

Newsletter - November, 2009

## Massachusetts Bay District of Unitarian Universalist Congregations



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### FREE BANNER



MBD will award a fabulous *Standing on the Side of Love* campaign banner to the congregation that offers the most compelling vision of how flying the banner on the front of its building will help raise social justice witness in their congregation and community.

Submit no more than one page to [Rev. Sue Phillips](#) by December 15. (Please include authorization from your board or standing committee - we want to make sure this banner gets seen!)

### Upcoming Programs

[Campus Ministry Dinner](#)  
(December 16)

[OWL Trainings](#)  
(January 8 to 10)

### Standing on the Side of Love



by **Rev. Sue Phillips**  
**Director of Program Development**

*"Something isn't public witness unless it's public, and someone witnesses you."*

This is the organizing principle behind the exciting new Standing on the Side of Love campaign. SSL (pronounced "sizzle") amplifies congregationally-based justice work by creating a colorful new banner to walk behind, literally *and* figuratively.

Standing on the Side of Love is an ambitious new campaign that lifts up social justice work already being done in so many Unitarian Universalist congregations and unites that work under a single framework. The goal is not to corral existing efforts or to presume which justice issues will most compel local congregations, but to empower those efforts - whatever they are - by providing media support, training for lay and professional leaders, and by organizing them under a unifying "brand".

The goal of the campaign is to "harness love's power to stop oppression, exclusion, and violence." And while SSL's national staff focuses on immigration and GLBT equality issues, any issue that is important to congregations and their leaders can draw on SSL resources.

Standing on the Side of Love's [website](#) has a growing list of resources for individuals, social justice committees, and lay and professional leaders of congregations to help

- [organize your congregation](#)

(January 22 to 24)

[Appreciative Inquiry](#)  
(January 23)

[Youth Advisor Training](#)  
(January 23)

[Social Action Conference for Youth](#)  
(February 5 to 7)

[Ministry Across the Generations](#)  
(February 27)

[Claiming our Joy: Spiritual Leadership for Social Change](#)  
(March 13)

[Strategic Planning](#)  
(April 10)

[Annual Meeting and Spring Conference](#)  
(May 1)

### **SSL Info Call**

December 10, 2009  
12:30 to 1:30 PM

Join MBD as SSL organizers give a basic overview of the Standing on the Side of Love campaign in an informational conference call / Persony conversation. They will share strategies for using SSL in ministries for and with youth and young adults.

To access the conversation:

1. Dial 218-844-8230 and use this entry code: 593426#
2. Log onto the web-cast: [click here](#)

- [build community partnerships](#) by reaching out to affected communities, and
- [take a public stand](#)

through talking points, media training, and focused messaging.

The campaign is clearly sponsored by the Unitarian Universalist Association (that is, by all of us), but the real power of SSL lies in its ability to unite broad social justice efforts within an inclusive framework. SSL Campaign Chair Rev. Meg Riley tells the story of marching under the Standing on the Side of Love banner at October's National March for GLBT Equality [[see slideshow](#)] and having hundreds upon hundreds of non-UUs join in, so powerfully attracted were they to the core message. Local UU organizers report that it's easier to get local media coverage because they can show that their efforts are part of a national campaign. Still others testify about how simply hanging the bright yellow Standing on the Side of Love banner on the front of their church has galvanized new social justice witness in the congregation.

Through a generous contribution from the Unitarian Universalist Funding Panel, the Standing on the Side of Love campaign is offering [matching grants](#) of \$500-\$1,500 to support congregationally-based mobilization in response to exclusion, oppression, or violence. Any creative work will be considered for these rolling grants, so don't be shy about applying!

If you'd like to learn more about SSL, visit their [website](#), or join others from the Mass Bay District for an informational conference call / Persony conversation with SSL national staff. See side bar on left for details.

Meanwhile, let us know what your congregation is doing to Stand on the Side of Love. We are eager to hear your stories and share your good work with others.

In faith,  
Rev. Sue Phillips

[Meck Groot](#), Editor  
[Massachusetts Bay District of UU Congregations](#)

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