



Women's Ministries
New Model Program Design

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Marketing Contacts:

- Bulk mailings to community target areas
- News paper articles
- Public service radio broadcasting
- Community child care centers
- Schools
- Salvation Army Community Ministry services contacts
- Word of mouth

*...that image The Salvation
Army as a welcoming
home for the entire
community*

- The place in town that cares about the social needs of the entire community
- The hub of family support
- The community center that specializes in quality programs designed to enrich the lives of women, and children
- The gathering place where social, intellectual, emotional, and practical concerns can be explored in a supportive environment

- The spiritual home base for the non-church member, where Salvation Army Officers are viewed as chaplains for the community at large

Women's Ministries Presenting a Workable Plan!

This plan introduces a new model program design that promises to be cost effective, while conserving time and energy for busy women in a New Century environment.

The design addresses courses of action that will lead corps through a process that will produce high-quality relevant and holistic program planning, with a focus on the efficient use of time for officer, local leader, and participant, while also deploying resources judiciously:

- Recruiting new leaders
- Attracting new participants from the community
- Addressing the diverse interests and needs of women
- Revitalizing established Women's Ministries Outreach Groups
- Initiating a Women's Ministries program where none exists
- Strengthening corps officer women in their role as Women's Ministries Coordinator and Program Developer
- Offering an effective use of resources
 - Human resources
 - Financial resources
 - Physical resources
 - Time management
- Providing a self-sustaining program design that targets new people, and develops new leaders in an ongoing manner.

As this design is faithfully implemented, it will produce effective outcomes:

- Win women for Christ
- Encourage spiritual growth, and provide Christian fellowship

- Promote a purposeful life
- Enrich the home, the community, the nation, and the world
- Recruit soldiers and link families to the fellowship of believers

Overview of Program Concepts

Concept One—Strengthening the role of the officer

woman

- Women's Ministries Coordinator
- Women's Ministries Program Developer
- Women's Ministries Spiritual Leader (*Chaplain at large for women in the community*)
- Women's Ministries Leadership Recruitment
- Women's Ministries Leadership Training

Concept Two—Innovative leadership recruitment

- Selectively identifying & recruiting capable leaders from the entire community
- Recruiting capable leaders from the corps

Concept Three—A focused strategy for attracting new

Women's Ministries participants from the community

- Offering well publicized and professional level educational seminars addressing key needs of community women
- Developing a relationship of trust with community women
- Establishing the Salvation Army center as gathering place where social, intellectual, emotional, and practical concerns can be explored in a supportive environment
- Maintaining a data base of contacts for phone contacts and mailings
- Determining a list of critical interests and needs of community women
- Planning Women's Ministries groups to meet specific interests and needs
- Inviting contacts to attend the Women's Ministries Night and be a participant in one of a menu of Outreach Groups.

Concept Four—Women’s Ministries Night—where possible, all outreach groups meeting at the same time and place.

- All Women’s Ministries groups meet at the corps on one night
- Each group has its own leader (*preferably not the corps officer woman*).
- Offering an effective use of resources:
 - Human resources
 - Financial resources
 - Physical resources
 - Time management
- Brief united sessions allow for large group interaction, fellowship, and announcements.
 - Making new friends
 - Networking for support
 - Being aware of other groups and feeling free to explore the various interest groups available
 - Allows the officer to be present with all groups—5 to even 20 groups, depending upon the facility size
 - Allows the officer to be free to identify new potential leaders
 - Allows the officer to be available for coordinating, counseling, and using intuition to discern the emotional and spiritual climate of the various groups or individuals
- Small group sessions allow for more focused attention of specific needs
 - In depth study or activities
 - Shared interests
 - Shared goals
 - A sense of belonging
 - Support

Concept Five—Maintenance of ongoing outreach strategy & leadership recruitment cycles will provide a self-sustaining process of program growth and naturally lead to the accomplishment of fundamental purposes.

Concept Six—It is inherent in this program design that Women’s Ministries will maintain an outreach to community women, working to address holistic needs, and resulting in social and spiritual transformation.

Concept Seven—It is anticipated that the Home League and corps focused Women’s Ministries programs will participate in, and benefit from the new program design, as appropriate.

Concept Eight—It is expected that Women’s Ministries participants who are also corps soldiers, will easily encourage and support the assimilation of new community participants into corps linkage.