

Connect, Grow, Reach: Helping Women find their Identity in Christ



Our Journey

- We made a commitment to intentionally relook at everything.
 - Nothing from our past ministry sacred.
- More than we looked back to evaluate, we looked forward to:
 - what was needed in the coming year.
 - what God was doing at CTK, in our community, etc.
 - how we could get women who come on Sunday to take the next step in going deeper
 - Where are they plugged in now? Why not? (cupcake, been burned)
- We built ownership as a way to smooth out the transition.
 - Met with key leaders to share our ideas and get their input.
 - Kick-off breakfast to build momentum.
 - Word of mouth of marketing.

What we Learned

- Women are more alike than they're different.
- Every woman has a story and it matters.
- Instead of dividing & serving women by their demographics or their topical interests (marriage, parenting, etc.), we want to gauge their understanding of their identity in Christ.
- A biblical understanding of who Christ is & who he says we are will impact other areas in our life.

Prioritizing Opportunities

- We don't have the resources to do a lot of things well, so what do we want to invest in:
 - Will women learn more about their identity in Christ?
 - Is this an opportunity for transparency?
 - Does this highlight women's differences or similarities in Christ?

	CONNECT	GROW	REACH
MINISTRY LEVEL	<ul style="list-style-type: none"> ▪ Small group prayer & discussion ▪ Model & reinforce transparency 	<ul style="list-style-type: none"> ▪ Spiritual Triage ▪ Encourage fluidity 	<ul style="list-style-type: none"> ▪ Internal outreach
INDIVIDUAL LEVEL	<ul style="list-style-type: none"> ▪ Unscripted time for fellowship 	<ul style="list-style-type: none"> ▪ Choose next class by what your next step is for deeper growth 	<ul style="list-style-type: none"> ▪ Outreach ▪ Mentoring

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Sample Mission Statement: To create a safe place for women to experience authentic Christian relationships so that they may encounter the joy of salvation and learn to lead a purposeful life of discipleship.

Sample Vision: Engaging women who are learning who they are in Christ and are actively bringing Christ into every aspect of their lives.

Sample Newsletter: another way to personalize "connect, grow, reach."



[womens vision](#) | [upcoming events](#) | [current classes](#) | [upcoming classes](#) | [womens small groups](#)

don't miss this!

Popcorn & Movie Night.

Come watch *One Night with the King*. [Click here](#) for details...



Dear Wendy,

In effort to stay connected with you - welcome to the first of our bi-monthly Women's Ministry newsletters.

The mission statement for our CTK Women's Ministry describes our intent to create a safe place for women to experience authentic Christian relationships. We see this ministry as a way to engage women that are learning who they are in Christ and are actively bringing Christ into every aspect of their lives.

But what does this really look like? We have three focal points: Connect, Grow, Reach. Over the next few months we will unpack these with you through our newsletters. This month let's talk about the word *connect*.

CONNECT (Original 1828 Webster's Definition)

1. To knit or link together; to tie or fasten together, as by something intervening, or by weaving, winding or twining. To join, unite or cohere; to have a close relation.

THE NUDGE:

A Gentle push toward the image of God

Love Letters

February, the month of love...

One day of the year, February 14th, is set aside to express love for special people in our lives. Many of us send cards, buy gifts or share an evening out with that special someone. It is a holiday made famous by a martyred saint, but hopefully it's a year round celebration we all could benefit from.

I recently began reading *Love You, Ronnie*. It's a compilation of letters Ronald Reagan wrote to Nancy Reagan. It's amazing to think he wrote her notes expressing his love for her throughout their many years together even during the White House years and beyond.