Launch Out!
Our Dream for the Future

We have a dream, we have a vision, and we have a plan for our Conference!
Launch Out! is a Scripture-Based Initiative

• 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 *Launch Out!*

- *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 by the James Company in 2016-2017.

- While there was support for the vision and an eventual campaign, the clear message heard was “we are not ready”. It was recommended to continue the planning process for another year and to provide the final campaign recommendations at this 2018 Annual Conference.

- After concluding the study, the Connectional Table took up the charge to further define our Conference’s ministry priorities. We have now established our focus is on *leadership development for laity and clergy,* and named the initiative *Launch Out!*
A $7 Million Campaign

• Leadership development for clergy and laity flows through each campaign priority listed below:
  – 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 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.

• 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!
A Closer Look: 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.
Four Possible Avenues for Each Church to Participate

- It is very important that each member of the connection have the opportunity to support this faith-raising initiative.
- 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:
  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.
Why a Campaign?
Vibrant Churches. Vibrant Conference.

• We need to invest in our future. We need to raise the bar of urgency and importance to ensure we do ministry for generations to come.
• The challenges of a changing world require new ways of doing ministry. We need resources to develop, create and sustain new ways of reaching out.
• The number of people with no church affiliation or awareness of the gospel of Jesus Christ is rising across Wisconsin. God is calling us to find new ways to connect. Present resources aren't sufficient.
• Existing ministries and congregations frequently ask: How can we revitalize what we do to more effectively live out the Gospel? Launch Out! will raise not only money but awareness of the role of the local church.
• Acts of piety occupy much of our energy and resources. Acts of mercy are costly and prone to dwindling over time. We seek to equip all United Methodists in Wisconsin in missionary service, community outreach, and social justice.
We Need Your Help!

- *Launch Out!* will be the first major faith-raising campaign undertaken by the Conference in over 20 years.

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

- *Launch Out!* is the priority mission and ministry of the entire Wisconsin Conference!

- It’s the future of our Church!