

# THRIVE!

EQUIPPING A VIBRANT  
CHURCH TOGETHER



Stronger and Better Together...Joining Jesus in the Restoration of the World

Ephesians 4:11-12 *“The gifts he gave were that some would be apostles, some prophets, some evangelists, some pastors and teachers, to equip the saints for the work of ministry, for building up the body of Christ.”*



Dear Companions on this Journey Together,

Grace and peace be with you in the name of Jesus Christ our Risen Savior!

The Spirit is moving in the Southern Ohio mission territory. I see God doing amazing ministry through our rostered ministers, lay leaders, congregations, institutions and agencies as together we live into our Synod's vision: *Stronger and Better Together – Joining Jesus in the Restoration of the World.*

The Spirit, of course, also calls us to grow our ministry. That is why, in partnership with the Synod Council, we established a Pastors Advisory Cabinet and administered a feasibility study that garnered input from over 40 people across the state to gain insight into what our congregations need to grow and thrive in the years to come. Listening and working together resulted in a plan to launch a capital campaign we are calling: ***Thrive! Equipping a Vibrant Church Together.***

We have faith that *Thrive!* will lead to growth, and a more thriving, vibrant ministry for congregations and the Synod. Here is why:

We heard through the feasibility study that, in order to remain relevant to a rapidly changing world, the Church must find new ways to boldly declare God's unchanging love in Jesus Christ. People are seeking communities that focus on God's life-giving message of grace – a message unequivocally offered in and through the Church. Furthermore, the study made clear that the quickening pace of life means Sabbath rest is critical for keeping people healthy, something our Synod needs to promote, especially for its leaders. Finally, a shared vision was expressed to raise up lay and rostered leaders who hear a call to ministry and have gifts for growing our congregations so that the Gospel is shared and people are invited into a relationship with Jesus Christ.

The *Thrive!* capital campaign addresses what was shared across the Synod. It is not about building a facility or calling staff. It is about equipping the people of God in Southern Ohio to thrive in ways we have not previously been able to afford or attempt. It is an exciting time to be Church in this mission territory. It is a pivotal time. God is transforming us and we stand in awe of the life-giving, radical love of God.

The following pages describe how the Spirit is leading us to grow through *Thrive! Equipping a Vibrant Church Together.* Please join me in praying for and supporting these opportunities that will transform us in exciting ways where the Spirit is leading us.

In Christ,

A handwritten signature in cursive script that reads "Suzanne D. Dillahunt".

Bishop Suzanne Darcy Dillahunt



# The *THRIVE!* Campaign: Equipping a vibrant church ... to be sent into the world

We see a church and Synod that equips leaders to thrive in their calling as rostered ministers and lay leaders. We see a church with abundant resources, with stories to share about how God's love is alive and meets people where they are. We see a growing church that is not bound by the walls of its buildings. We see a growing church that is equipped to be fully present in our community and the world. We see a church that is stronger and better together...joining Jesus in the restoration of the world as we *clarify* who and whose we are, *cultivate* relationships that bring the Gospel to those who have not yet heard or experienced God's love and *collaborate* with each other to be a powerful witness.

## FIVE CAMPAIGN GOALS

### Goal 1: *Equipping Lay Leaders*

The Synod will be seen as leading and providing networks through which lay leaders will be more highly equipped for leadership within their congregations, be more effective in their communities, and thrive in their ministries.

### Goal 2: *Raising Up Leaders for Smaller Congregations*

Identify and equip fifteen lay leaders to enroll in the TEEM (Theological Education for Emerging Leaders) or SAM (Synod Authorized Ministers) program to serve in contexts where the congregation is not able to fund a full-time rostered pastor but still has a desire for mission.

### Goal 3: *Strengthening Rostered Ministers*

Provide the opportunity for pastors and deacons to identify themselves, and be identified by leaders in their congregations, as healthy leaders who are growing in their faith and ministry skills.

### Goal 4: *Launching New Congregations and Reaching New People*

As a Synod, with local congregational partnership, launch two new congregation starts in the next three years.

### Goal 5: *Enhancing Worship Practice*

Engage all congregations across the Synod to enhance their own worship and music opportunities, and share their resources and knowledge to assist other congregations.

**Our Synod Values.**

**Clarify**  
We communicate the Gospel in a clear and compelling way to the culture.

**Cultivate**  
We cultivate the mission fields within our synod.

**Collaborate**  
We collaborate as and with all the Body of Christ in our synod and in the world.



"I have been looking for years for this type of Synod-led initiative to aid my professional development. It provides the framework to make collaboration happen, and work with experts who are successful in doing worship, while providing support at all levels of worship in the Synod."

— KEN HOLDT—*Director of Contemporary Music, Good Shepherd, Cincinnati*

# The *THRIVE!* Campaign: Equipping a vibrant church ... to share!



We believe the church should look beyond itself. As a Synod of the ELCA, we also believe we are stronger and better together if pastors and deacons do not have significant debt. Thus, unless restricted, 10% of every gift will help underwrite an ELCA Fund for Leaders Scholarship in the name of the Southern Ohio Synod mission territory. The Scholarship will provide permanent leadership development funding for a rostered ministry candidate. Eventually, Fund for Leaders scholarships will assure every candidate can attend seminary tuition free. Our partnership through this campaign helps bring that dream into reality. The goal is \$120,000 or more, which will fund approximately \$6,000 a year - about half of seminary tuition for a full time rostered minister.

## PURPOSE OF THE *THRIVE!* CAMPAIGN

We seek to be stronger and more vibrant in living and proclaiming the Gospel in our communities and throughout the Synod mission territory. We seek to become a vital presence of Jesus to our neighbors.

Secondary purposes of the campaign are to model for every congregation, no matter how small or large, how to conduct a special gift appeal, how to stimulate and ask for planned gifts through member estate gifts, and provide direct support to stewardship and resource development in every congregation.



## *THRIVE!* CAMPAIGN BUDGET

The base campaign budget allocates an anticipated \$1.2 million in support of the goals by the end of 2021. As gifts exceed this amount, more will be invested in lay and rostered leader development allowing for a greater impact in those areas. More rostered minister debt will be eliminated, more congregational leaders equipped, more SAM and TEEM ministers called, and more new congregational starts begun.

| PROJECT  | \$1.2 MILLION | \$2 MILLION |
|--|---------------|-------------|
| Equipping Lay Leaders                                    | \$240,000     | \$380,000   |
| Raising Up Leaders for Small Congregations               | \$60,000      | \$120,000   |
| Strengthening Rostered Leaders                           | \$225,000     | \$370,000   |
| Launching New Congregations and Reaching New People      | \$300,000     | \$600,000   |
| Enhancing Worship Practice                               | \$125,000     | \$200,000   |
| Sharing with the ELCA for a Fund for Leaders Scholarship | \$120,000     | \$200,000   |
| Campaign Costs   | \$130,000     | \$130,000   |



## NEW INITIATIVES AS A RESULT OF *THRIVE!*

There are multiple facets to each area of this campaign. In-depth descriptions of how we will reach these goals may be found at [www.southernhiosynod.org/Thrive](http://www.southernhiosynod.org/Thrive). A few of the key initiatives expected from the campaign include:

### Goal 1: *Equipping Lay Leaders:*

- Training for congregation council presidents
- Train and mentor companions who will assist with strategic planning in congregations
- *Stewardship for All Seasons* program for 10 congregations per year
- Raise up new leaders for the church through discernment retreats and intentionality

### Goal 2: *Raising up Leaders for Smaller Congregations*

- Financial support for education
- Identify and develop resources

### Goal 3: *Strengthening Rostered Ministers*

- Provide coaches for pastors and deacons
- Seminarian grants
- Debt reduction grants to first call rostered ministers
- Expanded first call theological education
- Additional and enhanced convocations

### Goal 4: *Launching New Congregations*

- Partnering with larger congregations to launch new satellite congregations to reach new people, including the calling of a pastor developer and providing for the start-up of the satellites.

### Goal 5: *Enhancing Worship Practice*

- Provide stipend for up to 5 resource musicians
- Hire a part-time Worship Coordinator to oversee implementation
- Worship enhancement training conferences
- Establish mentoring networks for congregations and musicians



“I am very excited to be part of this ministry, and I look forward to partnering together in creating new congregations to proclaim the grace of God in Christ!”

– REV. BARRY SCOTT

# GIFTS NEEDED

To reach the base goal of \$1.2 million or the challenge goal of \$2 million over the next three years, the following gifts are needed from individuals, whether on their own or part of a cumulative gift from themselves and other members of the congregation.

## BASE GOAL

| # of Gifts    | Value of Gift | RUNNING TOTAL      |
|---------------|---------------|--------------------|
| 1             | \$150,000     | \$150,000          |
| 1             | \$100,000     | \$250,000          |
| 1             | \$75,000      | \$325,000          |
| 2             | \$50,000      | \$425,000          |
| 4             | \$35,000      | \$565,000          |
| 6             | \$25,000      | \$715,000          |
| 8             | \$15,000      | \$835,000          |
| 12            | \$10,000      | \$955,000          |
| 15            | \$5,000       | \$1,030,000        |
| 35            | \$2,500       | \$1,117,500        |
| 60            | \$1,095       | \$1,183,200        |
| 28            | \$600         | \$1,200,000        |
| <b>TOTALS</b> | <b>\$173</b>  | <b>\$1,200,000</b> |

## CHALLENGE GOAL

| # of Gifts   | Value of Gift | RUNNING TOTAL      |
|--------------|---------------|--------------------|
| 1            | \$200,000     | \$200,000          |
| 1            | \$150,000     | \$350,000          |
| 2            | \$100,000     | \$550,000          |
| 2            | \$75,000      | \$700,000          |
| 4            | \$50,000      | \$900,000          |
| 6            | \$35,000      | \$1,110,000        |
| 8            | \$25,000      | \$1,310,000        |
| 12           | \$15,000      | \$1,490,000        |
| 24           | \$10,000      | \$1,730,000        |
| 28           | \$5,000       | \$1,870,000        |
| 30           | \$2500        | \$1,945,000        |
| 40           | \$1,095       | \$1,988,800        |
| 20           | \$600         | \$2,000,800        |
| <b>TOTAL</b> | <b>\$178</b>  | <b>\$2,000,800</b> |



# GIFTS OVER TIME CHART

How a gift over time can really make a difference.

| AMOUNT PER WEEK | AMOUNT PER MONTH | AMOUNT PER YEAR | 3-YEAR AMOUNT |
|-----------------|------------------|-----------------|---------------|
| \$481           | \$2,084          | \$25,000        | \$75,000      |
| \$415           | \$1,800          | \$21,600        | \$64,800      |
| \$370           | \$1,600          | \$19,200        | \$57,600      |
| \$277           | \$1,200          | \$14,400        | \$43,200      |
| \$256           | \$1,111          | \$13,332        | \$39,996      |
| \$192           | \$833            | \$10,000        | \$30,000      |
| \$160           | \$694            | \$8,333         | \$25,000      |
| \$128           | \$555            | \$6,666         | \$20,000      |
| \$96            | \$416            | \$5,000         | \$15,000      |
| \$64            | \$277            | \$3,333         | \$10,000      |
| \$32            | \$138            | \$1,667         | \$5,000       |
| \$23            | \$100            | \$1,200         | \$3,600       |
| \$12            | \$50             | \$600           | \$1,800       |
| \$6.50          | \$28             | \$336           | \$1,000       |
| \$3.85          | \$17             | \$200           | \$600         |

\$1 per day for three years is a gift of \$1,095.

# What Congregations Receive from Participation

As a result of participation in this appeal, congregations will receive:

- Direct training and mentoring in how to conduct a special gift appeal. The manual provided for this appeal becomes a resource for the congregation's future stewardship efforts.
- A focus on education about planned giving, provided during the year after the Thrive! campaign, that teaches congregational members why and how to impart a planned gift to the congregation and/or other ministries of the church, through the donor's estate.
- Training in the final year of the campaign in how to convert special gifts for this effort to regular, ongoing support of the congregation and these shared ministry opportunities.
- Because the campaign effort trains lay and rostered leaders in resource development, the campaign itself assists in implementing the primary goals of the projects from the appeal.

## CALENDAR

### Fall, 2018

Campaign preparation

### December, 2018-May, 2019

Leadership phase

### June, 2019

Campaign Launch at Synod Assembly

### August, 2019-November, 2019

Training of Stewardship Teams to conduct appeals

### January-June, 2020

Congregational Appeals

### November, 2020

Planned giving training

### January-May, 2021

Planned giving emphasis in congregations

### November, 2021

Follow up training for stewardship teams

### January-May, 2022

Follow up initiative in congregations

## SUSTAINABILITY

There are several direct processes in place to make the initiatives sustainable.

1. Planned giving efforts will lead to funded endowments that allow these initiatives to continue long-term. A long-term strategy is one that all non-profits need to consider. Endowments at the Synod level can be established for these initiatives with a gift of \$25,000 or more. Smaller gifts can be added to a general endowment that will be utilized to fund Synod-wide initiatives.
2. The campaign process will also encourage members of congregations to give to their congregation what they had been giving to the *Thrive!* campaign, once the campaign has ended, enabling congregations to increase mission support as they recognize more revenue to the congregation.
3. As stewardship, evangelism, vital worship experiences and visioning takes place, revenue to congregations will increase. As congregations share more with the Synod, the Synod shares more with the ELCA and the initiatives continue.

## THRIVE! EQUIPPING A VIBRANT CHURCH TOGETHER

In sharing the Good News of Jesus Christ, our congregations have the opportunity to venture in exciting new directions, empower our leaders to powerfully share their faith, collaborate in innovative ways of being Church so lives are changed ... and to *Thrive!*

As we have lived into the SOS vision of "*Stronger and Better Together...Joining Jesus in the Restoration of the World*" over the last four years, we discovered we have the gifts to make this vision a reality. We desire to take this vision into the next chapter and live into a new reality where the Spirit is guiding, journeying together to make congregations, rostered ministers, lay people, seniors, youth, and those not yet with us, strong witnesses to the Gospel. We have done an adequate job with the resources from Mission Support but there is far more we can do as this campaign moves us into God's future! The campaign will empower this mission territory to tell the story of God's grace and love in Jesus. My friends, we will *Thrive!*



“The partnering congregation for a new mission start and synod as a whole will be strengthened as we seek to answer the great commission- to go and make disciples of all nations.”

– TOM MCCARTHY - *Trinity, Marysville*



“Training from the Synod for lay leaders would be a huge blessing for me. To be successful at any new job/position training is critical. Training offered from the Synod would be a welcome guide for me, to hopefully be able to do my best when asked to serve the congregation.”

– DONNA POEPPLEMEYER, *Council President*



“It’s important for kids to have a choir where they can learn to use their God-given treble voices to embrace both heritage and contemporary Lutheran music, and work in Christian fellowship to enhance worship for the entire congregation.”

– ROBIN STEVENSON,  
*Director of Children’s Music- Prince of Peace Loveland*



**Southern Ohio Synod**  
**Evangelical Lutheran Church in America**

God’s work. Our hands.

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