

What Women Want Women's Ministry Leaders to Know

Themes & Action Points	Recommended Resources
<p>1. The majority of women in our churches are not involved in women's ministry. If the sampling for this survey is representative, the overwhelming majority of women in evangelical churches do not attend their church's women's ministry. In light of the biblical mandate for comprehensive ministry to women to prepare them for life, this should be alarming. <i>Recruitment needs to be a top priority.</i></p> <p>2. Personal invitations matter in a huge way! 70%+ of both non-participants and participants in women's ministry were introduced to women's ministry by personal invitation. For the non-participants, 77.4% of those women went to at least one meeting. For the non-participants, only 40% of those who did not receive a personal invitation actually attended at least one meeting.</p> <p>Emails, texting, and voicemails are a great convenience when absolutely necessary, but they have dulled us to the importance of the human touch. There is no substitute for a face-to-face encounter with a fellow sister. Why not make next month special by personally speaking with at least one lady in your church each Sunday who is not involved in the women's ministry? A personal invitation, followed up by a phone call may do wonders for your ministry.</p> <p>3. Scheduling is a big determinant for whether women will attend women's ministry meetings. Both groups, participants as well as non-participants, seem to be clear that scheduling plays a major role in whether women will be able to attend ministry meetings or not. Surveys can help determine which days and times will be more conducive for meetings.</p>	<p>Chris Adams, "Involving the Uninvolved in Your Women's Ministry" http://blog.lifeway.com/womenallaccess/2011/05/09/involving-the-uninvolved-in-your-womens-ministry/</p> <p>Michael C. Mack, "How to Get Busy People to Show Up" http://christianstandard.com/2013/04/how-do-we-get-busy-people-to-show-up/</p> <p>CTI: "Fresh Ideas for Women's Ministry" http://www.themcmakens.com/wp-content/uploads/2011/06/gfl_womens-ministry.pdf</p> <p>Mary Kassian, "Women's Ministry Tips" http://www.girlsgonewise.com/womens-ministry-tips/</p> <p>Julie Bettencourt, "Women's Ministry, Is it Really Dead?" http://www.juliabettencourt.com/articles/wmisitdead.html</p> <p>Julie Bettencourt, "Tips to Revitalize a Women's Ministry" http://www.juliabettencourt.com/articles/revitalizingtips.html</p> <p>Julie Bettencourt, "Women's Ministry Survey Form" http://www.juliabettencourt.com/printables/ministryforms.html</p>

<p>4. Single women/young women are an untapped ministry area. Ministry leaders ranked “support for singles” highest with respect to ministry effectiveness. This result may explain why “singles” ministry does not register higher in the weakness area. However, for non-participants ministry to singles ranks very high. This signals a disconnect between women’s ministry leaders and those in their churches.</p> <p>Single women are not really on the radar for most women’s ministries, but they desperately want to be mentored and ministered to.</p> <p>Why not designate a month as “Each One–Reach One”; every women’s ministry participant can speak personally with a young woman in your church and extend an invitation. Maybe over brunch you can get to know her and learn what her interests are. You might find out that she’s interested in being mentored.</p>	<p>Pam Lau, “To Christian Women Under 40 – We’re Sorry” http://www.christianitytoday.com/women/2013/august/to-christian-women-under-40-were-sorry.html</p> <p>Audrey Barrick, “Survey: Reasons Why Young Adults Quit Church” http://www.christianpost.com/news/survey-reasons-why-young-adults-quit-church-28813/</p>
<p>5. Women hunger for meaningful relationships. While both groups expressed an appreciation and need for fellowship, it is clear that fellowship needs to be structured to allow for deep connections. One of the women’s ministry participants spoke volumes when she said, “I’m lonely.” Perhaps many of the women in our ministries share this same sentiment.</p> <p>Most women are extremely busy and time is at a premium. For these women there must be value added to fellowship events and meetings.</p>	<p>ABW: “Ideas for Women’s Ministries” http://www.abwministries.org/resources/resource.cfm?ResourceID=877</p>
<p>6. Women need/want deeper study of the Word. Both groups identified a key need as Bible study and dealing with real-life issues. For those groups that are doing Bible studies well, it’s important to make the connection from the Word to life, helping women deal with hurts and pain. Great effort should be taken to provide a “safe place” for women to share their struggles and get help in dealing with them.</p> <p>Women’s ministries that feel ill-equipped to handle the real-life issues that may present themselves might consider inviting a Christian counselor to attend a special meeting to address these issues.</p>	<p>Keli B. Trujillo, “Bored with Bible Study?” http://www.todayschristianwoman.com/articles/2013/august/bored-with-bible-study.html</p>