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PO Box 355, Prospect, PA 16052

(724) 865-2161

www.lutherlyn.com

July 20, 2023

Dear Pastor/Council President,

Lutherlyn's ***Building for the Future Campaign*** is off to a great start. There is already \$1,500,000 pledged toward the \$2,500,000 campaign goal. In 2023, Lutherlyn is conducting the campaign in the SWPA and NWPA congregations. This campaign is approved by the synods.

2023 is Lutherlyn's 75th anniversary. Hundreds of thousands of western Pennsylvanians have experienced Life-Changing Adventures in Faith at Lutherlyn over the past 75 years and the camp needs some updates and improvements to remain a safe and welcoming environment for campers and guests. The campaign video (found at www.lutherlyn.com/future) and the enclosed campaign prospectus best tell the story of the ***Building for the Future Campaign***.

Here are some details to better explain what Congregation participation in this campaign means:

- Select a congregation leader to lead the campaign effort. A job description for the congregation leader is enclosed. Once a congregation leader is selected, Lutherlyn will conduct training for the congregation leader and provide all the materials needed for the campaign.
- You will determine the goal for your congregation. A goal range can be determined by multiplying the average weekly attendance X \$125. This is not a pledge, but a suggested goal. This is based on 3-year pledges and the congregation leader will be trained in how to best communicate this goal to the congregation. **We are not asking for funds from the congregation's budget; we will be asking individuals from the congregation for a pledge to the campaign.**
- After the Congregation Leader is trained, the congregation will conduct a 6-week campaign. Lutherlyn will provide the Congregation Leader with bulletin inserts, details of what should happen to promote the campaign each week, and all the materials needed. (Sample materials enclosed.)
- At the end of the 6-week campaign, the Congregation Leader will collect and forward all "Statement of Intent" forms to Lutherlyn.
- Lutherlyn will acknowledge all pledges/gifts and do all the tracking and tax reporting/receipts. The congregation does NOT process/deposit any gifts or do any bookkeeping. Lutherlyn will take care of all bookkeeping and acknowledgements.

If you would like to watch a video or show a video to your council that explains what we are asking each congregation to do, please visit www.lutherlyn.com/future and select "Congregation Campaign Leader Materials". The video is the first link.

Will your congregation participate in the ***Building for the Future Campaign***? 15 congregations already conducted successful campaigns in the spring and we are confident, with your help, that we will meet or exceed the campaign goal. A "congregation acceptance form" is enclosed. Please fill this out and return it to Lutherlyn as soon as possible so we can contact and train the congregation leader.

Thank you for considering this campaign. Your support of Lutherlyn is greatly appreciated. If you have additional questions or would like to further discuss the campaign, please contact me at 724-865-2161 or deb@lutherlyn.com.

Sincerely,

Deacon Deb Roberts
Executive Director



**LUTHERLYN
BUILDING FOR THE FUTURE CAPITAL CAMPAIGN**

**CONGREGATION LEADER
JOB DESCRIPTION**

1. Be committed to work for a successful Campaign within your congregation and assist in the effort to raise funds to complete the campaign projects at Lutherlyn.
2. Attend a Congregational Leader Training (zoom or in-person, approximately 1 hour).
3. Become familiar with the projects of the Campaign and the materials and resources available for conducting the Campaign.
4. Conduct a five- or six-week campaign within your congregation, culminating in the solicitation of gifts and pledges from members of your congregation.
5. Inspire and encourage others to participate in the Campaign through your own gift to the Campaign, enthusiasm, and effort.
6. Submit all Campaign "Statement of Intent" forms to Lutherlyn's Campaign Office.