

# PROPOSAL



THE CAMPAIGN FOR THE EVANGELICAL LUTHERAN CHURCH IN AMERICA

25 YEARS TOGETHER IN CHRIST



**Evangelical Lutheran Church in America**

God's work. Our hands.



*"So if anyone is in Christ, there is a new creation: everything old has passed away; see, everything has become new!"  
– 2 Corinthians 5:17*

Dear sisters and brothers in Christ,

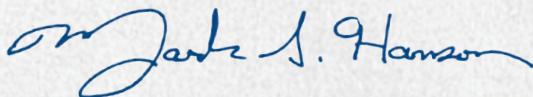
The Evangelical Lutheran Church in America (ELCA) is a church that is deeply rooted – and always being made new. Our roots are in Scripture, tradition, the Lutheran Confessions as well as in the vibrant communities and the rich histories of our congregations. It is through God's grace that we are made new day by day to proclaim Jesus Christ and boldly participate in God's work. As Martin Luther said, this faith is a living, busy, active, mighty thing.

As we celebrate a significant milestone for our church – our 25th anniversary – this is the time to look back at the people and events that have shaped our lives. Together, through your weekly offerings and designated gifts we've started 435 new congregations. Thanks to your generous support, we've sent thousands of missionaries to serve around the world. And we've contributed more than \$350 million toward the alleviation of hunger and poverty. Your consistent, sustaining support for the mission we share continues to deliver great impact. What God has done through each of us is indeed worth celebrating!

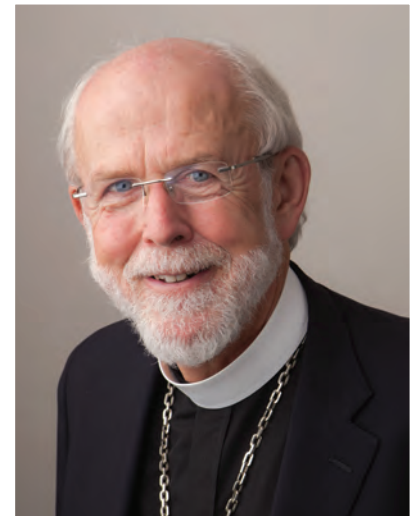
This is also our moment to look toward the next 25 years and boldly respond to the needs of this world with a living, daring confidence in God's grace. Together with other members of the ELCA, we can train more leaders who will become missionaries, advocates, pastors and lay leaders. We can break the systems that foster hunger and poverty in our communities, across the country and overseas. We can create more communities where people feel welcomed and hear the good news of Jesus Christ. And we can stand up against violence and teach future generations of young people that they can change the world.

Thanks be to God!

In God's grace,



Mark S. Hanson  
Presiding Bishop  
Evangelical Lutheran Church in America





## We are the church that shares a living, daring confidence in God's grace.

For us as the ELCA, this faith comes through the good news of Jesus Christ and gives us the freedom and the courage to wonder, discover and boldly participate in what God is up to in the world.

*“Faith is a **living, daring confidence** in God’s grace so certain that you could stake your life on it one thousand times. This kind of trust in and knowledge of God’s grace makes a person joyful, confident and happy with regard to God and all creatures. This is what the Holy Spirit does by faith. Through faith, a person will do good to everyone without coercion, willingly and happily; serving everyone, suffering everything for the love and praise of God, who has shown such grace.”*

– Martin Luther, 1522

## The vision and mission we share

The faith we share gives us the courage to proclaim the good news of Jesus Christ. Through God’s grace, we are continually being made new, and we are joined together in witness and service to end hunger, respond to disasters and confront poverty and injustice. As a member of The Lutheran World Federation representing 70 million Lutherans, the ELCA affirms its commitment to be a church that is deeply committed to our global and ecumenical partners. Together, the 4 million members of the ELCA – embodied in nearly 10,000 congregations and 65 synods, and working with numerous churchwide ministries and related organizations – operate as one church with a shared mission to do God’s work of restoring and reconciling communities throughout the world. Together through this campaign, we can expand our capacity and achieve things on a scale and scope that we could never do alone.



photo: Sean Hawkey/CMS/CIETS





# THE CAMPAIGN AT-A-GLANCE

## Our moment, our time

The five-year Campaign for the ELCA gives each of us the opportunity to make a transformational impact on the shared ministries of our church.

## Summary of campaign priorities

### Together, we can:

- **Provide 1,000 grants** for congregational renewal initiatives.
- **Spread the good news far and wide** by planting more congregations in the United States and Caribbean.
- **Grow a permanent endowment fund** that will allow hundreds more of the most promising leaders to respond to the call to serve our congregations.
- **Expand our support to communities in at least 10 countries**, including the United States, as they work to solve challenges that perpetuate hunger and poverty.
- Meet and exceed our goal of \$15 million by 2015 to **help overcome malaria in 12 countries in Africa.**
- Initiate **new evangelism projects** in Africa, Asia and Latin America.
- Intensify our efforts to **develop more than 200 women leaders from our global companion churches** through increased scholarship support and educational opportunities.
- **Give 200 additional young adults the opportunity** to participate in a year of global service.



# Campaign goals by ministry

The Campaign for the ELCA is a five-year campaign to raise support for churchwide ministries above and beyond your regular weekly offerings. Gifts may be designated for any of the priorities included in this booklet, or gifts may be undesignated and applied where the need is greatest.

## EXPANDED FIVE-YEAR CAMPAIGN GOALS (in millions)

ELCA New Congregations	\$4
Renewing Congregations	\$8
ELCA Fund for Leaders	\$5
ELCA World Hunger	\$20
ELCA Malaria Campaign	\$15
Missionaries	\$6
Global Ministries	\$7
International Leaders	\$4

## CURRENT FIVE-YEAR FUNDING GOALS (in millions)

ELCA Fund for Leaders	\$10
ELCA World Hunger	\$95
Missionaries	\$16

## Total Campaign goal:

\$190 million



# Making your gift

There are many ways to give. Current gifts are needed today to fund the priorities of this Campaign, but planned gifts to these ministries also provide vital support for the future. They will be reported and celebrated alongside current gifts to the Campaign.

The ELCA Foundation can assist you in making gifts to the Campaign through the method that best fits your wishes and financial planning needs.

Ways to give include, but are not limited to:

### Current gifts

- Cash, check or credit card
- Securities
- Real estate

### Planned gifts\*

- Bequests
- Life insurance or retirement plans
- Charitable gift annuities and trusts

\* We hope that you will also consider a planned gift to support ministries beyond the life of the Campaign.





# Congregations

*The Rev. Deb Stehlin serves communion at Light of the World Lutheran Church, a new congregation in Farmington, Minn.*

## Proclaim the good news of Jesus Christ

**We are a church that belongs to Christ.  
There is a place for you here.**

We have an important message to share and people are ready to hear it: we are saved by God's grace and God's grace alone. Help us share the love of Christ far and wide by extending our welcome through new ministries, revitalized congregations and innovative ways to grow our existing communities of faith.





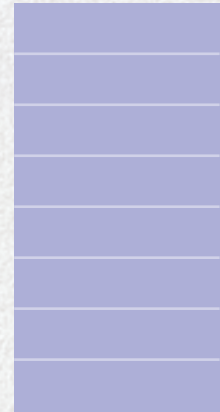
## Renewing Congregations

Every congregation is in a mission field where opportunities to share the good news of Jesus and serve neighbors abound. Strong, vibrant congregational ministries are always in a process of renewal in order to be relevant to our ever-changing neighborhoods and actively engaged in God's mission. In these ministries, places within our own communities, God is at work in the ELCA, building the church.

**Help provide 1,000 grants for congregational renewal initiatives.**

**Campaign goal:**

\$8 million



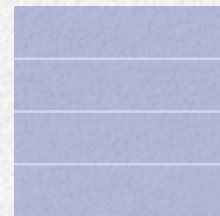
## ELCA New Congregations

Can you imagine life without a community of faith? Today, many Americans are facing life's challenges without hearing words of God's love and forgiveness. There is a place for everyone here – but they need to be invited to hear the good news of God in Christ Jesus. Because this is Christ's church and we strive to reflect the whole body of Christ, we start our work by identifying areas with emerging young populations and rapid growth, and communities that are culturally and socioeconomically diverse. Then by first understanding the unique situation and needs of each community, we start and support new congregations that are equipped to welcome, serve and thrive.

**Help spread the good news far and wide by planting more congregations in the United States and Caribbean.**

**Campaign goal:**

\$4 million\*



\*During the campaign, an estimated \$4 million in gifts in addition to the campaign goal will be designated for specific new starts; these gifts will remain in the related synods.





# Leadership

*Kyle Severson, Sara Suginaka and Alex Raabe received full-tuition seminary scholarships from the ELCA Fund for Leaders.*

## Encourage future leaders for God's work

**We are a church whose unity is in Jesus Christ, who gathers us around word and water, wine and bread.**

Leadership matters in a church that is called to live and serve in a world full of complexities, tensions and ambiguities. We need leaders who will ground us in God's love and forgiveness through word and sacrament, renew our congregations, grow our existing communities of faith and do God's work in the world.



## ELCA Fund for Leaders

Together we can assist our ELCA seminaries to attract and support the best candidates possible, in their call to ordained or rostered lay ministry. Since the ELCA Fund for Leaders program was established just over a decade ago, the endowment has grown to more than \$36 million, including \$7 million in synod funds. Currently the funds provide 200 seminary scholarships to talented, gifted students who will become the future leaders of the ELCA. But in a world of rising tuition and growing student debt, answering God's call is more challenging than ever before. And enabling and supporting those who are called to lead and serve in ministry has never been more crucial.

**Help grow this permanent endowment fund so that, for generations to come, hundreds more of the most promising leaders can respond to the call to serve our congregations.**

**Campaign goal:**  
\$15 million







# Relief and Development

*Young Mom of Cambodia shows off the rice harvest made possible by gifts to ELCA World Hunger.*

**Strive for justice and peace in all the earth**

**We are a church that rolls up our sleeves and gets to work.**

One in five people in our world today live in extreme poverty, on less than \$1.25 per day. As members of the ELCA, we are called to respond. Working through Lutheran connections in the United States and around the world, we start by listening to the needs of our neighbors and getting their ideas to help break the cycle of hunger and poverty. Then we partner with them to make their dreams a reality. From health clinics to microloans, water wells to animal husbandry, food pantries to soup kitchens, your gifts to ELCA World Hunger and related campaigns support innovative solutions that get at the root causes of hunger and poverty.





Ratna Leak/LWF

## ELCA World Hunger

God richly provides for our daily bread – the earth can produce enough food for everyone. Yet many of our sisters and brothers still go hungry. By providing immediate relief to those who are hungry, we meet basic needs and recognize universal rights. But ending hunger is about more than food. By connecting people with the resources they need to produce food and gain access to clean water, education, health care and sources of income, we can create long-term, sustainable change.

**Help expand our support to communities in at least 10 countries, including the United States, as they work to solve challenges that perpetuate hunger and poverty.**

**Campaign goal:**  
\$115 million



### Lutheran Disaster Response

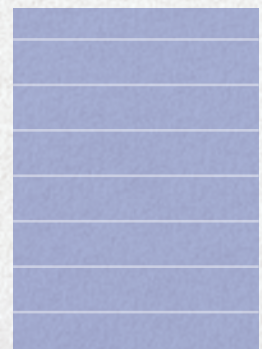
*Our church has a long, respected history of responding to disaster. And after the dust settles and the media headlines change, we are known for providing ongoing, long-term assistance until lives and livelihoods are restored. In the past 10 years, we've raised approximately \$94 million to respond to disasters in the United States and around the world, and **we will continue to respond to disaster and crisis when needed throughout the campaign.***

## ELCA Malaria Campaign

Malaria is a preventable, treatable disease that still infects more than 200 million people each year. Today we are in a special moment when we could turn this around. Working through Lutheran churches in Africa, the **ELCA Malaria Campaign is already underway**, providing mosquito nets, insecticides, medication, health care, education and more to eliminate deaths from this disease – for good.

**Help meet and exceed our goal of \$15 million by 2015 to help overcome malaria in 12 countries in Africa.**

**Campaign goal:**  
\$15 million





*The Rev. Edwin Flomo, a graduate of the ELCA's international scholarship program, baptizes two brothers in Sanoyea, Liberia.*



# Global Church

**Grow the Lutheran church around the world**

**We are a church that believes God is calling us into the world – together.**

Seventy million Lutherans do make a difference. As a member of The Lutheran World Federation, the ELCA is one of 142 member churches in 79 countries all over the world. We are called to walk alongside our Lutheran brothers and sisters to grow the church, and do God's work of restoring and reconciling communities. By training leaders and equipping evangelists, we are working together to build up Christ's church throughout the world.





## Global Ministries

The ELCA has deep, long-standing relationships with Lutheran churches around the world. Every year, we partner with our global companion churches to expand their work – new congregations, urban and youth outreach, theological education, leadership training and support for minority churches just to name a few. As our partners benefit from these ministry grants, we also grow in faith as we participate in God’s mission in the world.

**Help initiate new evangelism projects in Africa, Asia and Latin America.**

**Campaign goal:**  
\$7 million

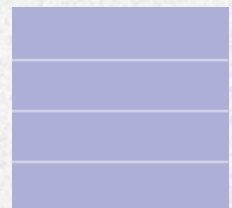


## International Leaders

Because women have great potential to make lasting change in their families, communities and eventually the world, it is vitally important to assist them in their leadership development. In collaboration with colleges, universities and ELCA seminaries in the United States and around the world, the ELCA annually awards over 40 scholarships to students from our global companion churches who have high leadership potential. Currently, though, only 27 percent of these recipients are women. With expanded support for their higher education, more women can assume important leadership roles in their home countries. Such leadership from women has yielded impressive accomplishments, from becoming a presiding bishop to winning the Nobel Peace Prize.

**Help intensify efforts to develop more than 200 women leaders from our global companion churches through increased scholarship support and educational opportunities.**

**Campaign goal:**  
\$4 million



*Global Church continued on next page...*



## Missionaries

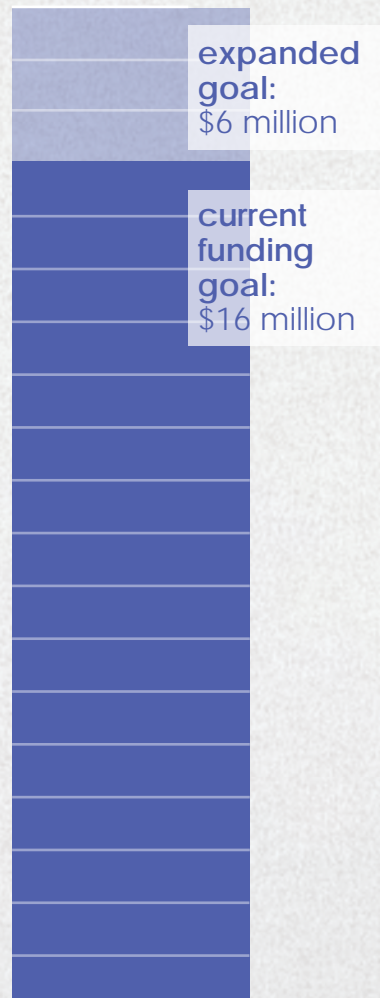
Over 240 ELCA missionaries serve in more than 40 countries around the world, working hand in hand with global church partners teaching, preaching, healing, peacemaking, building and growing Lutheran congregations that are already some of the fastest growing in the world. Each year, an increasing number of young adults answer the call to global service. Through the **Young Adults in Global Mission** program, more than 50 young adults currently serve in one of nine countries. When they return, many of these young leaders go to seminary or take on other important leadership roles within the ELCA while providing a valuable global perspective on issues facing this church and society.

**Help give 200 additional young adults the opportunity to participate in a year of global service.**



*Young adult volunteer Luke Paquin with one of his kindergarten students at Dal Al-Kalima Lutheran School in Bethlehem.*

**Campaign goal:**  
\$22 million





# Help where the need is greatest

**We are a church that is deeply rooted and always being made new.**

Your undesignated gifts to the Campaign will be used to support the Campaign where they are needed most. From sharing the gospel with others to addressing the root causes of hunger and poverty, these gifts allow our church the flexibility to respond in the time and place when it can make the biggest impact. If you are looking for a way to support multiple priorities of the Campaign with just one gift, an undesignated gift may be for you.

**total  
campaign  
goal:**  
\$190 million

**Help sustain and grow the ministries of this church where needed most.**

**With your help,** we can truly respond to the needs of the world with a living, daring confidence in God's grace. We can share the good news of Jesus Christ with more people in more communities. We can train and support more gifted leaders who will lead us into the future. We can strengthen ministries of our global Lutheran brothers and sisters. We can address the root causes of poverty and hunger here in the United States and around the world. And we can respond to disasters and restore livelihoods.

The Campaign's impact will go far beyond the \$190 million total; it establishes a strong culture of stewardship in which this church will be well-positioned to respond to God's work of restoring and reconciling communities in Jesus' name throughout the world for decades to come.



For more information on

***Always Being Made New:  
The Campaign for the Evangelical Lutheran Church in America***

Email: [campaignforELCA@ELCA.org](mailto:campaignforELCA@ELCA.org)

Call: 800-638-3522



**Evangelical Lutheran Church in America**

God's work. Our hands.

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