

TEN REASONS WHY I'M EXCITED ABOUT THE CAMPAIGN FOR THE ELCA

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1. A campaign is **a great way to observe a milestone**—by giving a thankoffering. We are gathering up thankoffering for the first 25 years of the life of our church, the ELCA. This an exceedingly *biblical* way of thanking God.
2. A campaign is **a joyful, exciting, and interactive way to mobilize persons** for a common purpose. Historically, the campaign model began in the American colonial period with *the barn-raising party*, which mobilized both labor and materials, to accomplish something needful for some neighbors in a short period of time, making use of all the gifts that other neighbors could bring.
3. The Campaign for the ELCA gives us all **a chance to work toward and celebrate a “win”** for our Evangelical Lutheran Church in America. Because the Campaign encompasses both current designated giving and new gifts, we can meet or exceed our Campaign goal of \$198 million.
4. Nowadays there are people in our church, having walked together through some church struggles, who know why they belong to the ELCA. The Campaign offers a golden opportunity to persons who are itching to declare why they're **grateful to be part of the ELCA**.
5. A campaign calls forth some of **our best stories of what God is up to** in our church. We're not simply raising funds; we're raising awareness and appreciation for what God is doing in our midst.
6. Doing a campaign now helps us move toward **the multiple-income-streams pattern of giving** that is gaining traction across the ELCA.
7. **Campaigns have particular appeal to certain types of givers.** In the first week of the Campaign (February 2014) the ELCA received some of the largest single gifts ever—including some from persons who had never previously given to the ELCA.
8. The very structure of a campaign—with goals, parameters, and a deadline—builds **a sense of engagement and urgency**.
9. This campaign **looks both backward** (grateful for our first quarter-century) **and forward**, giving a shot-in-the-arm to some signature ministries of our ELCA.
10. The structure of this campaign allows us to focus on churchwide initiatives that align, in specific ways, with goals and emphases of our NW MN Synod. We on the Campaign steering committee for our synod believe that ***the ELCA campaign is OUR synod's campaign.***

Always
being made
New.

THE CAMPAIGN FOR THE EVANGELICAL LUTHERAN CHURCH IN AMERICA



Northwestern Minnesota Synod
Evangelical Lutheran Church in America
God's work. Our hands.