The Comprehensive Campaign for the ELCA

The Comprehensive Campaign for our Lower Susquehanna Synod

Evangelical Lutheran Church in America

God’s work. Our hands.
....give, and it will be given to you. A **good measure**, pressed down, shaken together, running over, will be put into your lap; **for the measure you give will be the measure you get back.**”

Luke 6:38

*Our world hungers for what ELCA Lutherans offer best through our congregations, our Lower Susquehanna Synod, and our Churchwide ministries.*

*These times challenge us to go outside our comfort zones and beyond our own walls to reach God’s beloved people here in Central Pennsylvania and beyond.*

**Together** we equip leaders, encourage cooperation, and engage a rapidly changing world in new and radical ways.

Bishop James S. Dunlop

**Partner with us** to feed our world that hungers

- For the Good News of Christ
- For community
- For forgiveness
- For hope
- For food.

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**Lower Susquehanna Synod, Evangelical Lutheran Church in America**

United Church Center, 900 South Arlington Avenue, Suite 220 B
Harrisburg, Pennsylvania 17109

Telephone (717) 652-1852 (800) 692-7282 (PA only) Fax (717) 652-2504

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Why?

Because we are **GENEROUS** people!

We worship Jesus; we serve Jesus.

   Through Him we serve humanity.

The needs of people in the world have changed and grown.

   We are called as disciples to respond.

**Working together – we can make a difference.**

   We can Say “**YES.**”

Together, as ELCA and Lower Susquehanna Synod Lutherans we can step forward as a bold and courageous church and say “Yes” to our sisters and brothers living in poverty and struggling with hunger and diseases like malaria. We can say “Yes” to people looking for a faith community where they feel welcomed and loved. We can say “Yes” to our youth and future leaders of this church. We believe that Jesus is God’s “Yes” to us. Our lives can be “Yes” to others.
STEPS FOR SUCCESS IN YOUR CONGREGATION

ORGANIZE . . .

. . . a Campaign Team
A team of three to five persons can easily conduct the Always Being Made New campaign. They can plan the effort, gain approval for timetables and commitment opportunities, and recruit others to help. It will be helpful if team members know the congregation well and understand the ministries of the whole church.

Keep in mind that our Lower Susquehanna Synod has a policy of “one campaign” at a time, so from June 2014, through January 2019, this will be the only designated campaign in our synod. Also, we are working together with our partners in mission (Lutheran Camping Corporation – Seeding the Future, Kirchenwald and Wittel Farm; Lutheran Disaster Response) to help reach their goals. Gifts already received for these partners in mission and for the Malaria and Hunger campaigns are incorporated into the totals for each category. We are also working collaboratively with the Lutheran Theological Seminary at Gettysburg to reach a mutual goal—The Fund for Leaders in Mission scholarship and support of our seminarians.

Remember, this campaign is an OPPORTUNITY for us to grow as stewards, caring for God’s special ministries. It is an “Above and Beyond” ministry for individuals and congregations to respond generously for the gifts we have been given in our own lives.

START . . .

Hold Your First Team Meeting (Sample agenda)

Introductions
Begin with prayer.
Show the video/DVD.
Review the campaign goal options and ministry/mission categories.
Brainstorm about your congregation’s involvement and establish your own goals.
Choose a timetable and method for inviting people’s response.
Plan to seek approval from council – communication is key.
Assign tasks (see suggestions).
Set next meeting.
Close with prayer.
**SET GOALS:**

Look at your congregation’s annual support for our synod and the ELCA over the past five years. Then, designate a percentage increase, of your choosing, for your goal over the next five years.

Another approach is to set a $20-per-member challenge each year over the next five years. If *every* ELCA member gave $20 each year for 5 years to the campaign, we would meet our Lower Susquehanna and ELCA goals. Remember, we are inviting people to grow in their giving. Strive for a higher goal if that is possible.

As a congregation you may wish to first identify specific ministries to support, and then establish your goals for those ministries under the Always Being Made New umbrella.

An important additional goal could be to strive for 100% participation of the members in your congregation.

Keep in mind that individuals may designate their gift for the ministry they wish to support at either synodical or churchwide ministries, or both. Undesignated gifts will be applied where they are needed most.

Whatever your goals, remember to convey both the goals and their progress to your church council and congregation frequently. Communication is key to your campaign’s success!

**BE CREATIVE . . .**

Think outside of the box. Have Fun. The goals are to ENGAGE and INVITE individuals to GROW as stewards and become involved in ministries around which they have a PASSION. Your team might . . .

- Plan a coffee or lunch - or perhaps a dessert gathering, to introduce Always Being Made New to members in your congregation. At this time identify people to invite who understand the "Above and Beyond," stewardship idea of giving.
- Identify people who have a "Passion" for a particular ministry and speak with them individually.
- Plan a Ministry Fair that highlights each of the ABMN ministries so people better understand them.
- Create a display highlighting each of the ministries and pray for them.
- Use our YouTube videos in presentations at every opportunity - Council meetings, Women of the ELCA, special events, youth gatherings, etc.
- Invite someone who has benefitted from one of our ministries to speak in your congregation. It might be a camper, a Young Adult in Global Ministry, or another member in your congregation.
- Present Temple Talks as described in the guide. Use the bulletin inserts every Sunday.
- Make creative posters and display them throughout the church.
- Plan activities in advance and frequently.
- Bring your own ideas to the table!
RECIPE FOR SUCCESS

The Always Being Made New Campaign will be successful in your congregation when each part of the following recipe for success is fully completed. You may add your own unique “flavor” and/or “spice up” your congregational campaign to make this recipe your own. Just be sure to follow the basic tried-and-true recipe!

PART ONE: *Weeks One through Four – Raise awareness.* People will become educated about the importance of the ministries to be supported through Always Being Made New and their Generous Measure Stewardship response to them.

*First week:* Announce the campaign. Begin by using Bulletin Insert #1 and adapt it for newsletter paragraphs, and display posters, and begin showing the DVD/downloadable video clips at every opportunity. Use creative ideas like those suggested in this guide.

Send the first campaign letter and brochure to each family in the congregation (prepare letter in advance).

*Second week:* Hold the first Temple Talk at worship services; use Bulletin Insert #2.

Identify Leadership gift donors. Talk with these people individually.

*Third week:* Hold the second Temple Talk; use Bulletin Insert #3 (continue to show video).

Announce the Commitment Sunday date.

*Fourth week:* Hold the third Temple Talk; use Bulletin Insert #4. Distribute the second campaign letter, including the campaign brochure, and send to each unit in the congregation. The letter is an invitation for support of Always Being Made New.

PART TWO: *Fifth Week – Invite a response.* Beginning on this Commitment Sunday each member unit should be asked for their gift of support. The sermon and/or comments should be offered by the pastor. OR, invite a speaker to describe the importance of growing our ministry. Distribute ABMN campaign brochure with every bulletin – even if you mailed it earlier.

Invite people to make their commitment of support for ALWAYS BEING MADE NEW

PART THREE: *Sixth Week – Announce the campaign results* to the congregation.

Send gifts, pledges and requests for follow-up to: Always Being Made New, Lower Susquehanna Synod, ELCA, 900 S. Arlington Ave., Suite 220B, Harrisburg, PA 17109

PART FOUR: *Repeat parts one through four* on an annual or semi-annual basis to provide opportunities for individuals to grow as stewards and support and grow our synod’s and ELCA ministries.

If You Follow These Basic Steps You Will Have a Successful Campaign!

HAVE FUN WITH IT!
F.Y.I.

A thank you letter will be sent to every individual donor and congregation. The commitment form provides space for the information we need: name, address and home congregation. Please be sure the form accompanies the individual gift. (Thank you!)

This is a five-year campaign. People may give a legacy gift (planned gift), a leadership gift ($1,000 and up – including securities) a NOW gift of any size, or a pledge gift of the size of their choosing and time of duration.

In our Lower Susquehanna Synod we are running the campaign in EACH congregation as described previously. We will be receiving and managing gifts over the next five-year time period. The ELCA is offering annual themes for support for the next five years. You will continue to receive new information from them and from our synod over the next five years.

Our Lower Susquehanna Synod goals include: a 20% increase in the amount our synod expects to receive for World Hunger over the next five years; $250,000 to complete our synod goal of $500,000 for the ELCA Malaria campaign; $250,000 for ELCA initiatives (Youth and Young Adult Ministry and Disabilities Ministry); $1 million for Lutheran Camping Corporation to complete Seeding The Future and to endow programming; $750,000 for New Congregations and Renewing Congregations for our Bishop’s Mission Fund; $100,000 for Lutheran Disaster Response needs in our Lower Susquehanna Synod; $500,000 for hunger initiatives within our Lower Susquehanna Synod; and 2014 Synod Assembly approved initiatives of $250,000 for seminarian-related support and $150,000 for youth and young adult ministry.

The ELCA Annual Theme schedule: 2014: ELCA Malaria Campaign; 2015: Congregations (including Renewing Congregations, ELCA New Congregations and Disability Ministries); 2016: ELCA World Hunger; 2017: Global Church (Missionaries and Young Adults in Global Mission, Global Ministries and International Leaders – Women); and 2018: Leadership (ELCA Fund for Leaders, Youth and Young Adults)

AND – ABOVE ALL - we can help you! Our Lower Susquehanna Synod campaign director, Donna Nicholson, is ready to meet with you in person or to answer questions by email and phone to assist you as you guide your congregation in understanding the MINISTRY we have been called to do - - and how your congregation may respond to this call.

For more information, contact Donna Nicholson at 717-652-1852, ext. 114, or email her at dnicholson@lss-elca.org. You may also contact Denise Ferguson, campaign assistant, at the same extension or by email at dferguson@lss-elca.org.
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