

STRENGTHEN AND GROW YOUR MINISTRY

LCEF MINISTRY MOMENTS VIDEO SERIES

Campaigns #1 – What Are They?

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The Lutheran denomination is built around campaigns. The seasons of the church year work together and provide a rhythm and a connecting message that guide our worship and continual commitment to mission and ministry.

How to use campaigns to energize your congregation?

1. Ministry

- Campaigns are about ministry, not money.
- The message and commitment must be centered on the Lord's plans and ministry.

2. Message

- Have a clear and concise message.
- The majority of people want on the core, important message, not every detail of the planning.
- What idea is being presented and what commitment is being asked?

3. Timeframe

- Define and plan the campaign calendar.
- A campaign spans a specific period of time that allows members and leaders to focus and come to a specific point of commitment.

4. Commitment

- Lead people to commit.
- Getting people to commit is the best way to move people forward in ministry.
- Commitments should be tangible and trackable.