



Recommendation: 25th Anniversary Campaign for the ELCA



Background

The American Lutheran Church, Association of Evangelical Lutheran Churches, and Lutheran Church in America merged to form the Evangelical Lutheran Church in America on January 1, 1988. In 2013, the ELCA celebrates its 25th anniversary. This significant milestone provides the occasion both to reflect on the people and events that shaped the life of this church and to seek new opportunities to expand its mission and ministry. A campaign for the ELCA is an opportunity to have a transformational impact on the shared ministries of this church so that together we can develop and expand ministries both locally and globally.

In response to the proposal of the Mission Funding Task Force that the ELCA consider a comprehensive campaign to coincide with its 25th anniversary, the Mission Advancement unit undertook work to prepare the campaign proposal. In October 2012, staff of the Mission Advancement unit presented a first proposal for a campaign to the Conference of Bishops and synodical vice presidents. Further analysis of the proposal and consultation was undertaken and included ongoing dialogue with the Conference of Bishops, as well as fundraising counsel and other partners, leaders, and ELCA members.

At its November 2012 meeting, the Church Council endorsed the campaign in concept and authorized further work in anticipation of action at its April 2013 meeting to forward a recommendation to the 2013 Churchwide Assembly. ELCA bylaw 11.41.06. states that a churchwide appeal must be approved by the assembly.

The goals of the campaign are laid out in the accompanying case statement.

In April 2013, the Church Council reviewed the goals for the campaign and the campaign budget and voted [CC13.04.14] to make this recommendation to the 2013 Churchwide Assembly.

Recommended for Assembly Action

To approve the 25th Anniversary Campaign for the Evangelical Lutheran Church in America as a major fundraising effort of this church, its synods and congregations, its affiliated and related ministries, and individual members in order to grow the resources of this church to support congregations, leadership, relief and development, and global mission;

To thank the members of this church for their ongoing stewardship and generosity through regular offerings that support the breadth of ministry across the ELCA and beyond;

To invite every congregation, synod, related ministry, and individual member of this church to make a contribution toward the 25th Anniversary Campaign for the ELCA in order to achieve its goal of \$190 million over the next five years (2014–2018);

To request that the Church Council monitor and evaluate the implementation of the 25th Anniversary Campaign for the ELCA on an ongoing basis and that reports be submitted annually to the Church Council and to each Churchwide Assembly through the completion of the campaign;

To encourage conversations among members and in congregations, synods, and the churchwide organization regarding ways that the 25th Anniversary Campaign can be implemented to take advantage of synergies among all expressions of this church; and

To thank God for 25 years of interdependent ministry in the ELCA and to step forward boldly in order to seek to reach more communities with the good news of Jesus Christ, train more leaders who will become missionaries, pastors, and lay leaders, and contribute to the alleviation of hunger and poverty.