



The “Cultivating PW” Toolkit

Download Edition

About the Kit

The “Cultivating PW” toolkit provides inspiration and materials to visually tell the story of PW giving. This toolkit includes graphics and suggested words to share or inspire—just provide the planter, foliage and enthusiasm for sharing PW’s story of generosity and service.

Bloom where you are planted! In other words, the garden you create should be as rich and varied as our Creator encourages. With the PW Purpose as your guide, your presentation will undoubtedly be as unique and wonderful as the presenter (that’s you!) and your PW community.

Contents

- Instructions for the “Cultivating PW” flower garden display
- Presentation notes and sample script
- Program/garden cards templates
- Art and logo ideas
- Suggested resources to order or download
- Other ideas

Photo courtesy of Bev Scharlau, Moderator of PW Blackhawk Presbytery.

The “Cultivating PW” Flower Garden

By Carol Winkler

Preparation

What you will need

- Bucket or basket
- Styrofoam block to fit inside bucket or basket
- Brown paper bag, cut in narrow strips and crushed to form crinkled paper
- Artificial flowers or plants
- Program/garden cards (included in kit, whether purchased or downloaded)
- Garden stakes or skewers (included in purchased kit)

Assembly

- Place foam block in bottom of container; cover with brown crinkled paper. Use the crinkled brown paper over the Styrofoam block to create the look of dirt.
- Place the artificial flowers or plants in container by sticking stems through brown paper into foam block.
- Print and cut out the program/garden cards you want to use in your presentation. Smaller cards are on pages 7–14; larger cards, pages 15–26.
- Attach program/garden cards to stakes or skewers. Hold these to the side, and insert the stakes/skewers as you move through your presentation.

Presentation

Finding the right words to describe Presbyterian Women can be quite challenging—especially when trying to summarize the dynamic and faithful organization, and the many ways there are to “be PW”!

To use a gardening metaphor: a gardener who is caring for a dahlia garden will probably forego a



Photo courtesy of Carol Winkler

book on cultivating herbs. But both gardeners share a common purpose (successful gardens) and have the same kinds of concerns (nutrients, seasons, soil). The PW Purpose encapsulates our common purpose and concerns. The annual fund—the soil—supports the many programs, resources and commitments that embody the PW Purpose.

The following sample script uses the PW Purpose as a framework, and talks about how we live out the points of the Purpose through particular programs and commitments.

First, consider how you will incorporate the PW Purpose. You may want to attach it to a card for your flower display or make enough copies for each member of the group to have a copy. Or perhaps you can share the Purpose by saying the words aloud or keeping the words close to the flowerpot—like a gardener’s log!

Then, decide on the ministries—all supported by PW’s annual fund—that you will use to illustrate each point of the Purpose. PW mission and ministry is vast and varied, so that means you have lots of ideas to choose from! And remember that PW is a churchwide ministry and the annual fund undergirds the work of PW *at all levels of the organization*.

Sample Script

Did you know that Presbyterian Women's annual fund (the Mission Pledge) makes possible the entire program of PW? We support mission through the Thank Offering and the Birthday Offering, but those offerings and all the other mission and ministry of PW are only possible because the annual fund provides the structure of PW.

Today, let's take a look at the many fruits borne of the annual fund.

Place the garden card with the name of the group to whom you are speaking.

Let's begin with who we are. We are an inclusive, caring community that witnesses to the promise of God's kingdom. We are called to be the hands and feet of Christ through the mission and ministry of Presbyterian Women. We gather in circles at the congregational level and in groups at each level of the church to work on behalf of women, children and marginalized people, to make a difference wherever we serve.

We are grounded by the PW Purpose, which guides all of the work and ministry of PW.

Insert the stake with the PW Purpose. You may want to ask women (and men, if present) to recite the Purpose.

Forgiven and freed by God in Jesus Christ, and empowered by the Holy Spirit, we commit ourselves

- to nurture our faith through prayer and Bible study,
- to support the mission of the church worldwide,
- to work for justice and peace, and
- to build an inclusive, caring community that strengthens the Presbyterian Church (U.S.A.) and witnesses to the promise of God's kingdom

You will notice that our programs align with the points of the PW Purpose—nurturing faith,

supporting mission, working for justice and peace, building inclusive and caring community, strengthening the PC(USA), and witnessing to the promise of God's kingdom. Leadership development and stewardship are also integral to our ministry. All PW ministries align with one (or more!) points of the PW Purpose.

The Bible study is an important way that we nurture faith.

Insert the stake for "Bible study." Use the text on the back of that card or what you know of the group's Bible study to provide more detail.

The Birthday and Thank Offerings are important ways that we support mission.

Insert the stakes for "Birthday Offering" and "Thank Offering." Use the text on the backs of those cards (or from an Offering recipient that is particularly meaningful to the group) to provide more detail.

Insert additional cards representing PW programs and ministries. Continue using the text on the back of each card or what you know of the group's ministry around each emphasis to give more detail.

Celebrate with me the many fruits of the PW garden and join me in supporting PW's annual fund (the Mission Pledge), which makes possible the organization that enables all these ministries!



Photo courtesy of Anita Coleman



Photo courtesy of Jane DeFord

At Donegal Presbytery's spring gathering, attendees pose with the "Cultivating PW" bucket created as a tangible expression of how PW's annual fund/Mission Pledge provides the growing medium for all things PW.

Program/Garden Markers

This kit includes templates with program/garden cards (and associated art) that represent many of the fruitful "plants" nurtured by PW. Smaller cards are on pages 7–14; larger cards, pages 15–26. The cards are designed to be printed one-sided, allowing you to sandwich the stake or skewer between the title of the program (front) and description (back). We have included more cards than you will probably need for a brief presentation. There are cards for the Purpose and main points of the Purpose on pages 7 (small) and 15–16 (large); pair these with text from specific programs on subsequent pages or fill in your local or regional ministries. Pick what works for you!

Find out more about the resources and programs that bring the PW Purpose to life at www.presbyterianwomen.org.

Art and Logo Ideas

Visit the PW website (www.presbyterianwomen.org/downloads/presbyterian-women-logos/) to

access the PW logo in three languages! Do plan to explore the website during your visit for other ideas. You may also use any (and all!) of the images there to supplement your presentation.

Suggested Resources to Download or Order

Your presentation will inspire and serve as a call to action. Make available a quantity of the following items to share, interpret and encourage.

Download

Download these essentials (for free!) from www.presbyterianwomen.org/downloads.

- *PW Triennial Report*—Sharing God's abundant blessings is what Presbyterian Women do. The triennial report lifts up just some of the amazing blessings that PW shared during the most recent triennium.
- *Resources for Presbyterian Women*—A complete catalog of PW logo items, Offering materials, magazines, Bible studies and more!

If you have questions, contact Carissa Herold, carissa.herold@pcusa.org or 844/797-2872, ext. 5322.

Order

Order on line at www.presbyterianwomen.org/shop or call 800/533-4371, 9 AM–5 PM EST.

- Cultivating Presbyterian Women placemats (pack of 25) provide an informative and fun way to communicate the stewardship story of PW. Whimsical and fun (and informative). Item PWR18100, \$5
- Celebration Giving brochure—“Celebration Giving” refers to the programs and ministries of PW. This brochure introduces the five components of PW’s Celebration Giving program (that are all supported by the annual fund). Item PWR18031, free
- 2020 PW Annual Fund (Mission Pledge) packet, item PWR19011, free
- PW Annual Report 2018, item PWR19224, free
- PW Logo/PW Purpose bookmark, item PWR14410, free
- PW Purpose brochure (pack of 10), item PWR19103, free
- Justice and Peace bookmark, item PWR18204, free
- In Celebration of Life envelope (pack of 10)—these envelopes provide an easy way for loved ones to direct their gifts to Presbyterian Women in honor or memory of a beloved PW. Item PWR19202, free
- Individual giving envelopes (pack of 10)—Use for giving to PW’s Annual Fund (Mission Pledge) and other PW ministries.

Other Ideas

PW is, in a sense, a community garden. In that spirit, this presentation from master PW gardener Carol Winkler is one example of how to tell our storied story. There are many other options!

- Presbyterian Women give abundantly, sharing God’s blessings around the world. That

includes places nearby and very far away. A striking way to tell this story is to visit the lists of Birthday and Thank Offering recipients throughout the years. Find recipients that are near to you and your PWs (geographically and/or in heart). Incorporate these special-to-you connections into your presentation in some way.

- Thank Offering: www.presbyterianwomen.org/downloads/thank-offering-years/
- Birthday Offering: www.presbyterianwomen.org/downloads/birthday-offering-years/
- Collect names and email addresses of Presbyterian women who are interested in receiving email information from PW. Send your completed list to Patricia Longfellow, Presbyterian Women, 100 Witherspoon St., Louisville KY 40202-1396; or send your list via email to patricia.longfellow@pcusa.org.
- Write “Why I give to PW” or “Why I am a PW” on index cards or other paper. Ask women to consider the question and write down their response. If they are willing to share their story and perhaps see it in a future PW article, blog or other communication, please send the stories to Carissa Herold, Presbyterian Women, 100 Witherspoon St., Louisville, KY 40202-1396; or scan and email to carissa.herold@pcusa.org. Please include the name and city/state of each participant.
- Share your story! What was your experience of presenting the PW story? Do you have tips for building a better flowerpot? Please share with PW’s Stewardship Committee, c/o Carissa Herold, Presbyterian Women, 100 Witherspoon St., Louisville, KY 40202-1396; or email carissa.herold@pcusa.org.



Ideas!

- Frame each program/garden card with colorful and whimsical images! For example, if you choose to make a card for the Birthday Offering, frame the words with birthday candles and balloons. (Washi tape, available at many office supply and crafting stores and in hundreds of designs, is perfect for this purpose.)
- Match your presentation with your region or gathering theme! For example, if you are presenting in the southwestern U.S., choose a terra cotta pot with regional plants (cactus, perhaps). Or if your gathering is taking place in the spring, display tulips.
- A string of lights (battery-operated, perhaps) adds sparkle!
- Visit a fair-trade shop or thrift store for your flowerpot or table cover (or chocolates to share)!

PW Purpose

**Nurture
Faith**

**Support
Mission**

**Work for
Justice & Peace**

**Build
Community**

**Strengthen the
PC(USA)**

PW Purpose

Forgiven and freed by God in Jesus Christ, and empowered by the Holy Spirit, we commit ourselves

- to nurture our faith through prayer and Bible study,
- to support the mission of the church worldwide,
- to work for justice and peace, and
- to build an inclusive, caring community of women that strengthens the Presbyterian Church (U.S.A.) and witnesses to the promise of God's kingdom.

Horizons Bible Study

PW's award-winning *Horizons* Bible study is published annually, and used as a resource by Presbyterian Women, but also by the church and our ecumenical sisters. It is written *by women for women*, from a Reformed faith perspective.

Horizons Magazine

Horizons is the magazine (and Bible study) by and for Presbyterian Women. It's the resource for helping you explore where faith and life connect. And a subscription includes the annual Bible study!

Support Mission

PW has given more than \$60 million dollars to mission in the last 30 years to improve the lives of women and children; PW groups also look for ways to be the hands and feet of Christ. PW supports mission through its hands-on mission program, Together in Service, and building mission relationships through the Global Exchange, USA Mission Experience, disaster relief efforts and other trips.

Birthday Offering

One of PW's two offering programs, the Birthday Offering has awarded more than \$20 million for mission around the world. The Birthday Offering has helped make possible major mission projects, nationally and internationally, such as hospitals, girls' schools and much more.

Thank Offering

One of PW's two offering programs, the Thank Offering has awarded more than \$25 million for mission around the world. What a difference PW makes! Grants from the Thank Offering provide food and water, alleviate homelessness, provide educational opportunities, promote health and improve the lives of women, children and men in many other ways.

Together in Service

Through the decades, Presbyterian women have shared their love through heart-guided, hands-on ministries through Together in Service. In the past, we rolled bandages and knitted mosquito nets. Since Presbyterian Women adapts to changing needs, our hands are now busy in refurbishing homes after a disaster; embellishing pillowcases for children who have endured trauma; reading to children to encourage life-long learning; and so much more.

Horizons
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Horizons
Magazine

**Support
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**Thank
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**Together
in Service**

Advocacy

PW participates in the UN Commission on the Status of Women each year in New York City and in Ecumenical Advocacy Days each year in Washington, DC. Women wishing to participate in these important advocacy events can apply for leadership development grants from PW to help cover expenses related to participation.

A Community

PW is a national organization with international reach, but its foundation consists of PW circles in congregations. Circles take various forms depending on the needs and choices of women in the congregations. PW is also organized in the presbyteries and synods, as well as at the churchwide level. Guided by a shared Purpose, the many programming and resource options for PW offer a variety of ways to live faithfully in an inclusive, caring community.

Justice and Peace Concerns

PW offers resources around justice issues observed at particular times of year—human trafficking in January, women’s empowerment in March, children’s literacy in May, violence against women in October.

Antiracism

The voting representatives to the 2000 Churchwide Business Meeting of Presbyterian Women unanimously approved a resolution declaring Presbyterian Women in the Presbyterian Church (U.S.A.) an antiracist organization. Today, we work at dismantling racism by practicing cultural proficiency, practicing cultural humility and striving for racial equity.

Justice and Peace Concerns

Throughout the year, PW offers resources (from bulletin inserts to a *Justice & Peace Links* newsletter) and recommended actions on justice issues of ongoing concern—1,000 Days for Children’s Nutrition, racial equity, substance use disorder (SUD), eco-justice and more.

Eradicating Racism

PW is united in eradicating racism. PW at all levels of the organization work intentionally toward transforming culture by

- becoming self-conscious critical practitioners of culture,
- understanding the dynamics of power in an organization,
- learning how to create an environment that is welcoming to diversity and to change; and
- increases its commitment to becoming an inclusive, caring community.

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Ecumenical Relationships

PW is ecumenical! The Fellowship of the Least Coin and World Day of Prayer present opportunities to join in ministries with Christians around the world. These movements are unique ways to build connections that are rooted in our shared beliefs and that encourage prayer with action.

Build Community

PW builds community. *PW is community!* We pray together, work together, celebrate together in regional and churchwide gatherings, and even participate in the same *PW/Horizons* Bible study! The *PW/Horizons* Bible study is fully a PW-guided project—from author and theme selection to field-testing, and more! Social media (Facebook and Twitter) allow us to share what's up in Ypsilanti, Youngstown, Yuma—and Ukraine!

Global Exchange

The Global Exchange is an international trip that emphasizes relationship-building between women from the U.S. and another country. PW from each synod participate and itinerate (to share what they have experienced!). The last Exchange visited Indonesia in 2017; the next Exchange (destination to be determined!) is planned for the 2021–2014 triennium.

Leadership Development

PW in the PC(USA) and its predecessor organizations provide space (and welcome) for women to use and develop their gifts of leadership in the service of God's people. PW develops leaders through its organization, starting in the congregation. Women mentor women, women invite women, women nurture women's gifts.

USA Mission Experience

The USA Mission Experience takes a group of representatives from each synod to an area of the United States. The participants hear the joys and concerns of their hosts, worship and learn together, and visit mission projects. The 2019 USAME visited upstate New York.

Strengthen the PC(USA)

PW strengthens the church because we are the church! PW's participation and support of the denomination is crucial. Every ministry and program of the PCUSA relies on a strong and vibrant PW (the organization and the women who are PW): world mission, hunger and peace ministries, advocacy and more.

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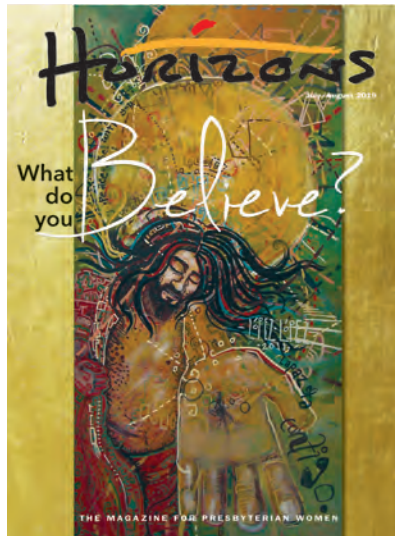
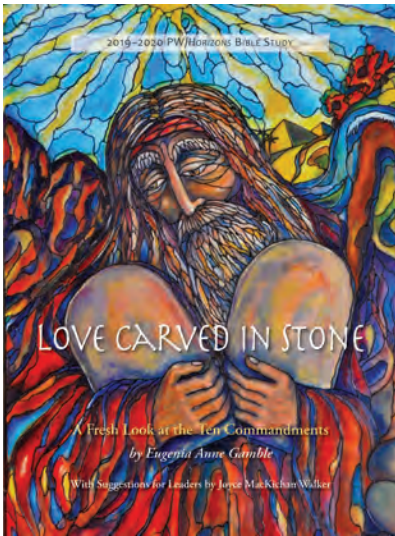
PRESBYTERIAN
WOMEN



미장로교 여선교회



MUJERES
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PRESBYTERIAN
WOMEN



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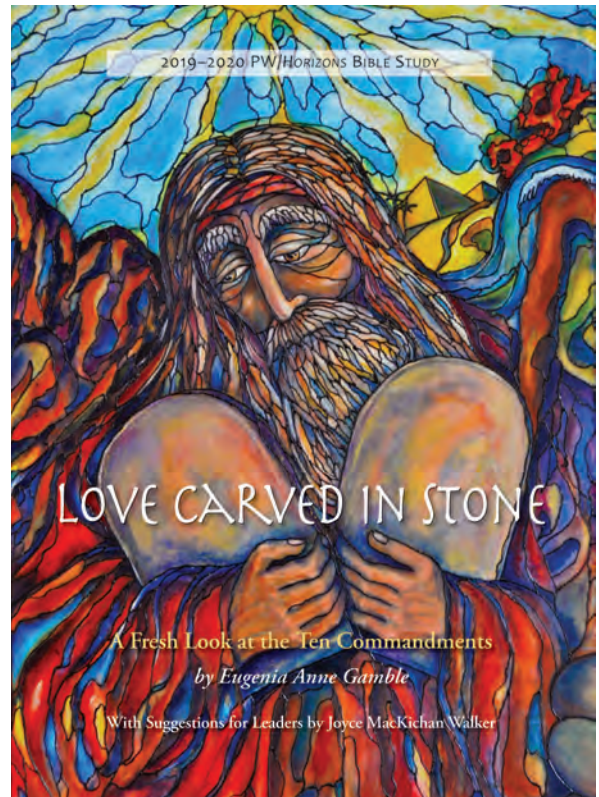
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