

## VIBRANT CHURCHES, VIBRANT CONFERENCE

We have a **dream**, we have a **vision**, and we have a **plan** for our Conference!

**We need to invest in our future as we create faith-raising opportunities to connect with people in new ways.**

In the gospel of Luke, Jesus encounters exhausted fishermen who are ready to give up. Instead, Jesus encourages them to launch out beyond the shore to deeper waters, to cast their nets again, and to do things differently. Jesus is now calling us to push beyond our comfort level and to “launch out” into greater faith.

Through developing leaders, empowering congregations, and broadening mercy and justice ministries, we move from the shore to the deep waters in order to make new disciples of Jesus Christ for the Transformation of the World.

## THE PATH TO A \$7M CAMPAIGN

*Make A New Wisconsin* was introduced at our 2016 Annual Conference where approval was sought to conduct a fundraising campaign feasibility study. A robust study consisting of more than 90 in-person interviews and 50 learning sessions throughout the state was conducted in 2016-2017.

After concluding the study, the Conference asked for more details. So the Connectional Table took up the charge to further define our Conference’s ministry priorities. We have now established that our focus is on **leadership development for laity and clergy**. This is the key to effective mission and ministry and is included in each of the campaign priorities:

- **Revitalization of existing congregations** that desire life and growth
- **New faith communities** to reach those who don’t currently relate to our existing congregations and ministries
- **Mercy and justice ministries** as collaborative opportunities in every community

This initiative, now called *Launch Out!*, is about investing in our children, our grandchildren, and their children. We cannot merely maintain the status quo to achieve this grand vision. We have pockets of exciting vitality and newness, yet there is much more needed to jump start and launch into new ministries.

**We are asking you, the 2018 Wisconsin Annual Conference, to approve moving forward with the Launch Out! campaign.** We are positioning ourselves to launch the campaign immediately upon your approval.

The campaign will be seeking \$7 million in funding, and would be a 36-month giving campaign. *Launch Out!* is the priority mission and ministry of the entire Wisconsin Conference!



## THREE PRIMARY AREAS OF NEED

### REVITALIZE CHURCHES

The Conference would revitalize our existing congregations that desire life and growth through: 1) understanding demographics and culture to engage future disciples; 2) identifying local and missional needs and establishing communication tools to garner support; 3) recruiting and mobilizing leadership; and 4) enhancing stewardship and utilizing best fundraising practices.

### ESTABLISH NEW COMMUNITIES

Under Bishop Jung, 20 new communities have been established. The campaign would create the resources to double this to ensure new faith communities can reach those who don't currently relate to our existing congregations and ministries.

### ENHANCE OUR MERCY AND JUSTICE MINISTRIES

The campaign would continue to support Harbor House, Northcott Neighborhood House, and United Methodist Children's Services. Additionally, funds would allow the Annual Conference to empower and equip congregations to be the hands and feet of Christ by working to eradicate poverty, racism, and other injustices.

## YOUR CHURCH WOULD HAVE THE OPPORTUNITY TO PARTNER LOCAL NEEDS WITH THE CAMPAIGN THROUGH A MENU OF OPTIONS

It is very important that each member of the connection have the opportunity to support this faith-raising initiative. As such, each church will be invited to put forth a good-faith effort in support of *Launch Out!*. A faith-raising target could be developed for each participating congregation relative to size and budget. Each church could have varied approaches for their desired participation in the campaign. Some include:

1. A three-pronged approach consisting of a planning stage, lead gifts stage, and all-congregation phase for those churches wishing to raise maximum contributions or dovetail a local need.
2. Participation in a two-phased approach consisting of a Conference mailer(s) and all-congregation phase activities that include bulletin inserts, announcements, special programming, and a Commitment Sunday where gifts and pledges are sought.
3. All-congregation phase only for churches with smaller goals focusing on preparation and execution of Commitment Sunday.
4. The congregation sends the funds for its share of the campaign to the Conference and opts out of an individual initiative.

