



## **LWML STRATEGIC PLANNING**

### **October 27–29, 2016**

#### **Goals:**

- 1. Bring the joy and energy of missions and missionaries to LCMS women.**
- 2. Communicate a fresh image to LCMS pastors and church workers.**
- 3. Promote effectively who we are and our resources within our congregations.**
- 4. Train and mentor future generations.**
- 5. Compete for people's time.**
- 6. Recognize the need for prioritizing time in the Word.**

#### **Initiatives:**

### **I. BRING THE ENERGY AND JOY OF MISSIONS & MISSIONARIES TO THE LCMS WOMEN**

- 1. Research and utilize local mission opportunities.**
  - a. Advertise the missions in your home church
- 2. Engage LCMS Women Beyond Local Missions.**
  - a. Provide ideas on how to tie together the missionary experience with opportunity to physically support missionaries.
- 3. Engage missionaries in the field through social media.**
  - a. Provide ideas on how to tie together the missionary experience with opportunity to physically support missionaries.
- 4. Bring missionaries to the home congregations to present personal testimonies.**

### **II. COMMUNICATE A FRESH IMAGE TO LCMS PASTORS AND CHURCH WORKERS**

- 1. Connect/Engage with pastors and church workers in a strategic manner.**
- 2. Intentionally invite and involve P/CW in LWML events at all levels.**
- 3. Connect & engage P/CW to LWML's mission focus.**
- 4. Increase LWML visibility at LCMS meetings and events.**

### **III. PROMOTE WHO WE ARE AND OUR RESOURCES WITHIN OUR CONGREGATIONS**

- 1. Create a plan for connecting and building relationships within our congregations.**
- 2. Develop, publicize, and provide easy access to tools (resources) that promote LWML.**
- 3. Provide resources for family engagement and opportunities.**

### **IV. TRAIN AND MENTOR FUTURE GENERATIONS**

- 1. Develop a process to gather information from young women on how they might contribute to LWML's mission and vision.**

2. **Develop a mentor program to partner a seasoned LWML woman with a young woman.**
3. **Stay on the cutting edge of technology to disseminate information and encourage participation.**
4. **Engage youth in LWML missions.**

**V. COMPETE FOR PEOPLE'S TIME**

1. **Create, initiate, and implement effective, relevant focused, meaningful events.**
2. **Develop time-sensitive, flexible varied events.**
3. **Develop meaningful personal relationships.**
4. **Include unique Christian relationships opportunities**
5. **Engage with local mission entity for one-time servant event**

**VI. HELP INDIVIDUALS AND GROUPS PRIORITIZE TIME IN THE WORD**

1. **Research existing resources**
2. **Build on existing and develop new resources to fill gaps.**
3. **Educate general membership about resources.**
4. **Model use of Bible study (LWML materials) at all LWML events.**