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“We Are One Life,” But Not of One Gender Ideology: Unity, Ambiguity, and the Promise Keepers

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Abstract

The Promise Keepers has been described as a gender ideology movement. Although Promise Keepers demonstrates an ethical and religious ethos, this paper's investigation demonstrates that the movement includes at least four different ideologies of gender. The Promise Keepers organization adeptly uses a number of cultural and organizational resources to maintain unity among its diverse following. Unity is created by corporate experiences, the use of a common religious identity, symbolic actions, ethical calls to unity, and organizational strategies, but not by a clear gender role ideology.

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