



NORTH AMERICAN
LUTHERAN
CHURCH

20/20
VISION

COMMUNICATIONS TOOLKIT GUIDE

This toolkit guide has been developed to assist you in fully understanding the 2020 Vision and how to best communicate it to your congregation. We have created a number of communication materials, and this guide can assist you in determining which tools are best for you. We have also crafted talking points to help the 2020 Vision with your congregation or in individual discussions. If you have questions about any of these materials, please contact General Secretary, Amy Little, at alittle@thenalc.org or (419) 571-8689.

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All of the materials located in the enclosed toolkit, along with additional resources, can be found at thenalc.org/vision.

INTRODUCTION TO THE 2020 VISION

We appreciate your attention and participation in the 2020 Vision as a congregation of the North American Lutheran Church. We have provided a variety of resources in this toolkit to help leaders like you share information about the NALC and this vision. Since every congregation is unique, we have developed tools for every type of presentation and audience size. In this guide you will find educational resources, tips and suggestions for utilizing these materials most effectively as you are compelled.

The various needs and opportunities heard through conversations with NALC and congregational leadership are represented throughout this vision. As your congregation plans for its future, the exciting aspects of the global mission connections, the pipeline of future Lutheran clergy, new church starts, leadership trainings, programs of congregational renewal and so much more are available through the 2020 Vision. This toolkit is intended to explain ways which our church body can help support your mission and ministry in the local congregation.

I. HOW TO GET INVOLVED

- a. **PRAY:** Join our prayer partnership. Simply complete the prayer partnership form in this toolkit to make your commitment to praying for the 2020 Vision. Upon indicating your participation, you will receive additional communications and resources about how you can join with others in the NALC to lift up the important efforts of this vision through consistent prayer.
- b. **BE AN AMBASSADOR:** Spread the word about the 2020 Vision by utilizing the various tools and resources found in this toolkit and online at thenalc.org/vision.
- c. **GIVE:** Consider making a gift to help support the 2020 Vision. In this toolkit you will find three different pledge forms through which you are able to make your generous financial commitment:
 - i. **Individual pledge form** with all different types of gifting options
 - ii. **Congregation pledge form** with all different options for making a gift on behalf of your entire congregation
 - iii. **6"x3" congregational pledge envelope** for members of your congregation to place their 2020 Vision gift

II. **TOOLKIT OVERVIEW:** As you consider the different ways to share the 2020 Vision, the following tools have been developed to help you communicate easily and with clarity. If you have questions about how to access the materials to customize them with your own congregation's branding, please reach out to *communications@thenalc.org*.

a. **COMMUNICATIONS VEHICLES:** The various communications vehicles in this toolkit are designed to work together and resonate with a variety of audiences. The materials range from high-level overviews of the vision, to engaging, testimonial stories, to detailed outlines about the 2020 Vision and identity of the NALC. **Reference the Sample Launch Guide for Congregations found in part III, section a of this guide to see how all of these vehicles can work together cohesively for your congregation.**

- i. **VIDEO:** In an effort to fully engage any audience and tell the stories that are at the core of all components of the 2020 Vision and the NALC, you have access to a series of five short videos on *thenalc.org/vision*. These videos are designed to be easily understood while maintaining the attention of any viewer. The videos can be utilized online (on your congregation's website or social media pages), in worship, with smaller groups, or one-on-one. We recommend presenting all five videos consecutively over five weeks, or, if you decide to utilize just one, we recommend utilizing the "Overview" video as it gives the best high-level summary of the 2020 Vision and the NALC in its own right.
- ii. **INFORMATIONAL BROCHURE AND ONE-PAGERS:** The bifold 2020 Vision brochure and the subsequent one-page inserts on each of the four main components of Grow, Serve, Renew & Fulfill provide more detailed information about the formation and goals of this vision for all congregations in the NALC, including yours. The language is written from the perspective of your congregation, so that you can be a local voice for the 2020 Vision while educating and facilitating a stronger connection between your congregation and the NALC, with emphasis on what it means to be part of something bigger than yourself.
- iii. **2020 VISION POWERPOINT DECK:** A short presentation to be used as a visual tool while referencing the various talking points provided in section III of this guide.

b. **OTHER RESOURCES TO UTILIZE:**

- i. **DIGITAL ACCESS:** All toolkit materials can be downloaded. To obtain digital copies to keep on file, or to download and print extra copies, simply head to *thenalc.org/vision*, locate the items you need, and click "download." This can be done from your church, home, or wherever you have internet access.
 1. For self-printed items, there are two versions available: full colour and grayscale. Please utilize the grayscale version if you are unable to print in colour. This will help ensure that the design and readability of each document remains intact.

- ii. **CO-BRANDING OPPORTUNITY:** All written materials in this toolkit can be co-branded to reflect both the NALC logo and your congregation’s logo. To receive co-branded materials, go to thenalc.org/vision and submit a request form.

III. PRESENTING THE 2020 VISION: Below are talking points to help you highlight key elements of the 2020 Vision to various audiences. Pick the language that works best for how you communicate with your congregation, and feel free to tweak some of the verbiage where needed to be more natural to your typical tone and voice.

This section of the toolkit contains talking points to coincide with the communications vehicles mentioned in section II for:

- a presentation to your congregation
- an overall presentation in any situation
- a presentation to your church council
- a presentation to an individual

- a. **FROM THE PULPIT – SAMPLE LAUNCH GUIDE FOR CONGREGATIONS:** Celebrating your church being a member of the North American Lutheran Church is a great way to demonstrate the strength of your congregation and its larger footprint of faith outside of the building. The provided communications vehicles are designed to work best when they are used together and follow a multi-week launch format like the one laid out below, because it allows your congregation time to pray and engage with the vision in a much more intentional way before receiving a financial appeal, or invite them to a group discussion after as appropriate. If you only intend to talk about the 2020 Vision to your congregation on one Sunday rather than utilizing a multi-week approach, the “Week 1: 2020 Vision Overview” outline below works best for Sunday service, and the social media or email messages can still be utilized in subsequent weeks if you choose.

WEEK 1: 2020 VISION OVERVIEW
<p>BEFORE THE SERVICE:</p> <ul style="list-style-type: none"> ▪ Have copies of the 2020 Vision Overview brochure printed to hand out with your service bulletin. ▪ If you are showing the 2020 Vision Overview video in the service, have it downloaded and ready to show during the announcements.
<p>ANNOUNCEMENTS: BEFORE THE VIDEO</p> <p>During your announcement time in the service, say something like this: “As many of you know, [insert your congregation’s name here], along with over 475 other congregations, makes up the North American Lutheran Church, or NALC. Our church is working to meet the spiritual needs of our members and our community. Over the past few years we have been challenged and blessed with many things; deaths, pandemic, war, births, weddings and new families discovering our church. As we look to our church’s future, as an NALC congregation we are</p>

afforded many resources to help address our needs. This includes connecting us to a network of global mission efforts such as [insert blurb about your congregation's mission focus].

Our denomination, along with most others, is facing a shortfall of clergy to serve our congregations, and so the North American Lutheran Seminary, or NALS, is developing a plan for a pipeline of future pastors through a network of campuses all across North America. We can utilize conferences and training opportunities to ensure our leaders have the tools to address contemporary issues that we are all facing. Like every congregation, we want to grow, we want to be renewed, we want to serve the world around us, and we want to fulfill the vision and values that God has given us; the NALC's 2020 Vision is working to bring us together with hundreds of other congregations to do just that.

I would like to show a quick video about the 2020 Vision to share more information about the North American Lutheran Church and our pathway to ensure a legacy of faith today, tomorrow & forever.”

PLAY 2020 VISION OVERVIEW VIDEO

ANNOUNCEMENTS: AFTER THE VIDEO

After the video, say: “We will be utilizing many of these resources to strengthen our congregation and sustain our healthy future. We will also be asked to participate in a fundraising campaign to ensure all churches within the NALC are able to connect and be served. If you want to learn more details about this vision, look through the print information we handed to you this morning, or visit the website at thenalc.org/vision. Pray and discern how the Lord might be calling you to participate, either through intentional prayer, by becoming more connected in our mission district or the NALC as a whole, or by giving financially towards the future of the church.”

PRAYERS

During the time for prayers during the service, use this prayer from Bishop Dan Selbo: “Almighty God, Father, Son, and Holy Spirit, we thank you and praise you for the abundance of your mercy and the faithfulness of your grace revealed and given to us in Jesus Christ. We thank you for the calling we have in Him and for the way in which we have been brought together by you in the body of the North American Lutheran Church. We pray for your Holy Spirit to guide us as we consider the opportunities we have to serve in ways that will honour you and as we share in the work entrusted us in our Lord. We ask for open hearts to be attentive to your leading, for open minds to be challenged and transformed by your love, and for generous and faith-filled spirits to respond to the calling we share. Lord, we pray for the 2020 Vision of our church, asking for you to continue to work through us to carry out your will. We pray that our individual gifts will be used in collective ways to offer a witness to the world of the salvation found only in the cross and resurrection of our Lord Jesus. Strengthen our faith. Bless our work. Use our lives,

that the life-giving message of Jesus would be proclaimed and heard, today, tomorrow & forever, to your glory. Amen.”

AFTER THE SERVICE

- Consider posting the 2020 Vision Overview video on your congregation’s Facebook page or other social media outlets.
- You could also send out the 2020 Vision Overview video and PDF brochure in an email to your congregation to make sure everyone gets a chance to see them.
- For social media and your post-service email, use a similar message to announcement from the Sunday service: “Like every congregation, we want to grow, we want to be renewed, we want to serve the world around us, and we want to fulfill the vision and values that God has given us. We’re excited to join the North American Lutheran Church’s 2020 Vision, which is working to bring us together with hundreds of other congregations to do just that. Here’s a quick video about the 2020 Vision to share more information about the NALC and our pathway to ensure a legacy of faith today, tomorrow & forever. thenalc.org/vision #nalc2020vision”
- Also, consider hosting a special council or church leadership meeting after the service to discuss the 2020 Vision and how your congregation could be a part of it. Use the presentation and discussion guide for church councils found in this toolkit, and remember to invite the leaders who should be there!

WEEK 2: GROW



BEFORE THE SERVICE:

- Have copies of the **Grow one-pager** to hand out with your service bulletin.
- If you are showing the Grow video in the service, have it downloaded and ready to show during the announcements.

ANNOUNCEMENTS: BEFORE THE VIDEO

During your announcement time in the service, say something like this:

“As many of you know, [insert your congregation’s name here], along with over 475+ other congregations, makes up the North American Lutheran Church, or NALC. Like every congregation, we want to grow, we want to be renewed, we want to serve the world around us, and we want to fulfill the vision and values that God has given us. We’re excited to join the North American Lutheran Church’s 2020 Vision, which is working to bring us together with hundreds of other congregations to do just that.

“Today, we’re looking at the first component of the 2020 Vision, which is Grow. Grow is the NALC’s focus on discipleship, church plants, and stewardship, and how we can live the Great Commission together as a church.

“Here’s a brief story about how the NALC has helped one congregation Grow and mature in vitality as they ensure a legacy of faith today, tomorrow & forever.”

PLAY GROW VIDEO

ANNOUNCEMENTS: AFTER THE VIDEO

After the video, say: “If you want to learn more details about this component of 2020 Vision, look through the print information we handed to you this morning, or visit the website at thenalc.org/vision. I also would like you to pray and discern how the Lord might be calling you to participate, either through intentional prayer, by becoming more connected in our mission district or the NALC as a whole, or by giving financially towards the future of the church.”

PRAYERS

During the time for prayers during the service, use this prayer from Bishop Dan Selbo: “Almighty God, Father, Son, and Holy Spirit, we thank you and praise you for the abundance of your mercy and the faithfulness of your grace revealed and given to us in Jesus Christ. We thank you for the calling we have in Him and for the way in which we have been brought together by you in the body of the North American Lutheran Church. We pray for your Holy Spirit to guide us as we consider the opportunities we have to serve in ways that will honour you and as we share in the work entrusted us in our Lord. We ask for open hearts to be attentive to your leading, for open minds to be challenged and transformed by your love, and for generous and faith-filled spirits to respond to the calling we share. Lord, we pray for the 2020 Vision of our church, asking for you to continue to work through us to carry out your will. We pray that our individual gifts will be used in collective ways to offer a witness to the world of the salvation found only in the cross and

resurrection of our Lord Jesus. Strengthen our faith. Bless our work. Use our lives, that the life-giving message of Jesus would be proclaimed and heard, today, tomorrow & forever, to your glory. Amen.”

AFTER THE SERVICE

- Consider posting the Grow video on your congregation’s Facebook page or other social media outlets.
- You could also send out the Grow video and PDF version of the one-page card in an email to your congregation to make sure everyone gets a chance to see them.
- For social media and your post-service email, use a similar message to announcement from the Sunday service: “Like every congregation, we want to grow, we want to be renewed, we want to serve the world around us, and we want to fulfill the vision and values that God has given us. We’re excited to join the North American Lutheran Church’s 2020 Vision, which is working to bring us together with hundreds of other congregations to do just that. Today, we’re looking at the first component of the 2020 Vision, which is Grow. Grow is the NALC’s focus on discipleship, church plants, and stewardship, and how we can live the Great Commission together as a church. Here’s a brief story about how the NALC has helped one congregation Grow and mature in vitality as they ensure a legacy of faith today, tomorrow & forever. thenalc.org/vision #nalc2020vision”
- Also, consider hosting groups after the service to discuss the 2020 Vision and how your congregation could be a part of it. Use the questions for a group found earlier in this toolkit, and remember to add this to your announcements!

WEEK 3: SERVE



BEFORE THE SERVICE:

- Have copies of the **Serve one-pager** to hand out with your service bulletin.
- If you are showing the Serve video in the service, have it downloaded and ready to show during the announcements.

ANNOUNCEMENTS: BEFORE THE VIDEO

During your announcement time in the service, say something like this:
“As many of you know, [insert your congregation’s name here], along with over 475+ other congregations, makes up the North American Lutheran Church, or NALC. Like every congregation, we want to grow, we want to be renewed, we want to serve the world around us, and we want to fulfill the vision and values that God has given us. We’re excited to join the North American Lutheran Church’s 2020 Vision, which is working to bring us together with hundreds of other congregations to do just that.

“Today, we’re looking at the second component of the 2020 Vision, which is Serve. Serve is the NALC’s focus on theological education, pastoral formation, and the training of missionaries, youth and family ministers, and communicators in order to serve our communities and the world.

“Here’s a brief story from the president of our seminary about how theological formation lays out the pathway for empowering all NALC congregations, including ours, to form healthy, authentic Christian communities that Serve our world—ensuring a legacy of faith today, tomorrow & forever.”

PLAY SERVE VIDEO

ANNOUNCEMENTS: AFTER THE VIDEO

After the video, say: “If you want to learn more details about this component of 2020 Vision, look through the print information we handed to you this morning, or visit the website at thenalc.org/vision. I also would like you to pray and discern how the Lord might be calling you to participate, either through intentional prayer, by becoming more connected in our mission district or the NALC as a whole, or by giving financially towards the future of the church.”

PRAYERS

During the time for prayers during the service, use this prayer from Bishop Dan Selbo: “Almighty God, Father, Son, and Holy Spirit, we thank you and praise you for the abundance of your mercy and the faithfulness of your grace revealed and given to us in Jesus Christ. We thank you for the calling we have in Him and for the way in which we have been brought together by you in the body of the North American Lutheran Church. We pray for your Holy Spirit to guide us as we consider the opportunities we have to serve in ways that will honour you and as we share in the work entrusted us in our Lord. We ask for open hearts to be attentive to your leading, for open minds to be challenged and transformed by your love, and

for generous and faith-filled spirits to respond to the calling we share. Lord, we pray for the 2020 Vision of our church, asking for you to continue to work through us to carry out your will. We pray that our individual gifts will be used in collective ways to offer a witness to the world of the salvation found only in the cross and resurrection of our Lord Jesus. Strengthen our faith. Bless our work. Use our lives, that the life-giving message of Jesus would be proclaimed and heard, today, tomorrow & forever, to your glory. Amen.”

AFTER THE SERVICE

- Consider posting the Serve video on your congregation’s Facebook page or other social media.
- You could also send out the Serve video and PDF version of the one-page card in an email to your congregation to make sure everyone gets a chance to see them.
- For social media and your post-service email, use a similar message to announcement from the Sunday service: “Like every congregation, we want to grow, we want to be renewed, we want to serve the world around us, and we want to fulfill the vision and values that God has given us. We’re excited to join the North American Lutheran Church’s 2020 Vision, which is working to bring us together with hundreds of other congregations to do just that. Today, we’re looking at the second component of the 2020 Vision, which is Serve. Serve is the NALC’s focus on theological education, pastoral formation, and the training of missionaries, youth and family ministers, and communicators in order to serve our communities and the world. Here’s a brief story from the president of our seminary about how theological formation lays out the pathway for empowering all NALC congregations, including ours, to form healthy, authentic Christian communities that Serve our world—ensuring a legacy of faith today, tomorrow & forever. thenalc.org/vision #nalc2020vision”
- Also, consider planning a special congregational meeting to present and talk about the 2020 Vision!

WEEK 4: RENEW



BEFORE THE SERVICE:

- Have copies of the **Renew one-pager** to hand out with your service bulletin.
- If you are showing the Renew video in the service, have it downloaded and ready to show during the announcements.
- Also, for this fourth week, consider passing out the **prayer partnership** form and calling congregants to commit to prayer for the North American Lutheran Church and the 2020 Vision.

ANNOUNCEMENTS: BEFORE THE VIDEO

During your announcement time in the service, say something like this:

“As many of you know, [insert your congregation’s name here], along with over 475+ other congregations, makes up the North American Lutheran Church, or NALC. Like every congregation, we want to grow, we want to be renewed, we want to serve the world around us, and we want to fulfill the vision and values that God has given us. We’re excited to join the North American Lutheran Church’s 2020 Vision, which is working to bring us together with hundreds of other congregations to do just that.

“Today, we’re looking at the third component of the 2020 Vision, which is Renew. Renew is the NALC’s focus on renewing the work of the Holy Spirit in our congregations, specifically regarding mission and worship.

“Here’s a brief story about how the NALC has helped one Renewing congregation reaffirm its roots while looking ahead to the future as it ensures a legacy of faith today, tomorrow & forever.”

PLAY RENEW VIDEO

ANNOUNCEMENTS: AFTER THE VIDEO

After the video, say: “If you want to learn more details about this component of 2020 Vision, look through the print information we handed to you this morning, or visit the website at thenalc.org/vision. I also would like you to pray and discern how the Lord might be calling you to participate, either through intentional prayer, by becoming more connected in our mission district or the NALC as a whole, or by giving financially towards the future of the church.”

PRAYERS

During the time for prayers during the service, use this prayer from Bishop Dan Selbo: “Almighty God, Father, Son, and Holy Spirit, we thank you and praise you for the abundance of your mercy and the faithfulness of your grace revealed and given to us in Jesus Christ. We thank you for the calling we have in Him and for the way in which we have been brought together by you in the body of the North American Lutheran Church. We pray for your Holy Spirit to guide us as we consider the opportunities we have to serve in ways that will honour you and as we share in the work entrusted us in our Lord. We ask for open hearts to be attentive

to your leading, for open minds to be challenged and transformed by your love, and for generous and faith-filled spirits to respond to the calling we share. Lord, we pray for the 2020 Vision of our church, asking for you to continue to work through us to carry out your will. We pray that our individual gifts will be used in collective ways to offer a witness to the world of the salvation found only in the cross and resurrection of our Lord Jesus. Strengthen our faith. Bless our work. Use our lives, that the life-giving message of Jesus would be proclaimed and heard, today, tomorrow & forever, to your glory. Amen.”

AFTER THE SERVICE

- Consider posting the Renew video on your congregation’s Facebook page or other social media outlets.
- You could also send out the Renew video and PDF version of the one-page card in an email to your congregation to make sure everyone gets a chance to see them.
- For social media and your post-service email, use a similar message to announcement from the Sunday service: ““Like every congregation, we want to grow, we want to be renewed, we want to serve the world around us, and we want to fulfill the vision and values that God has given us. We’re excited to join the North American Lutheran Church’s 2020 Vision, which is working to bring us together with hundreds of other congregations to do just that. Today, we’re looking at the third component of the 2020 Vision, which is Renew. Renew is the NALC’s focus on renewing the work of the Holy Spirit in our congregations, specifically regarding mission and worship. Here’s a brief story about how the NALC has helped one Renewing congregation reaffirm its roots while looking ahead to the future as it ensures a legacy of faith today, tomorrow & forever. thenalc.org/vision #nalc2020vision”
- Also, consider planning a special congregational meeting to present and talk about the 2020 Vision!

WEEK 5: FULFILL



BEFORE THE SERVICE:

- Have copies of the **Fulfill one-pager** to hand out with your service bulletin.
- If you are showing the Fulfill video in the service, have it downloaded and ready to show during the announcements.
- Also, for this final week, consider passing out the **half-page financial pledge cards** or **3"x6" appeal envelopes** for congregants to fill out for the offering, or take home with them to pray over.

ANNOUNCEMENTS: BEFORE THE VIDEO

“As many of you know, [insert your congregation’s name here], along with over 475+ other congregations, makes up the North American Lutheran Church, or NALC. Like every congregation, we want to grow, we want to be renewed, we want to serve the world around us, and we want to fulfill the vision and values that God has given us. We’re excited to join the North American Lutheran Church’s 2020 Vision, which is working to bring us together with hundreds of other congregations to do just that.

“Today, we’re looking at the final component of the 2020 Vision, which is Fulfill. Fulfill is the NALC’s focus on each congregation’s legacy of faith, stemming from our mission and vision, our call to discipleship, our adherence to the NALC’s Core Values, and our ability to embrace new opportunities.

“Here’s a brief word from our bishop, Dan Selbo, and our general secretary, Amy Little, about how the NALC stayed committed to these values as it ensures a legacy of faith today, tomorrow & forever.”

PLAY FULFILL VIDEO

ANNOUNCEMENTS: AFTER THE VIDEO

- After the video, say: “If you want to learn more details about this component of 2020 Vision, look through the print information we handed to you this morning, or visit the website at thenalc.org/vision. I also would like you to pray and discern how the Lord might be calling you to participate, either through intentional prayer, by becoming more connected in our mission district or the NALC as a whole, or by giving financially towards the future of the church.”
- **If you have passed out financial pledge cards or envelopes**, say something like this: “One of the ways we have committed to supporting the 2020 Vision is financially, as the NALC is raising \$5 million to meet the needs of congregations all across the continent, including ours. If you are in a position to consider financial generosity to the NALC, there are a number of ways you can give. I’d like to ask you pray and discern whether the Lord is directing you to give of your resources in this way. You can place a pledge card in the offering or take it home to pray over. We’re excited to join the NALC’s 2020 Vision, which is working to bring us together with hundreds of other

congregations to ensure a legacy of faith today, tomorrow & forever across North America and the world.”

PRAYERS

During the time for prayers during the service, use this prayer from Bishop Dan Selbo: “Almighty God, Father, Son, and Holy Spirit, we thank you and praise you for the abundance of your mercy and the faithfulness of your grace revealed and given to us in Jesus Christ. We thank you for the calling we have in Him and for the way in which we have been brought together by you in the body of the North American Lutheran Church. We pray for your Holy Spirit to guide us as we consider the opportunities we have to serve in ways that will honour you and as we share in the work entrusted us in our Lord. We ask for open hearts to be attentive to your leading, for open minds to be challenged and transformed by your love, and for generous and faith-filled spirits to respond to the calling we share. Lord, we pray for the 2020 Vision of our church, asking for you to continue to work through us to carry out your will. We pray that our individual gifts will be used in collective ways to offer a witness to the world of the salvation found only in the cross and resurrection of our Lord Jesus. Strengthen our faith. Bless our work. Use our lives, that the life-giving message of Jesus would be proclaimed and heard, today, tomorrow & forever, to your glory. Amen.”

AFTER THE SERVICE

- Consider posting the Fulfill video on your congregation’s Facebook page or other social media outlets.
- You could also send out the Fulfill video and PDF version of the one-page card in an email to your congregation to make sure everyone gets a chance to see them.
- For social media and your post-service email, use a similar message to announcement from the Sunday service: “Like every congregation, we want to grow, we want to be renewed, we want to serve the world around us, and we want to fulfill the vision and values that God has given us. We’re excited to join the North American Lutheran Church’s 2020 Vision, which is working to bring us together with hundreds of other congregations to do just that. Today, we’re looking at the final component of the 2020 Vision, which is Fulfill. Fulfill is the NALC’s focus on each congregation’s legacy of faith, stemming from our mission and vision, our call to discipleship, our adherence to the NALC’s Core Values, and our ability to embrace new opportunities. Here’s a brief word from our bishop, Dan Selbo, and our general secretary, Amy Little, about how the NALC stayed committed to these values as it ensures a legacy of faith today, tomorrow & forever. thenalc.org/vision #nalc2020vision”
- If you have passed out pledge cards and received pledges, remember to send them to the NALC office!

b. KEY 2020 VISION HIGHLIGHTS FOR PRESENTING THE 2020 VISION OVERALL IN ANY SITUATION: In the toolkit a general brochure has been

developed to provide a high elevation overview of the vision, its purpose, its impact and the budget. As you are able to share this, **key highlights and talking points may include:**

- The NALC was formed over 10 years ago through a number of Lutheran churches committed to the authority of God’s word seeking to have a greater voice in their denominational body, and we embraced four Core Values: Christ Centred, Mission Driven, Traditionally Grounded and Congregationally Focused.
- Today’s NALC unites more than 142,500 Lutherans from 475+ congregations across the United States and Canada.
- The 2020 Vision provides the pathway to ensuring a legacy of faith today, tomorrow and forever in all NALC congregations, including ours, through four primary components: Grow, Serve, Renew and Fulfill. These components include programs, services and resources to meet the needs, opportunities and goals of each and every NALC congregation.
- In order to achieve the goals of the 2020 Vision, we will be raising \$5 million through individual donors and congregational support, above and beyond our current support.
- The GROW component features elements to ensure long-term congregational vitality. These include discipleship, church plants and stewardship.
- The SERVE component focuses on pastoral leadership and mission work. These elements empower a congregation’s ability for mission, youth and family ministries, communication, pastoral and leadership development, call process and a centralized NALC office. A large focus of Serve is the expansion of the North American Lutheran Seminary to ensure the pipeline of future clergy to serve our congregations.
- The RENEW component provides resources for revitalization through the “Fresh Eyes for Mission Summit,” mission and renewal grants and renewal conferences.
- The FULFILL component focuses on the NALC legacy of faith that channels each NALC congregation’s voice into the NALC purpose, call to discipleship, adherence to the four Core Values and ability to embrace new opportunities.
- We are asking for individuals and congregations to support the 2020 Vision through three primary ways: to commit to consistent prayer through the 2020 Vision Prayer Partnership, to be an ambassador spreading the word about this vision, and to consider making a financial donation.
- We have multiple ways for donations to be made such as cash, multi-year pledge, etc.
- Our Prayer Partnership is a pledge to pray for the initiative on a daily or weekly basis, or as inspired.

c. FOR A GROUP WITHIN YOUR CONGREGATION: Presenting the 2020 Vision to a small group would provide more opportunity for discussion and input. We would

encourage you to ask questions of the audience that would give a framework of which elements you may want to focus the presentation to best engage and find interest.

- Our congregation is a member of the North American Lutheran Church, which was formed in 2010 from Lutheran churches committed to the authority of God's word seeking to have a greater voice in their denominational body and we embraced four Core Values: Christ Centred; Mission Driven; Traditionally Grounded and Congregationally Focused.
- Today's NALC unites more than 142,500 Lutherans from 475+ congregations across the United States and Canada. We are members of the ___ mission district and are represented by Dean ____
- The various needs and opportunities heard through conversations with NALC and congregational leadership are represented throughout this vision. The 2020 Vision doesn't refer to the year 2020 but rather that the notion of having clear, 20/20 vision around where we are going as a denomination.
- You can read from the brochure and material into the specifics but let's first watch a video to give us context of the 2020 Vision.
- Based on what we see in the brochure and in the video, I would like to hear from you thoughts on the 2020 Vision:
 - *How many of you were familiar with our NALC denomination?*
 - *How do we about the exciting direction we are heading in the NALC?*
 - *Which of these elements that we have heard about would be most beneficial to our church?*
- We are being asked to consider supporting through three primary ways. The first is through a consistent commitment to prayer. The 2020 Vision is a spiritual journey that will need our call to God in helping our denomination to grow and sustain. There is a Prayer Partnership Team that is coordinating prayers daily, weekly or as you may be inspired. There is also information here or online to help you learn about the Prayer Partnership as well. The second way is being ambassadors and spreading the word about the 2020 Vision by utilizing the provided communications materials. Finally, the third form of support we are being asked to consider is financial. Our church council will be looking into how we might do this and at what level. We also have the opportunity to directly support individually and there are materials here or online to do so.
- If there is anyone who would like to learn more, I can answer any questions and even connect you with an NALC leader.

d. TO THE CHURCH COUNCIL: As the governing body of your church, the church council should be informed about the 2020 Vision and its impact on your congregation. As you walk them through the materials, you can identify if there are opportunities that may be relevant or concerns that can be addressed.

- The various needs and opportunities heard through conversations with NALC and congregational leadership are represented throughout this vision to ensure our congregation, along with the 475+ others in the NALC, has a plan to address our needs and embrace opportunities.

- We have benefited being a NALC congregation by utilizing the global mission network, the conferences, trainings and network of leaders that share ideas and solutions to the issues we have faced.
- The elements of the 2020 Vision will help our church through ensuring [insert most relevant components) of the 2020 Vision for your congregation].
- As we look at our participation in the 2020 Vision campaign, we need to consider what our identity as Lutherans means to us and how important we as a congregation hold the NALC Core Values of Christ Centred, Mission Driven, Traditionally Grounded and Congregationally Focused.
- I would like to ask the church council to consider committing _% of our budget to this vision in order to ensure our denomination has a strong and sustainable future in order to serve our church needs.
- We could consider a gift to be paid over the next three years. A pledge would allow us to be flexible as our church financial landscape continues to be challenged and blessed.

e. TO INDIVIDUAL MEMBERS OF YOUR CONGREGATION: If there are members of your congregation that may be inspired by the 2020 Vision and would like to learn more about its impact, you can reach out to ask them if they would like to connect over coffee to learn more. Alternatively, you can also reach out to Amy Little and she can easily set up a Zoom meeting to share a presentation and answer any questions. As you connect, here are possible points to discuss:

- As Lutherans, we are called to serve as disciples of our faith and as we listen to God's message of mission and service, we have to be open to when that call comes to you.
- Your support of our church has been incredibly generous and has provided us with stability and the ability to do things like the children's programming and maintaining our church facility.
- The NALC is connecting with all of its member churches and individuals to help fulfill the needs of our NALC congregations. We have been sharing the 2020 Vision to many and are listening for whom God chooses to be inspired for support.
- In addition to your support of the NALC, would you be in a position to consider being generous to the 2020 Vision of the NALC? We are asking for gifts that can be pledged over three years.
- There are a number of ways to give, and if you would like to explore these options, I can connect you with one of our NALC leaders that can present all the options and answer any questions you may have.
- Based on the goal \$5 Million to meet the full scope of the NALC needs, they need gifts of all ranges and have been asking for us to consider making this a priority for all the things we are supporting. Would you consider making a generous gift to this effort?
- In the past when we have had need here at our church, you were someone who generously stepped forward to support and I wanted to make sure you were aware

of the needs of our NALC denomination and the importance of the 2020 Vision. If you have been inspired by the bigger view of our faith community, please consider making a gift.