

# What makes you proud to #BeUMC?

The UMC is founded on a Wesleyan theology of grace, anchored in Scripture, and based in the life and teachings of Jesus Christ and the continuing movement of the Holy Spirit.

**#BeUMC** honors the core values that connect the people of The United Methodist Church (The UMC). No matter the challenges we face, God is with us, and we continue to have opportunities to make disciples of Jesus Christ for the transformation of the world! Learn more at [UMC.org/BeUMC](https://umc.org/BeUMC).

This grassroots campaign, built upon powerful stories of congregations and people living their faith, celebrates what draws us to The UMC and what we aspire to be.

The hope is that as many United Methodists as possible will share their personal experiences, values, hopes and heritage – illustrations of why they continue to **#BeUMC**.

Your story is important. Tell it by creating a post on your preferred social media platform and including the **#BeUMC** hashtag. Consider sharing:

- A video of your mission team serving your community
- Photos of your church's hospitality to your neighbors
- A written testimony of how God is transforming you

1. Take a photo or video with your smart device
2. Add **#BeUMC** at the end of your message
3. Post to your favorite social media site!



## Celebrate your commitment to **#BeUMC**!

Order shirts, magnets  
and stickers for giveaways,  
gifts or personal use.



# #BeUMC

## resources for leaders

Church leaders are asked to help launch the **#BeUMC** campaign in their conference and local church. Begin by exploring the Leader Toolkit at [ResourceUMC.org/BeUMC](https://ResourceUMC.org/BeUMC). You'll find:

- Detailed messaging for the four key themes and related core values of the campaign:
  - Disciple Making – Faithful, Deeply Rooted, Disciple-making, Grounded in Scripture, Christ-centered
  - Belonging & Inclusion – Diverse, Justice-seeking, Resilient, Welcoming
  - Influence, Connection & Impact – Missional, Connected, World-changing, Generous
  - Experience of God through The UMC – Committed, Jesus-seeking, Spirit-filled, Grace-filled, Praying
- Downloadable graphics related to each of the core values for use in all of your communications.
- Practical tips and suggestions to help you infuse **#BeUMC** into the life of your conference or church.
- Worship and preaching resources from Discipleship Ministries, including preaching notes, prayers and more.
- Discussion guides to support small groups who wish to dive into deeper study of the core values.
- Social media ideas, including strategies, training and real-world examples.
- The Bishops' Narrative that casts a vision for the continuing UMC.
- Research findings that led to the development of the campaign.



Get started at  
[ResourceUMC.org/BeUMC](https://ResourceUMC.org/BeUMC)