

2026 Christian Union Events Week – What Am I Rooted In?



OBJECTIVE

'What Am I Rooted In?' is a Christian Union (CU) mission week designed to make faith-based conversations accessible to non-Christians.

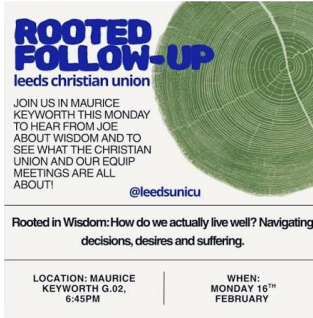
Using the question 'What Am I Rooted In?' as an entry point rather than a churchy statement, the week hopes to open conversations with non-believers and follow-up with them to form real friendships.

STRATEGY

Naming	Other tested names ('Seen', 'Fearfully and Wonderfully Made') were rejected because they read like self-help titles. The team found that bigger, more "Christian jargon" questions actually sparked <i>more</i> curiosity with non-believers rather than less.
Structure	Pairing a lunch bar each day (aimed to be more intellectual or creative based) with an evening talk (talk, testimony, QnA, and higher emotion) on a similar theme each day.
Themes	Five days, each with its own sub-theme (prayer, climate, diversity, worship) building toward the week's central 'rooted in Christ' concept. This has a progression for those who attend all events without confusing newcomers.
Content Iteration	Titles went through several rounds of iteration in a headline-testing process before landing. This A/B testing procedure involved asking friends and course mates for feedback.
Speaker Curation	Intention was to mix a professional / expert voice each day (marine biologist, project administrator, trainee minister) with Joe Winstone's more all-rounder evening themes.

OUTPUT

Lunch Events	Evening Events
Zac Leach: Rooted in Progress – Have We Outgrown the Idea of God?	What Are You Rooted In? The Influences Shaping Who We Are.
Kirsty Powell: Rooted In Prayer – What Does It Mean to Talk to God?	Rooted Somewhere: Where Do I Belong? Community, Identity and Loneliness.
Dr Tim Lamont: Rooted In a Changing Climate – Is Eco-Anxiety Revealing Something Deeper?	Rooted In Truth: How Can We Know What to Trust? Doubt, Meaning and Navigating a Noisy World.
Transformation Leeds: Rooted In Diversity – Does Christianity Contradict My Culture?	Rooted In Rest: Why Is It So Hard to Switch Off? Performance, Pressure and Productivity.
Laura Ime: Rooted In Devotion – What Is Worth My Time and Energy?	Rooted In Christ: Why Would Anyone Build Their Life Around Him?



CROSS-PROMOTION

The lunch bar → Evening event same-day theme pairing

CU members were asked to promote to housemates / course mates → Peer referral

Instagram account promotion each day, with Instagram reels about the day's events

In-person promotion at the events

Social café and discussions

Printed flyers

RESULTS

Attendance

Every event was almost full, with less than 3 CU members per table of 9 people at each event. The week had a fantastic number of volunteers and a successful number of attendants. First-timer attendance visibly higher at the climate event, and a lot of positive feedback about it.

Instagram metrics

Reels from each day gained an average of 60 likes, and posts promoting each event received between 30-50 likes. Gaining 420 followers throughout the week.





Feedback

All feedback via Google Forms was positive, many asked to join the CU and asked to read the bible with people.

Successes

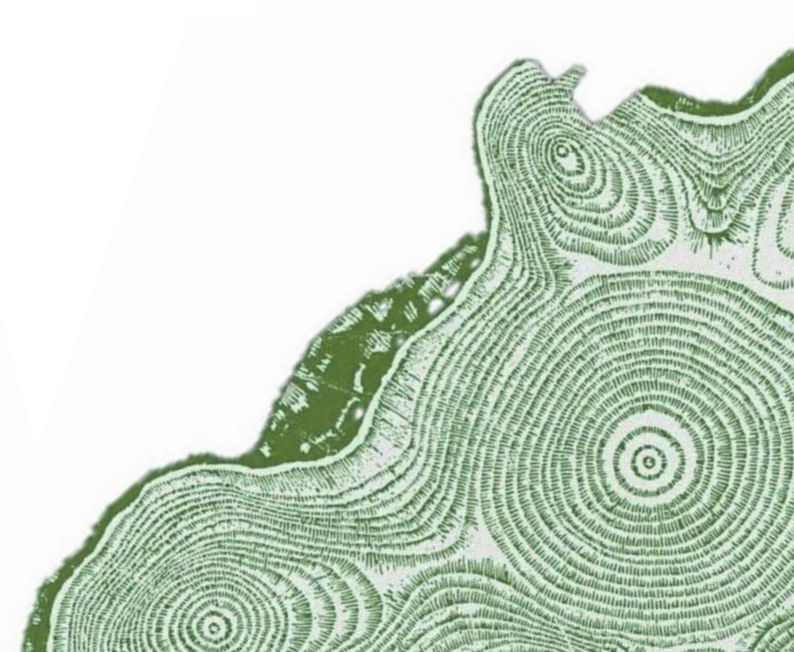
- Several people attended church for the first time as a result of the week
- People got emotional during students' testimonies
- Over 100 reports of "great conversations" with non-believers
- Non-Christians began turning up to the Prayer Breakfasts in the morning

WHAT WE WOULD DO DIFFERENTLY

The naming process went through multiple rounds before landing → test the title against a non-believer's reaction earlier.

Finding the titles took longer than it needed to → Set a firmer deadline for talk titles.

Next time build a lightweight way of capturing attendance to record attendance / engagement.



ROOTED