

How I started WakeUp Deborah in my Church

Very capable people shy away from starting a WuD group simply because they have some uncertainty about how to do this. It is no surprise then, that this is the most common question people ask, “How did you start a WuD group in your church?” I thought a simple description of what I did might help others who are wondering about how to start WuD in their church.

1. **Creating awareness:**

- a. I talked informally to different mothers about WuD and they all expressed interest.
- b. I contacted the leader(s) of the Women’s Ministry and asked her to get together for coffee to share with her about this ministry.
- c. When we got together I made several things very clear:
 - WuD is not a competition, but a complement to what is already happening in the Women’s Ministry in the church. It serves to augment what the women are already doing.
 - WuD should function under the umbrella of the Women’s Ministry structure.
 - I would work with the Women’s Ministry to start WuD in the Church, and always be accountable to them.
 - I would get together with the Women’s Ministry to define the nature of WuD in our congregation and to plan events.

2. **Event Planning:**

I got together with the leader(s) of the Women’s Ministry to discuss the following:

- What would be appropriate for our congregation, time, location, nature of the event, etc...
- How to promote the event and coordinate advertising.
- How to organize the logistics. What participation would be expected from everyone? (Who will contribute with what, place setting, cleaning, etc...).

3. **Advertisement:**

We planned an advertising campaign which included:

- An event announcement in the church bulletin (over a period of Sundays).
- An event invitation during other women’s activities.
- A public announcement during the church service by the Women’s Ministry leader.
- A personal invitation delivered through the Church mailboxes (I wrote a personal invitation to all the ladies in the Church directory including mothers, grandmothers, adoptive mothers, etc., and included a WakeUp Deborah magnet stuck on the invitation).

4. **The Event:**

- a. The event was a “muffin and coffee” gathering on a Saturday morning from 8:00 – 9:30
- b. The purpose of the event was informational: I gave a presentation about WakeUp Deborah: purpose, history, the Biblical story about Deborah’s role in history, etc. (A power-point of this presentation can be requested by email).
- c. The event included time to pray for our children.
- d. The event included a Question/Answer time.
- e. I explained the nature of WuD is that each small group defines its own identity, location, purpose, frequency of meetings, etc.
- f. I concluded the presentation by giving each lady a follow-up questionnaire. (You can request an example).

5. **Follow-up After the Event:**

After the event I reported back to the leader of the Women’s Ministry.

- I reported about the results of the questionnaires.
- We set up a date and time for follow-up with those who indicated an interest to lead a WuD small group.

6. **Next Steps:**

- a. Ongoing follow-up was needed to launch each WuD group.
 - I contacted the ladies who responded positively to the idea of facilitating a group and we decided when we should get together to pray, chat and plan.
 - Each WuD group needs to define itself. These are some of the things that need definition:
 - Was the group going to appeal to specific commonalities (e.g., age of mothers or children, a nearby school, identifiable felt needs, etc.?)?
 - How to advertise within their neighborhood?
 - Practicalities: when they would meet, where and how?
 - What the group will do when they meet?
- b. We are going to plan another general event at the church in the future.
 - Though this event is yet to be determined, potential focus or purposes can be to:
 - Encourage participants.
 - Develop leaders.
 - Launch new WuD groups.