

# Call and Vision “Elevator” Pitches

How to respond to the question: “The United Church of Canada…what’s that about?”

# Idea 1

The United Church of Canada is a progressive, Protestant Christian denomination. Leaders and members engage in deep spirituality, bold discipleship, and daring justice. This can look like diverse forms of community worship and individual spiritual practice. United Church folks come to know the sacred not necessarily through any absolute truths, but instead looking inward, reflecting, and building intimacy with our divine selves and with the God we experience in the world.

Discipleship is how this intimacy shapes our lives and how we contribute to our communities and beyond. The United Church focus on justice is a really important part of this denomination’s identity. Across the country thousands of United Church members work on important justice causes in their towns and cities and beyond. From refugee sponsorship, to reconciliation with Indigenous people. From fighting for 2SLGBTQIA+ rights and safety, to serving meals to underhoused individuals, this denomination takes Jesus’s call to love your neighbor seriously.

# Idea 2

The United Church of Canada is a progressive, Protestant Christian denomination. Leaders and members engage in deep spirituality, bold discipleship, and daring justice.

**Deep Spirituality** - This can look like diverse forms of community worship and individual spiritual practice. United Church folks come to know the sacred not necessarily through any absolute truths, but instead looking inward, reflecting, and building intimacy with our divine selves and with the God we experience in the world.

**Bold Discipleship** - Discipleship is how an individual’s connection, understanding and intimacy with God or the divine shapes their life and how they contribute to their community. This may look active participation in their community of faith, giving generously to the Church and other causes, spending time in prayer or studying scripture, inviting others to a life of faith, or working in the community to support marginalized or disenfranchised.

**Daring Justice** - Across the country thousands of United Church members work on important justice causes in their towns and cities and beyond. From refugee sponsorship, to reconciliation with Indigenous people. From fighting for 2SLGBTQIA+ rights and safety, to serving meals to underhoused individuals, this denomination takes Jesus’s call to love your neighbor seriously.