

PROCLAIMING GOD'S PRESENCE AND POWER Digital Media Development — Lutherans For Life — \$30,000

The mission of Lutherans For Life (LFL) is to equip Lutherans to be Gospel-motivated voices for life. Life issues, such as abortion, embryo experimentation, and physician-assisted suicide, are not political or personal choices but matters of the heart that affect people, neighbors, loved ones, and family. They offer opportunities for us to demonstrate how God's loving grace gives immeasurable importance to every human being, no matter their age, appearance, or ability. One way to equip those making life decisions is through the development of digital media materials.

Almost 89 percent of the people in the United States use the internet, and 77 percent have a social media profile. Digital avenues like the internet, smartphones, and social media offer an open mission field to connect to people, particularly the younger generations before they face such life issues. Current online conversations surrounding life issues regularly become volatile, most of all for Christian advocates of life's sanctity since our values and perspectives run counter both to fallen human nature and prevailing public opinion.

LFL believes our Savior is calling them into this arena to share the truth in love. They need to translate their life-giving message into this 21st century language. The Digital Media Development grant funds will assist in creating a collection of infographics, memes, shareable video clips, webinars, and podcasts. These tools have the unique ability not only to proclaim, but also to portray and put into motion, how God's power and presence makes human lives worthy — especially to the least and the weakest among us.

LFL envisions that this digital media initiative will serve as a visual witness, while virtual conversation will enable Lutheran individuals and congregations to engage people using social networks such as YouTube, Facebook, iTunes, and Instagram. LWML's support and partnership through this \$30,000 grant will make it possible for LFL to help people treat life issues — and the souls facing them — with courage and compassion.

For more information on the work of LFL, check out the Lutherans For Life website: lutheransforlife.org.