



CONGREGATION MANUAL

LUTHERLYN “BUILDING FOR THE FUTURE” CAPITAL CAMPAIGN

Lutherlyn
P.O. Box 355
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(724) 865-2161
www.lutherlyn.com/future

“Building for the Future” Capital Campaign

Thank you!

Thank you so much for serving as a Congregation Leader for Lutherlyn’s ***Building for the Future*** campaign! We hope this leadership opportunity is fulfilling for you and we are so appreciative of your time and effort on Lutherlyn’s behalf.

Lutherlyn, under the leadership of GSB Consulting, has prepared a comprehensive plan for a successful campaign. It is our sincere hope that this manual, along with the bulletin inserts and other printed materials provided, will give you the tools needed to lead the campaign for your congregation. If at any point you have questions, concerns, or are unclear about something; please contact Deb (deb@lutherlyn.com) or Andi (andrea@lutherlyn.com) at Lutherlyn, 724-865-2161.

A Simple Plan for a Successful Campaign

Special campaigns and projects can be intimidating for congregations. Volunteers are often uncomfortable asking people for money. Congregations could be struggling with their own budget or ministry projects. Sometimes leadership is hard to find and volunteers are difficult to recruit.

One of the most helpful remedies in these situations is for the congregation to follow a reliable plan and experience success! This manual outlines an opportunity for success in your congregation. More than that, it is an opportunity for your congregation to partner with Lutherlyn to provide life-changing adventures in faith long into the future.

The plan outlined in this manual will work - it has worked in thousands of congregations for more than 40 years.

The plan is simple. It requires a minimum amount of planning and work with very satisfying results.

The plan will provide your congregation with great success - success that will benefit thousands of people for years to come.

What Is a Capital Campaign?

A capital campaign is simply an organized, scheduled effort to communicate a need to people and to provide an opportunity and a means by which they can respond. It is an educational process in which information is given to convey the message thoroughly, persuasively, and completely. People give as they are informed, motivated, and asked to make a commitment. The timeline, which appears on the next page, is important. As you follow it, you will inform, motivate, and provide opportunity for the people of your congregation to make a commitment to this great ministry. Only essentials have been included. Meetings, materials, and responsibilities have been kept to a minimum.

Two Phases of the Campaign

The Campaign will be successful in your congregation when each phase of the effort is fully completed.

- 1) Weeks One through Four - the public awareness phase. These weeks will have members being educated about the importance of the Campaign and the need for their support.
- 2) Weeks Five and Six - the "responding" phase. Beginning on Commitment Sunday, each member will be asked for their gift of support to the campaign.

The Importance of Commitment

Little happens in this world without commitment. This is certainly true of the great adventure in which we are engaged together: continuing the vision of Lutherlyn.

Fervent hopes, prayer without action, and wishful thinking will not extend this ministry and build what the church needs. Good planning, attention to detail, and bold asking will get the job done. For this campaign to be successful, follow the plan outlined in this manual and ask each family to make a gift.

It has been demonstrated again and again in the church that people are willing and able to support special causes when given the opportunity to do so. So, provide an opportunity for the congregation to respond, to make a commitment. As you do, they, you, and campers for future generations will be blessed. Don't let anyone in your congregation say, "I would have given to the campaign, but I was never asked!"

Goal Setting

As your congregation considers their response to the Campaign, it will be important that they set a congregational goal for their efforts. This goal will not represent a firm commitment, but it is hoped that it represents a serious concerted effort to raise the goal amount for this Campaign.

There is a suggested "target" goal range for your congregation to consider for the Campaign. Target goals are non-binding goals toward which congregations can strive to successfully complete the Campaign effort. Each congregation is encouraged to use the range as a guideline in setting its goal, choosing a level within the range, or selecting a goal higher or lower than the range.

The range of suggested goals is based on the congregation's average weekly worship attendance. **The range is \$125 to \$250 per average attendee over a three-year period.**

Basic Goal	\$125 per attendee (or approximately \$41 a year for 3 years)
Advance Goal	\$250 per attendee (or approximately \$83 a year for 3 years)

Example: A congregation with an average weekly attendance of 100 is asked to prayerfully consider a goal of \$12,500 to \$25,000 to be given over a three-year period.

Organizing a Campaign Meeting

A committee of 3 to 5 people can easily conduct the Campaign. They can plan the effort, gain approval for timetables and commitment opportunities, and recruit others to help with specific tasks during the effort.

Committee members should be people who know the congregation well, who have an appreciation for Lutherlyn, and who are willing to organize and follow through on tasks.

Sample Agenda for Committee Meeting:

- Prayer (for the ministry of Lutherlyn, for your congregation's effort, and for God's guidance) & Introductions
- Show the Campaign video
- Review the Campaign plan using the brochure
- Choose a timetable and goal (if not already done)
- Plan to seek approvals from council, worship committee, etc. (if needed)
- Assign tasks (see check list)
- Set check-in
- Close with prayer

Congregation Campaign Suggested Timeline & Details

The suggested timeline for conducting the Campaign in your congregation is any six-week period from now until December 31, 2023, which best suits your congregation. Do not shortcut the schedule and process. It takes time to communicate, to inform, and to motivate. Use the full six-week, six-Sunday schedule no matter when you conduct the Campaign in your congregation. Plan to complete it before December 31, 2023, the earlier the better, so campaign projects can begin as soon as possible.

This can be a very effective method and is easy to do, IF YOU . . .

1. Use all the materials prior to Commitment Sunday.
2. Take time to distribute, explain, fill out, and receive the Statement of Intent forms at the service.
3. Follow up by phone, e-mail, or mail with those not in attendance.

Newsletter Prior to the Start of Campaign

First Campaign Letter included in monthly Newsletter or mailed/e-mailed to all members. (Appendix A & www.lutherlyn.com/future).

First Week

Sunday

Announce the Campaign (For the next 6 weeks, we will be celebrating and supporting the ministry of Lutherlyn through the ***Building for the Future*** Campaign. Details will be shared each week, leading up to Commitment Sunday, where you will be asked to consider making a 3-year commitment or a one-time gift to Lutherlyn.) If possible, show the video during announcements or before/after the service. Begin using Bulletin and Newsletter paragraphs (Appendix I & www.lutherlyn.com/future). Display poster. Share video and announcements on church's social media and e-mails. Begin showing the video at every opportunity (www.lutherlyn.com/future). *If week #1 falls before CampBlast (May 13, 2023) and week #6 falls after CampBlast, please distribute the CampBlast/Summer postcards week #1. If your whole campaign is after May 13, 2023, you will have the 2024 CampBlast/Summer postcard to distribute in week #6.*

Second Week

Sunday

First Temple Talk at worship service(s) (Appendix E). Use Week #2 Bulletin Insert (letter from Deb Roberts). Continue to show video to Adult Sunday school classes, coffee hour, social media, e-mails, discussion groups, and mid-week gatherings.

Third Week

Sunday

Second Temple Talk (Appendix F). Use Week #3 Bulletin Insert (letter from Bishop McCoid). Continue to show video. Begin announcing Commitment Sunday date.

Fourth Week

Sunday

Third Temple Talk (Appendix G). Use Week #4 Bulletin Insert (Welcoming. Hospitable. Safe.) Continue to show video. Announce Commitment Sunday date.

Monday Second Campaign letter included in Newsletter or mailed/e-mailed to all members. (Appendix B & www.lutherlyn.com/future).

Fifth Week - Commitment Week

The climax of the Campaign in your congregation should be the ***Building for the Future*** Sunday. Ensure that this Sunday is a dynamic, exciting celebration of ministry! Some suggestions are outlined below, but feel free to use your imagination and expand on what is suggested. Be effective. Make it as exciting and inspirational as you can. Essentials for which you must arrange are:

1. Announce and publicize in every way you can that a special ***Lutherlyn Capital Campaign*** Sunday will be observed and urge everyone to be in church to participate.
2. Arrange one of the following with your pastor/worship leader...
 - a. to emphasize in their sermon the concerns and needs of our youth. Emphasize that Lutherlyn is one of God's tools in meeting these needs,
 - b. to give their own Temple Talk on Lutherlyn and the ministry, the importance of the Campaign, and what the new facility will do to improve and expand opportunities for campers,
 - c. to invite a camper, past camper, camper parent, or member that has close connections to Lutherlyn to speak for the ***Building for the Future*** Campaign Sunday.
3. Arrange for distribution of the Campaign brochure through the Sunday bulletin. If you prefer, mail it in advance with a letter (or with your regular newsletter) urging attendance at the ***Lutherlyn Capital Campaign*** Sunday services. **If you choose to use the brochure in both ways, you will need to order additional brochures. PLEASE DO!**

Optional "extras" for Commitment Sunday: Invite those who have them to wear a Lutherlyn shirt, use camp songs in the worship service, host a coffee hour or set up a table for people to share their camp photos, have s'mores or trail mix as a Sunday School or coffee hour treat. Lutherlyn's "famous" coffee cake recipe is available at www.lutherlyn.com/athome. Feel free to be creative!

- Sunday You will be successful if you follow these steps exactly for Commitment Sunday (week #5):
1. Hand out brochures in every bulletin or during the service.
 2. Have someone do a 5-minute "presentation/ask" using the brochure to present the information and a personal experience for a heart-felt "ask."
 3. Distribute Statement of Intent forms and pens. Once distributed give the following instructions: Indicate the amount you will give and when the first payment will begin. Fill out the bottom of the form. Keep the white (top) copy for your records. Return the yellow and pink copies. Let the congregation know that if they are choosing not to make a gift at this time, it would be helpful if they fill out their name on the form and leave the rest blank or write "not right now" on the form. This will help the committee

know who was present at worship and who they will need to follow up with after worship.

4. Give the congregation 5 to 7 minutes to complete the statement of intent.
5. Collect all forms at the conclusion of the 5 to 7 minute period. Pass baskets (separate from offering) or have ushers collect. (Don't collect them with the regular offering and don't drop them in baskets at the door as they leave the sanctuary.)

Suggested Format for Commitment Sunday Worship Service

- Ushers distribute brochures with bulletins or ask youth to distribute brochures at the beginning of worship.
- During announcements, call attention to the brochure and emphasize that today is **“Lutherlyn’s Building for the Future Capital Campaign”** Commitment Sunday and there will be a special time during the service to make commitments.
- During announcements or the sermon, ask the pastor to emphasize the importance of the ministry of Lutherlyn.
- At a designated time in the service (often immediately after the sermon) ask the ushers, youth, or children to distribute the Statement of Intent forms. Have an effective speaker, using the brochure, give information about the Campaign, concluding with a personal camp experience and asking each person or family to make a three-year commitment using the form.
- Music by choir, soloist, or children giving everybody time to fill out intent form. (Be sure there are pens available.) There are videos of camp songs available at Lutherlyn.com/future.
- Collect the yellow and pink pages of the Statement of Intent forms. Children or youth may do this or baskets may be passed.

After Contact members who were not present for Commitment Sunday with letter or phone call (Appendix D) and Statement of Intent form.

Sixth Week – Victory Sunday

Sunday Victory Sunday is the time for reporting the total raised in your congregation for the Campaign and for reporting the overall Campaign total. Update the poster to reflect the congregation’s commitments. Arrange for an announcement of the Campaign total to date plus your congregation's total. Also, take this opportunity to thank everyone who gave and volunteered and to ask those who have not yet participated to do so. Include the Summer Camp/CampBlast postcard in the bulletin and invite the congregation to attend CampBlast (May 13, 2023 and May 11, 2024) and experience Lutherlyn. Please call the Lutherlyn office at (724) 865-2161 or andrea@lutherlyn.com to get the latest Campaign totals.

Follow-up, send intent forms to Lutherlyn. Send to: Lutherlyn, P.O. Box 355, Prospect, PA 16052. Phone: (724) 865-2161. Follow up letter sent to non-responding members (Appendix D). Thank you letter (with the white copy of the commitment form, if not retained when filled out) sent to those who made a gift/commitment. (Appendix K).

Materials for Use in Your Congregation for the “Building for the Future” Capital Campaign

<u>ITEM</u>	<u>USE</u>	<u>QUANTITY</u>
Three different Bulletin Inserts	2nd, 3rd & 4th Sundays*	Number of worship attendees per week
Video www.lutherlyn.com/future	At every opportunity during the Campaign	YouTube link on website
Poster	Post prominently prior to first Sunday	One per congregation
Brochure	5th Sunday*	Number of worship attendees per week
Statement of Intent Form	Commitment Sunday	Number of worship attendees per week
CampBlast/Summer Postcard	6 th Sunday	Number of worship attendees per week
Offering Envelopes	As you desire	Must be ordered

***Note:** If you wish, include the Bulletin Inserts in your Newsletter or other periodic mailings. You can also mail the brochure. Feel free to be flexible but do use all the materials. If you need more materials, call Lutherlyn at 724-865-2161 well in advance of the date you will use them. If you have extra materials that you do not need, please return them to Lutherlyn.

Temple Talks

No matter how hard we try, when the Campaign is over, some members will not have heard of it. So, we must use every avenue of communication: letters, inserts, e-mail, brochures, videos, etc. The verbal, in-person, communication is very important. Therefore, please schedule three Temple Talks. A suggested outline is provided in the Appendix. There is no script as the talk should be in the presenter's own words; rehearsed and well-done, yes; but read, no. Be flexible. Delete or add material. Rearrange. Sincerity and conviction are more important than specific content.

Each talk should be no more than 5 minutes in length. That isn't much content, just two and one-half double-spaced typed pages. Make the talks good but brief! Good resource material for all three talks can be found in the campaign prospectus, this manual, bulletin inserts, brochure, etc. You will note that each Temple Talk outline directly relates to the bulletin insert used on that Sunday.

A brief outline or idea starter for each Temple Talk appears in the appendix section of this manual (E, F, and G).

Statement of Intent

The ***Building for the Future*** Campaign is a 3-year campaign. The "Statement of Intent" form allows people to commit to a gift that will be spread out over a 3-year period. For example, someone could commit to \$25/month for 3 years, for a total campaign gift of \$900 or \$1/day is a commitment of \$1,095. Each donor will indicate on their form what their total gift will be and in what time increments they wish to give (monthly, quarterly, semi-annually, annually) over the 3 years. If individuals choose to make a one-time gift, instead of a 3-year commitment, they can also indicate that on the "Statement of Intent" form.

Use "Statement of Intent" forms in gaining commitments, whether in person, by phone/e-mail, or in groups. Be sure the form is legible, complete, and that any checks are attached firmly and properly indicated on the Intent form. Check name and address for accuracy and completeness. PLEASE DO NOT deposit individual checks for the Campaign in the congregation account and then write one check for the total, all individual checks should be made out to Lutherlyn. This makes it impossible for Lutherlyn to thank donors, include the gift in their tax receipt, or remind them when there is a balance to be paid. Send all checks directly to Lutherlyn's office and proper credit will be given to the congregation. Individual acknowledgements and reminders will be sent directly to the donor from Lutherlyn. Checks will be processed and deposited immediately.

The Statement of Intent is triplicate.

- The donor keeps the white copy.
- The Congregation Campaign Leaders mail the yellow copy to Lutherlyn.

- The Congregation Campaign Leader keeps the pink copy.

Note: Lutherlyn will handle all record keeping and follow-up for the Campaign including collection, reminders, acknowledgements, etc. Your financial secretary or treasurer does not need to set up a system to handle intent forms, collections, reminders, etc.

Pacesetting, Advance, Challenge and Matching Gifts

Pacesetting, challenge, or matching gifts are very effective in gaining interest and encouraging giving. If you can arrange a Challenge Gift, say of \$1,000; \$3,000; \$5,000 or more, to be paid when a certain amount is raised, that is helpful. It is even more useful if you can get one or more large donors to agree to match every gift at a one-to-one or one-to-two, etc., ratio.

One very effective method of setting the stage for the general congregation support is to collect "advance" gifts prior to commitment Sunday. These gifts can come from council members, pastor(s), and all Campaign committee members. By announcing the total of advance gifts received on the ***Building for the Future*** Sunday morning, other members of the congregation will be challenged to respond generously themselves. Ideally, the advanced gifts will be announced week #4 (prior to Commitment Sunday) and week #5 (Commitment Sunday).

Think about it and explore various possibilities. It is worth the effort, for experience has proven that pacesetting, advance, challenge, and matching gifts do work!

Commitment Opportunity Options

There are many ways that your congregation can support and participate in the Campaign. Flexibility and a variety of options are possible. The important thing is to select one or a combination of options and then work that plan well and follow through on it. It is essential that your congregation participates and that you give the members the opportunity to be a part of expanding Lutherlyn's ministry for future generations. Remember, the primary reason people do not give is that they are never asked. Provide an opportunity for each family to make a written commitment. A variety of effective, tested, proven ways for your congregation to participate appear on the following pages.

The 6-week campaign detailed in this manual is preferred but additional options can work.

ADDITIONAL OPTION: Special Gifts Approach to Selected Members

It is possible to have a successful campaign in your congregation by conducting only a Special Gifts effort directed to the 20% or so of your members who are most capable of supporting the Campaign. You can use personal visits, a phonathon, or cottage meetings to contact those selected and to receive Statements of Intent. Follow the schedule and use all the materials with the entire congregation so all are informed about Lutherlyn. (Each family might still receive an intent form by mail, etc.)

ADDITIONAL OPTION: Special Offerings

Another option receiving special offerings for the Campaign at regular or special church services, Sunday school, small groups, etc. Offering envelopes in quantity are available free of charge, but you must order these envelopes from Lutherlyn. Among special services to consider are Thanksgiving, Advent services, Christmas, Lenten services, etc.

If you elect the Special Offerings option, still use the materials, Temple Talks, etc., to inform and educate your congregation and plan to continue the offerings over the 3-year campaign period. Again, use everything but the Statement of Intent form.

To be effective, offerings will need to be taken over a 3-year period. Please request new, updated materials from Lutherlyn in the second and third year. Initially, Special Offerings may seem like an easy way to conduct a campaign. This option requires much more work because it requires attention over the whole three years. The other options are completed in a short period of time.

ADDITIONAL OPTION: Combine with Your Stewardship Emphasis or Other Special Drive

It is a proven fact that "giving begets giving." An excellent way to help Lutherlyn and to encourage greater vision and generosity for your congregation's budget is to combine the Campaign with your regular stewardship effort. (Or, if you haven't been conducting an annual stewardship emphasis, use the instructions in this manual to emphasize congregational giving this year along with ***Lutherlyn's Capital Campaign***).

If you combine, use both the ***Lutherlyn Capital Campaign*** materials and your stewardship materials and information. Talk about both in your temple talks. Emphasize both. Have goals for both. Then use both the Statement of Intent form and your local pledge card and receive two commitments. Remember: "Giving begets giving" and, "the primary reason people do not give is that they are not asked."

ADDITIONAL OPTION: Design Your Own Option

If none of the above suits your circumstances, then combine or adapt options or design a plan or your own. The important thing is that your congregation participates in some tangible way so that everyone has the opportunity to give. The method is not as important as doing something and doing it enthusiastically, effectively, and well.

Regardless of the method chosen or developed, the single most important feature of the Campaign effort is **to be sure that every family is asked to consider a three-year commitment to the *Building for the Future* Capital Campaign.**

WHAT WON'T WORK

As you can see, the Campaign plan is flexible with options and choices. This manual and plan have been used successfully in thousands of churches across the country.

In planning the Campaign for your congregation, be aware that just as experience has indicated what will work, experience also reveals what does not work. Those who follow the manual and plan almost always experience success. Those who deviate from the manual and plan almost always have trouble.

What has not worked is taking shortcuts in the asking process. For example:

- mailing out the Statement of Intent forms and asking families to bring or send them to the church does not work.
- Asking members to mail their Statement of Intent to Lutherlyn does not work.
- Handing out Statement of Intent forms at church and asking people to return them after the service or later does not work!

Please do not try these shortcuts. They simply don't work and are a waste of time, effort, and materials.

As outlined in the COMMITMENT OPPORTUNITY OPTIONS, handing out Statement of Intent forms at a service or meeting will work, but only if you allow a quiet time, after sufficient explanation, for them to fill out their Statement of Intent form right then and there, and then collect the Statement of Intent form at the conclusion of this quiet time. Then follow up in person or by phone with those who were not present or did not respond.

****All letters/announcements are also available at www.lutherlyn.com/future in a format that can be copied (cut & paste).***

Appendix A

First Congregational Newsletter Letter/E-Mail

Date

Dear Member of _____ Lutheran Church,

We are excited to share with you that we are working with one of western Pennsylvania's most beloved Lutheran organizations; Lutherlyn. Lutherlyn has been a camp, retreat center, and special "place apart" since 1948.

Congregations look to Lutherlyn as a resource in providing a valuable ministry to our youth, families, and synod.

Because of the need for Lutherlyn to upgrade and modernize its facilities, the congregations of the Southwestern and Northwestern PA Synods, including our congregation, will participate in a Capital Campaign to help raise \$2.5 million.

During the next five weeks, you will learn more about this important effort. We pray that your commitment to ministry will encourage you to become involved and excited about Lutherlyn's ***Building for the Future*** Capital Campaign.

Yours in Christ,

(signed by Congregation Leader
and/or Pastor)

Appendix B

Second Congregational Newsletter Letter/E-Mail

Date

Dear Member of _____ Lutheran Church,

Lutherlyn is committed to providing life-changing adventures in faith for kids, youth, and families. The cabin leaders and staff serve as positive role models through small-groups, relationship-based programs, intentional Christian community, and Gospel-centered living. Campers are welcomed into a community where they are accepted, just as they are; as beloved children of God.

Once the ***Building for the Future*** Capital Campaign is successfully completed, much-needed upgrades and improvements to Lutherlyn's facilities will help to provide even stronger ministry well into the future.

Funds are needed to complete the necessary projects over the next three years of the Campaign. That is why our congregation has accepted a goal of \$ _____ toward this effort and why we are asking every member to respond generously to help us reach the goal.

Soon, you will have an opportunity to join in this effort by making your commitment to Lutherlyn's ***Building for the Future*** Campaign. We will seek your own pledge or gift through a Statement of Intent form that will be distributed at worship on __ (date) __. Please prayerfully consider your response.

Yours in Christ,

(signed by Congregation Leader)

Appendix D

Letter to those who don't return a Statement of Intent form on Commitment Sunday

Dear Member of _____ Lutheran Church,

On Sunday, our congregation participated in Lutherlyn's ***Building for the Future*** Capital Campaign raising more than \$_____ to help complete funding for much needed upgrades and improvements at Lutherlyn. Thank you to all who have already participated.

When we approved participating in this campaign, we hoped that all families at _____ Lutheran Church would hear the story of Lutherlyn and make a commitment in some way.

We have certainly heard the story and know that the upgrades and improvements at Lutherlyn will help camp be a better resource for meaningful ministry and will enable Lutherlyn to touch thousands of lives each year.

I hope you will join me in making a commitment to this endeavor. Did you know that at least 40% of today's Lutheran seminarians worked on staff at a Lutheran Outdoor Ministry? Did you know that a Search Institute Study found that behind the faith of parents, a week of "church camp" ranks as the most important event a child can experience to remain faithful through their lives?

Please join the families who made commitments on Sunday, so that our response to this important campaign will reflect the best effort of our congregation. Together, we can make a significant difference and touch many lives with the good news of Jesus Christ.

Please fill out the enclosed Statement of Intent form and place it in the offering plate on Sunday or return it to the church office. Statement of Intent forms need to be in by (Date), or we will follow up with you by phone to learn of your intentions.

Sincerely,

(signed by Congregation Leader)

Appendix E

Temple Talk I

(This is an outline. Please feel free to add your own stories/experiences.)

- Since 1948 – for 75 years! - Lutherlyn has been engaging youth, families, and adults in hands-on, creative experiences that nurture faith in God and relationships with others.
- Lutherlyn is a God-given place to be accepted, challenged, and sent out into the world to make difference. Lutherlyn serves through five core areas of ministry: Summer Camp, Environmental Education, Retreats & Events, the Equestrian Center, and the Adventure Program.
- In collaboration with the Northwestern and Southwestern PA Synods of the Evangelical Lutheran Church in America, Lutherlyn provides more than one hundred congregations and over 15,000 people annually exciting programs, camps, events, and retreats. These opportunities strengthen participants as they grow in faith, live in community, and develop their own identities as beloved children of God.
- A growing number of retreats and events for adults and families are taking place at Lutherlyn year-round. Congregational leaders meet to plan and prepare for ministry back home. Families learn how to better communicate and live together. Adults delve more deeply into scripture, faith, and church issues as they take time away. These expanding retreat opportunities result in stronger communities in the Southwestern and Northwestern PA Synods.
- The ***Building for the Future*** campaign, authorized by the Southwestern and Northwestern PA Synods and now underway, will fund significant improvements that are necessary for Lutherlyn to remain a safe and welcoming place.
- Over the next several weeks you will receive bulletin inserts and hear details about the ***Building for the Future*** campaign, and you will be given the opportunity to participate in this vital campaign for the future of Lutherlyn. On Commitment Sunday, you will be asked to consider giving to the ***Building for the Future*** campaign through a 3-year commitment or a 1-time gift.
- Thank you for your time and for considering a gift to this important ministry in our synod.

Appendix F

Temple Talk II

(This is an outline. Please feel free to add your own stories/experiences.)

- Lutherlyn’s 75 years of ministry has touched tens of thousands of lives with Life-Changing Adventures in Faith. It is now time to set the stage for Lutherlyn’s next 75 years of ministry. As Lutherlyn prepares to continue this ministry, improvements and additions are needed to the facilities and infrastructure. The projects identified in the ***Building for the Future*** Campaign are important to ensure a safe, welcoming, friendly, and fun environment for the over 15,000 summer campers and guests of all ages who visit throughout the year.
- The projects that will be funded by the ***Building for the Future*** campaign will allow Lutherlyn to grow and serve all campers and guests in a way that is safe, welcoming, and accessible. The projects in the ***Building for the Future*** Campaign are:
 - **Renovation of the Steinger Memorial Amphitheater** – the Amphitheater at Lutherlyn is like the sanctuary in a church building; it is an important place for worship. The outdoor amphitheater is sinking into the hillside and needs significant repairs to be a safe place for people to gather and worship.
 - **Construction of 5 new cabins** – Lutherlyn is still using 5 of the original “Shaulis Village” cabins. They are rapidly deteriorating and cannot be used much longer. 5 new cabins will have all campers and retreat guests housed in similar, comfortable housing on main camp.
 - **Removal of the older cinder block Cabins** – As new cabins and facilities have been added over the years, it is time to remove some of the older buildings that are no longer in use.
 - **Road Improvements** – After 75 years of us and periodic patching, the camp roads need some significant repairs.
- The Northwestern and Southwestern PA Synods have authorized the \$2.5 million ***Building for the Future*** campaign, to be presented to congregations throughout both synods.
- If you have not seen the campaign video yet, please visit Lutherlyn.com/future and check out the video for more details about the campaign.
- In a few weeks, you will be asked to contribute to this important campaign through a 3-year commitment or a 1-time gift to lead Lutherlyn into the next 75+ years of ministry.
- Thank you for your time and for considering a gift to this important ministry in our synod.

Appendix G

Temple Talk III

(This is an outline. Please feel free to add your own stories/experiences.)

- Lutherlyn's ***Building for the Future*** campaign has a goal of \$2.5 million to be raised through charitable contributions over a three-year period. This campaign is vital to fully fund much needed renovations and upgrades at Lutherlyn.
- The effort is challenging. Each congregation of the Southwestern and Northwestern PA Synods is inviting its members to support this important campaign through a three-year commitment or a one-time gift.
- The ***Building for the Future*** campaign, authorized by both Synods, will pay for these necessary upgrades and renovations at Lutherlyn without acquiring any debt and will allow Lutherlyn to remain financially stable while improving the facilities.
- You have heard about the campaign and the projects over the past few weeks. It is also important for you to hear about the impact that Lutherlyn has on campers. Every summer Lutherlyn gets comments from campers and parents like:
 - This was the best week of my life!
 - I learned that God loves me and is with me, no matter what.
 - My children came home so true to the people they are.
 - The staff were upbeat, courteous, and deeply kind.
 - I get to be myself at camp.
- Please prayerfully consider supporting this campaign. The success of the ***Building for the Future*** campaign will lead Lutherlyn into the next 75+ years of ministry. Next week will be commitment Sunday and you will be asked to make a commitment or a gift to the ***Building for the Future*** Campaign.
- Thank you for your time and for considering a gift to this important ministry in our synod.

Appendix H

Temple Talk IV - prior to intent forms being filled out.

(This is an outline. Please feel free to add your own stories/experiences.)

For the past four weeks, we have heard about the ministry of Lutherlyn and the need to expand and upgrade its facilities to continue providing this important ministry for our synod. You have also heard about the impact that a week of summer camp at Lutherlyn can have on the life and faith of a young person.

Other congregations and individuals from across our synod are providing support to the **Building for the Future** campaign. A total of \$(*amount) has already been pledged and given to support this effort. Now, it is our turn. Our congregation has set a goal of \$(xxxx) to help fund this exciting venture.

Lutherlyn is our partner in ministry and it is important for us, and the ELCA congregations of western Pennsylvania, to support this ministry that has served our campers, congregations, and synod for the past 75 years, and will continue to do so well into the future. It is my hope that this campaign has also raised awareness about Lutherlyn and that you will check out all that Lutherlyn has to offer for kids, adults, families, and congregations.

Please complete your Statement of Intent form. The Building for the Future campaign is a 3-year campaign. Please use this form to make a commitment to Lutherlyn for the next 3 years. You are also welcome to use this form to commit to a one-time gift. If you are unable to give at this time, we ask you to put your name on the form and write "no gift at this time" or leave it blank so that we do not follow up with you any further.

Your Statement of Intent form will be sent by the church to Lutherlyn. They will acknowledge your gift and provide more information.

In just a few minutes, we will bring baskets around to collect Statement of Intent forms from everyone (or you will come forward with your intent form). Please join me now in supporting the **Building for the Future** campaign for Lutherlyn.

NOTE:

**Please contact andrea@lutherlyn.com or 724-865-2161 prior to Commitment Sunday to get an updated total of what has been pledged and given to the campaign.*

Appendix I

Announcements for Bulletin, Social Media, and Monthly Newsletters

- Since 1948 Lutherlyn has been providing ministry to youth, families and adults from the congregations and communities of Western PA and beyond. As an outdoor ministry of the Northwestern & Southwestern PA Synods of the ELCA, more than 200 congregations and 15,000 people benefit from ministry opportunities at Lutherlyn each year.
- Lutherlyn is a God-given place to be accepted, challenged, and sent out into the world to make a difference. Summer campers live in Christian Community at camp and are sent home to shine with the light of Christ.
- Lutherlyn is 660 secluded acres nestled in the woods of beautiful western Pennsylvania with 5 core areas of ministry: summer camp, retreats/events, equestrian programs, environmental education, and adventure programs.
- A week of camp at Lutherlyn builds confidence in kids. Their experience provides them with a sense of independence and inner strength that cannot be replicated in many other experiences.
- Kids make new friends when they attend a week of camp at Lutherlyn. Campers are welcomed into an intentional Christian community where they are accepted and loved just as they are.
- Lutherlyn is encouraging and training leaders for the church. Over the past 75 years, many of the Lutherlyn summer staff have gone on to ordained ministry or serve in leadership roles in their congregations.
- The goal of Lutherlyn's ***Building for the Future*** Capital Campaign is \$2.5 million. Our congregation's goal is _____.

Appendix J

Suggested Commissioning Service

Ask the *Building for the Future* Campaign volunteers to come to the front.

Beloved in the Lord:

You have been chosen for the very important responsibility of contacting the members of this congregation to receive their gifts for strengthening the important ministry of Lutherlyn. By your presence, you are signifying your acceptance of this responsibility before God.

I ask you now, will you accept this task to which you have been called and carry out this mission to the glory of God and to the full extent of your ability.

If so, answer YES.

Let us pray:

Creator God, we pray that you will make us worthy members of your church, who by both word and deed glorify Your name. We pray that you bless your servants who ask for gifts that enable us to better serve your people. Touch the hearts of all who hear their message, that their mission may be joyful.

Grant every member of this congregation a vision of the importance of the work in which we are engaged and help us all that we may share to the full extent of our abilities. In the name of Jesus Christ, your Son, our Lord. AMEN.

Appendix K

Sample Thank You Letter

Dear Members of _____ :

Thank you so much for your contribution to Lutherlyn's ***Building for the Future*** Capital Campaign.

Your gift is an investment in Lutherlyn and the ministry that is provided to our congregation and many others for years to come.

To date, our congregation has committed \$_____ in gifts and pledges to the Campaign. We hope that more members will respond in the next few weeks.

You will receive acknowledgement of your gift from Lutherlyn soon. You will also be sent periodic updates on the campaign progress and the improvements made possible through your generosity.

Thank you again for your partnership in this effort.

Sincerely,

(Congregation campaign director or pastor)

(Reminder: if the donor did not keep a copy of the intent form, enclose their copy with this letter.)