



# WORLD DAY OF PRAYER

A women-led, global, ecumenical movement



WORLD DAY OF PRAYER NATIONAL COMMITTEE FOR ENGLAND, WALES AND NORTHERN IRELAND  
COMMERCIAL ROAD, TUNBRIDGE WELLS, KENT TN1 2RR

Tel: 01892 541411 Fax: 01892 541745 Email: [office@wwdp.org.uk](mailto:office@wwdp.org.uk) Website: [www.wwdp.org.uk](http://www.wwdp.org.uk)

## A Story to Make Us All Think

This is the true story of the lengths one person had to go to find her nearest WDP service.

The lady in question was new to the area.  
First of all, she asked the folk at her new church.  
No one had any idea.

So she walked round the town looking for posters on church notices boards.  
None could be found.

So she went onto the WDP website.  
There she found the venue but not the time of the service  
So she e-mailed the contact person.

The contact person was not on e-mail so the enquiry came through to the National Office. Our Administrator replied that, according to her database, the service started at 2 pm but advised the questioner to check to make sure.

So our inquirer made a special trip to the church in question which was at the other side of town.  
There were no posters either outside or inside the building.  
Eventually, her husband found a copy of the church newsletter, which stated that the Mothers' Union was organising a service because no other church in the town was still marking the day.

So, thanks to the persistence of one lady and her husband, there were two extra people at one service somewhere in England, Wales or Northern Ireland.

I doubt whether many people would have been as determined as this lady was but I wonder how many potential congregation-members we are losing because we don't publicise our services adequately.

Here is my advice to the branch in question: -

1. Find out who this lady was and get her onto your branch committee straight away.
2. Make sure that the details about your local service on the website are full and correct (your new committee member will be able to do this if you can't)
3. Contact the other churches in the town in good time and give them specific things to do. It's much more difficult to ignore a request for three readers than just a general invitation to a meeting
4. Make sure that every church in your area has at least two posters, one for inside and one for outside
5. Look at other ways of publicising your service e.g. poster in the library, announcement on local radio. You could even offer to do an interview on local radio.

Elizabeth Burroughs