  Forward



Recruitment Email Example

Subject: Let's Be Unstoppable Together

Text:

Hi [Friend's Name],

I want to tell you about something that means so much to me.

United Women in Faith isn't just another group, it's a movement of women showing up with love, purpose, and action. We're spiritual, bold, and ready to make a difference in the world—and each other's lives.

We call it being unstoppable, not because we never get tired (we do!), but because we don't give up. We believe in the power of women coming together through faith to create real change. Real change for ourselves, our communities, and for future generations.

You don't have to have it all together to join us. You don't need all the answers. You just need a heart that cares.

Whether you're looking for soul care, sisterhood, or a way to live your faith with meaning, I'd love for you to join us.

I'd love to invite you to [insert an event] or just to talk more. I think this could be just what you didn't know you needed.

Learn more or become a member here: [insert link]

Can't wait to share more,

[Your Name]