

**United Methodist Association  
Transformation Summit  
Member Survey Feedback**

**Assumptions**

- A total of two UMA staff FTEs for the immediate future
- Our dues have been flat for many years. Should dues continue to remain constant with only periodic adjustments for inflation?
- The core focus of UMA needs to be narrowed. What UMA does, it must do exceptionally well to justify membership with other competing organizations and associations.
- Be “member-driven” not “membership driven”
- The Alliance for Children and Families provides a strong resource library
- The Association for Fundraising Professionals provides strong training/certification and mentoring for fundraising professionals; and other groups provide similar support to their professional fields.
- UMA member communities are increasingly diverse in language, culture, and religion.
- The culture that once supported church life is in the distant past. The UMC is aging and declining both in numbers and in giving. We can't depend on historic levels of financial support.
- Those not associated with the church often look upon religious communities as antiquated institutions, out of touch with reality and disconnected from the everyday lives of ordinary people. Is the church really relevant?
- If the church doesn't support or fund us, or provide the majority of our residents/clients, why should we care? Because...

**Brand**

- Being “certified” as a UMA member should represent a certain “Good Housekeeping Seal of Approval” with regard to ensuring a spiritual connection.
- UMA membership means we subscribe to a set of *minimum standards*
- UMA should ignite spiritual renewal among member organizations, then fan the flames.
- What should be the ultimate brand of UMA? *We witness to our faith. Here's how...*
- Our proposed mission is...
- Our proposed vision is...

**Core Business**

- We are community and relationship driven. We are a connector

- The concept of covenant agreements and the role of the UMA as the organization transforming the relationship for the changing church in the 21<sup>st</sup> Century
- Reassert the value of community as a UMA member. Peers, colleagues, part of a community. Member communities will then function the same way. (Spiritual connection)
- Faith component – (Define) (Relevant with the church)  
Concentrate on supporting spirituality and meaning of a faith-based approach to caring in the 21<sup>st</sup> Century.
- One annual national convention in community together
- EAGLE accreditation (Church relevancy)
- Support, networking and resourcing for chaplains, fundraisers, PR and marketing professionals. For instance, we won't teach *how* to do fundraising, but we can show how to fine-tune it for our church family.
- Provide resources in Resiliency, Leadership, Networking, Best Practice examples, Support Groups, and other Concrete Solutions.