

## Inviting Women and Building ECW

*Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you; and lo, I am with you always, to the close of the age. Matthew 28:19-20*

Reaching out and connecting with women of ALL AGES and LIFE STAGES is our effort to maintain and strengthen women ministries in the Episcopal Church. It is a *HARMONY of WORK* with good *COMMUNICATION*.

Episcopal Women must remember the challenges we have with different kinds of people and we don't all think alike. If you are reading this, you and your women's groups have probably had discussions about characteristics of people or how to reach out to younger women and older women. Both are important.

One area of differences is the six different generations and how each generation may affect the structure of the women's ministries. Let's examine the generational differences to help you evaluate what you are offering and be freshly relevant to more women. Silent Generation and Baby Boomers are older women with a lifetime of experience to share. They may have more time to offer with long-standing relationships in the church and community and can help with reaching goals of women's ministries and mentoring younger women to grow in faith. Women who are same age may not be at the same life stage. Women can be going through different things but be the same age. Also, there may be other groups of women you could reach out to intentionally, depending on where you live and economic structure and so on. Perhaps you live near a large college and could reach out to college girls or live near a military base and reach out to women serving in the military or wives and mothers of those serving. Be aware of the groups of women represented within your church, and ones represented in your community that might come to your church and participate in your women's ministries if they are welcomed. Despite differences, women are stronger when different personalities work together, and ECW ministries will be more effective.

So how will you promote what is going on? Some of the communication basics are still around because they work, and they may already be available at your church, such as bulletins, newsletters, Church and Women's Ministries websites, flyers or brochures. With all the technology available today, the very best way is to talk in person (if possible), making it short and sweet, or nice invitations rather than mass emails. Be ready to talk about upcoming ECW events and share stories of how ECW ministries have impacted lives. Take pictures at your ECW events and activities and use them to illustrate how the ECW ministry in your church is befriending women, building relationships, and encouraging them to grow with prayer into women of God.

<u>GENERATION NAME</u>	<u>YEARS</u>	<u>YOUNGEST AGE</u>	<u>OLDEST AGE</u>
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Silent Generation	1925 - 1945	74	100 +
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- The Great Depression
- The Dust Bowl
- World War II
- McCarthy Era

Baby Boomer Generation	1946 – 1964	55	73
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- President JFK, Martin Luther King, Jr, and Robert Kennedy assassinations
- Space exploration
- Vietnam War Era
- The Civil Rights movement
- Beatlemania and Woodstock
- Boomer Era Television

Generation X	1965 – 1980	39	54
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- The Fall of the Berlin Wall
- The Challenger Disaster
- AIDS
- MTV Generation
- Desert Storm

Millennials or Generation Y	1980 – 1995	24	39
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- September 11<sup>th</sup> terrorist attacks
- The Great Recession
- Internet Explosion / Social Media / Video Games / Y2K

<u>GENERATION NAME</u>	<u>YEARS</u>	<u>YOUNGEST AGE</u>	<u>OLDEST AGE</u>
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Generation Z	1995 – 2015	4	24
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- Mass Shooting Generation
- YouTube
- Computer Vision Syndrome
- Marriage Equality
- Barack Obama, First Black President
- Cyber Warfare and ISIS

Generation Alpha	2010 – 2025	6	9+
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- Most Technological Demographics
- Artificial Intelligence
- Children of Millennials
- Wearing Health Wearables to Track Health

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How to Start or Participate in a National Episcopal Church Women Group