



*Public  
Relations  
Manual*

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## INTRODUCTION

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To run a successful campaign, we must keep congregation leaders, donors, and members informed about *Fan into Flame*. To maintain the integrity of the campaign plan, publicity needs to be disseminated strategically and in a manner consistent with the distinct phases of the campaign (Advance, Special and General.) The phased approach is, of course, one of the keys to a successful effort.

During the Advance phase, donors learn of the campaign - its components and its progress - through personal visits by pastors and lay leaders. This phase is sometimes referred to as the “Quiet” phase of the campaign, during which time a corps of congregation leaders work to solidify a strong foundation for the campaign prior to its announcement in services. This announcement of *Fan into Flame* (which generally takes place in Week Six) initiates the Special and General phases, sometimes referred to as the “Public” phase of the campaign.

This Publicity Manual is designed to guide pastors and Campaign Executive Committee members from the Campaign Announcement through the conclusion of the program with model pulpit announcements and bulletin inserts. In addition to the materials outlined in this manual, campaign staff will provide supplemental publicity materials to help publicize the campaign in a way that is conducive to meeting and surpassing congregation targets.

Campaign Publicity materials provided to the congregation include the following. Each is described in this manual.

- Campaign Pulpit Announcements (included in this manual)
- Bulletin Inserts (included in this manual)
- Campaign Video
- Campaign Visit Training Video
- Campaign Newsletter
- Campaign Brochures
- Campaign Posters
- Media Coverage in the Lutheran Witness, the Reporter and other publications

### **Pulpit Announcements**

Beginning on Announcement Weekend - and continuing through the conclusion of the campaign - the pastor and/or lay leaders should announce congregation progress and goals to the entire membership during services. Prepared texts to be delivered on specific weekends during the campaign are included in this manual. These texts will be bolstered by additional campaign announcements provided by campaign staff.

### **Bulletin Inserts**

Once the campaign is officially announced in the congregation, a weekly campaign update and insert should be included in the church bulletin each week. The update will inform members of campaign progress and reinforce the principles of sacrificial giving. The messages contained in the inserts will also remind congregation members of the need for the campaign within the congregation and throughout the world.

### **Campaign Video**

A Campaign Video, which will describe case components and anticipated uses of all capital campaign funds, will be made available for all members. The video will be used to introduce congregation leaders and members to the campaign. It should be shown at appropriate campaign meetings and considered for use on Announcement Sunday.

### **Campaign Visit Training Video**

A Campaign Visit Training Video will be prepared for each congregation to use during volunteer training meetings. This video reviews the process to request gifts effectively, the use of a campaign brochure as a persuasive tool, and responses to questions raised by a prospective donor. The use of this video should be coordinated with your campaign director before congregation campaign training meetings.

### **Campaign Newsletter**

*Fan into Flame* campaign newsletter models will be created to document the success of your congregation and volunteers' efforts on behalf of our church body. The newsletter should be circulated to all congregation lay leaders and campaign volunteers during the public phase.

### **Campaign Brochures**

The campaign office will provide campaign brochures for all members. These brochures will serve as a rationale for *Fan into Flame* and description of the district and LCMS World Mission case statements. There will be two mailable brochures used in the *Fan into Flame* campaign as well.

During the Advance Phase, congregation leaders and Advance Gift Committee members will personally deliver a letter from the pastor along with a detailed brochure that outlines the needs of LCMS World Mission, district and the congregation.

During the Special and General Phases, the congregation will mail individually prepared brochures to each family. A gift request letter under the pastor's signature (a sample of which will be provided by the campaign office) will accompany this brochure.

### **Campaign Posters**

Throughout your congregation campaign, the *Fan into Flame* campaign office will provide posters to create greater campaign awareness.

### **Newspapers/Media**

The campaign will be featured in district-wide weekly e-mails, the district newspaper, and other regular correspondence from the district and Synod. Responsibility for all communication with formal media outlets will be assumed by district and/or Synodical campaign leadership.

*This text of this announcement is to be read by the worship leader at all weekend church services on Announcement Weekend (recommended Week 6.) (The text is also to be used as bulletin insert, printed on both sides of one sheet of paper.)*

Our congregation members here at \_\_\_\_\_ and members throughout the District have always responded to the changing needs of our church and its people. In light of the fact that two out of every three people in the world today have no relationship with Christ, The Lutheran Church—Missouri Synod and its 29 church partners worldwide have initiated a mission movement to reach 100 million people by the year 2017.

Entitled *Ablaze!*, this movement will deliver hope and spiritual renewal by sharing the message of the saving Gospel and igniting the flame of faith in the hearts of people everywhere. In order to accomplish our goal of bringing the Gospel to 100 million people, the 2004 Synodical Convention endorsed raising \$100 million above current funding to support the *Ablaze!* movement. This campaign is entitled ***Fan into Flame***.

Acts 1:8 will outline our campaign's four areas of focus - Jerusalem, Judea, Samaria and the ends of the Earth. Approximately half of the funds raised will support local, regional and national mission efforts with a focus on planting at least 2,000 new missions. LCMS World Mission will use the remaining resources to fund our work with partner churches - and spread the Gospel throughout the world. The design of the campaign and its case for support is comprehensive, offering a number of new ministries that will benefit from an influx of new funds. This is very attractive to us, knowing that the impact of our gifts will be local, district-wide, national and international. We fully support and endorse the Synod's resolution to proceed with this extraordinary initiative. As Missouri Synod Lutherans, we must respond to God's call to spread the Good News of the Lord throughout the world.

We here at \_\_\_\_\_ are proud to assist in this effort as every congregation and mission in the District will be asked to participate in this project. Each congregation will have a financial target, and we have adopted a goal of \$\_\_\_\_\_, our share of the \$100 million objective. Through this historic program, for every dollar we raise, our congregation will receive 15 percent to fund *Ablaze!* projects in our community. With these funds, we at \_\_\_\_\_ will be able to:

*Articulate the congregation case*

This will also allow us to do our part to help the District fund several vital areas of need as part of their *Ablaze!* mission plan. These objectives include:

- Increasing the number of critical events within our District
- Launching new missions
- Enhancing outreach to cross-cultural communities
- Helping each congregation to connect to the unchurched of their own communities
- (Please list other objectives specific to the District)

Now, our goal of \$\_\_\_\_\_ may seem like a good sum of money. But I am pleased to announce that as of today, \$\_\_\_\_\_ has already been committed from the first \_\_\_\_\_ gifts. This is a tremendous example of the generosity and goodness of our members. We have been blessed by this support and by the volunteer efforts some of our fellow members have committed to help us make this campaign a historic success.

Leading this corps of volunteers is \_\_\_\_\_, who serves as the General Chairperson of our congregation effort. We are eternally grateful for his/her/their leadership and dedication on behalf of our congregation.

This is the biggest, and possibly the most important, project The Lutheran Church—Missouri Synod has ever undertaken. With the assistance of our entire church family, we have an opportunity to spread the Good News of Jesus in our community and throughout the world. In the coming weeks, \_\_\_\_\_ will begin widespread activity to implement *Fan into Flame*. You will be hearing more as our plan unfolds. For now, I ask that you pray for its success and keep your eyes, ears and hearts open to the message.

I thank you for your many prayers and commitment to the future of \_\_\_\_\_ and the mission and ministry of our church. May God bless you and your loved ones.

*The text of this announcement, to be read by the Pastor or campaign leader at all weekend services during Week Seven, reinforces the needs of the campaign, and updates the congregation on the progress of the campaign. (The text is also to be used as bulletin insert, printed on both sides of one sheet of paper.)*

*Fan into Flame* here at \_\_\_\_\_ continues to gain momentum as we begin to reach out to every family and challenge them with a new call to stewardship. We are participating in this historic endeavor to strengthen our mission work and ensure that our church has the ability to proclaim the Gospel's saving message to those who do not yet know Him. The campaign will assist our church body to:

- Create 2,000 New Mission Starts in the United States;
- Increase the number of missionaries in the United States and internationally;
- Offer assistance with training missionaries;
- Provide 2,000 new training centers for distance learning through a newly-created *Ablaze!* Connection;
- Revitalize existing congregations into mission outposts

Locally, this campaign will help us to do the following:

*Articulate congregation case*

This will also allow us to do our part to help the District fund vital areas of need as part of our *Ablaze!* mission plan.

To date, we have experienced tremendous success as we have raised an incredible \$\_\_\_\_\_ from only \_\_\_\_\_ gifts! This is \_\_\_\_\_ percent of our \$\_\_\_\_\_ congregation target, with an average gift of \$\_\_\_\_\_! This overwhelming response represents gifts from some of our most faithful and generous members.

Our goal in this endeavor is not merely to raise funds, but rather to invite each member to respond to the urgent needs of our church body and its new call to support missions. I have been blessed that more than \_\_\_\_\_ wonderful members that have come forward to help me so far.

When a member of the congregation calls on you, please welcome him or her into your home as our representative and say yes to support this most important project for our Synod, District and congregation.

Our success depends upon you, the members of this congregation - our family in Christ. As a congregation family, we grow together in faith as we fulfill our mission to share the Good News of Jesus with people in every land.

*This text of this announcement is to be read by the congregation chair at all weekend worship services during Week Eight. (The text is also to be used as bulletin insert, printed on both sides of one sheet of paper.)*

It is a pleasure to speak with you today about ***Fan into Flame***. As you may know, ***Fan into Flame*** is the \$100 million capital campaign that is currently being conducted in our congregation support to the *Ablaze!* movement. My name is \_\_\_\_\_ and I am the \_\_\_\_\_ Chairperson for ***Fan into Flame*** here at \_\_\_\_\_.

This dynamic new undertaking will assist our congregation, District and LCMS World Mission to strengthen our mission work and allow us to spread the Word of the Lord to un-churched people throughout the world. It will expand our ability to bring Christ's message to all.

My family has been blessed greatly by our church. ***Fan into Flame*** is an opportunity for each one of us - myself and my family included - to become involved in the Great Commission to share the Good News of Jesus throughout our community and ensure that we have the resources available to share the Gospel's saving message throughout the world. This is why I decided to accept Pastor \_\_\_\_\_'s invitation to chair this campaign.

The ***Fan into Flame*** campaign here at \_\_\_\_\_ is off to an inspiring start. I am overwhelmed by the generosity and commitment to the church and our mission that our members are demonstrating. On a target of \$\_\_\_\_\_ we have already raised \$\_\_\_\_\_ from just \_\_\_\_\_ pledges. This is \_\_\_\_\_ percent of our goal from just \_\_\_\_\_ percent of our congregation family. To date we will receive 15% of the amount raised or \$\_\_\_\_\_, to support *Ablaze!* projects we have in our congregation. That will help to:

***Articulate congregation needs***

Over the next few days and weeks, fellow congregation members will be contacting you for your support and participation in this vital campaign. Therefore, it is hoped that when you are called upon to assist our congregation, District, national and international mission work through this effort, you will honor God with your support.

I cannot thank enough the members of our congregation who have volunteered their time, talent and treasure to assist through this point. By making a commitment to ***Fan into Flame***, they are truly doing the work of the Lord, and I am very thankful.

*This text of this announcement is to be read by an elder or General Chair at all weekend worship services during Week Eight. (The text is also to be used as bulletin insert, printed on both sides of one sheet of paper.)*

The *Fan into Flame* campaign here at \_\_\_\_\_ continues to gain even more momentum as it continues to strive toward/exceed its target of \$\_\_\_\_\_.

I want to bring to your attention, today, the importance of sharing the Good News of Jesus throughout the United States. North America is widely considered to be the third-largest mission field in the world.

Three key areas have been outlined as the most effective way to reach the goal of sharing the Gospel with 50 million people in North America by the year 2017:

**1. Assist the District and its congregations to launch new ministries:**

Establishing new missions is the work of congregations and districts. LCMS World Mission can provide encouragement, guidance from experienced church planters, and financial assistance. Some congregations do not have the resources to pay for the bare essentials needed to launch a new ministry, and *Fan into Flame* funds can help. Funds will be used to assist the District and its congregations in:

- Increasing the number of critical events within our District
- Launching new missions
- Enhancing outreach to cross-cultural communities
- Helping each congregation to connect to the unchurched of their own communities
- (Please list other objectives specific to the District)

**2. Missionary Training in North America:**

Dedicated and trained people are needed in North America to bring the Gospel to every community. Currently, LCMS World Mission assists in the formation of 70 North American missionaries each year through the Center for US Missions. By 2017, LCMS districts and congregations hope to have 2,000 missionary church planters. To increase

our ability to spread Jesus' love, districts and congregations of the LCMS need to identify, recruit, and train at least 200 missionaries each year. With *Fan into Flame* funds, the current missionary formation program will be expanded and offer scholarship assistance to those who attend. Increasing the number of missionaries in North America will lead to millions more hearing the Gospel.

**3. Revitalize existing congregations into "mission outposts":**

*Fan into Flame* will allow the LCMS World Mission to expand its congregation revitalization program. The focus of this program is to provide training that enables the congregation to fulfill its role as a "mission outpost." Congregations that are mission focused reach into their community and invite their neighbors to share in the Lord's saving love.

LCMS World Mission sponsors a multi-year program that enables congregations to refocus their work on outreach. Currently, 255 congregations are taking part in a pilot program and have engaged in training sessions and outreach activities. Congregations have refined their skills in mission outreach through Scripture study, leadership training, seminars, and prayer.

Our congregation members have been very responsive to this message of hope. I am pleased to report our campaign has now raised \$\_\_\_\_\_ toward its target of \$\_\_\_\_\_. This is the result of pledges from just \_\_\_\_\_ families. We continue to make excellent progress, but the only way we can complete this project successfully is through the full participation of the entire congregation family. We are very grateful to all those who have provided their leadership through their giving and their actions. Thank you again for your support of this effort and of our congregation.

*The text of this announcement is to be read by the General Chair and/or Advance Gift Chair at all weekend worship services during Week Nine. (The text is also to be used as bulletin insert, printed on both sides of one sheet of paper.)*

The *Fan into Flame* campaign here at \_\_\_\_\_ continues to gain momentum. Our campaign has already raised \$\_\_\_\_\_ toward our target of \$\_\_\_\_\_. This tremendous response is the result of pledge commitments from just \_\_\_\_\_ families. This is \_\_\_\_\_ percent of our target from just \_\_\_\_\_ percent of our congregation family, with an average pledge of \$\_\_\_\_\_. This is an extraordinary start and we are grateful to all those who have spearheaded this endeavor with their leadership giving. This means that as of today, \$\_\_\_\_\_ will be coming back to the congregation, allowing us to: *Articulate congregation case* <sup>(15%)</sup>

I would like to thank the \_\_\_\_\_ congregation members who are volunteering their time to assist our congregation in this most important project. They are helping me spread the Good News of our growing mission work across the District, across the nation and around the world. When a volunteer calls on you, please receive him or her warmly into your home as a representative of me and our church, listen to their presentation and prayerfully consider your sacrificial support for this extraordinary opportunity to enhance our church body's mission work.

I know we share a vision for the future of the church and that we are willing to sacrifice in order to make that dream a reality. The success of *Fan into Flame* depends on the unprecedented support from all the faithful in The Lutheran Church—Missouri Synod, and particularly from us, the members of \_\_\_\_\_, who share this vision and are willing to sacrifice. Please pray for our success and please consider making a commitment to *Fan into Flame*.

*The text of this announcement is to be read by an elder at each weekend worship service during Week Ten. (The text is also to be used as bulletin insert, printed on both sides of one sheet of paper.)*

I am very excited to provide you with this announcement and update of the *Fan into Flame* campaign for \_\_\_\_\_. As you know, we have been conducting *Fan into Flame* for the past several weeks. I am very pleased to report our effort has now raised \$\_\_\_\_\_ toward its target of \$\_\_\_\_\_ from just\_\_\_\_\_ families. The average gift received has been an impressive \$\_\_\_\_\_. Thank you to all the families who have made their pledges and positioned us to be very successful in our efforts.

This undertaking will address some of the most pressing new mission needs of our church body today to help further the *Ablaze!* goal. I would like to take a moment and discuss one of these needs with you today - our opportunity to spread the Gospel around the world. The Lutheran Church—Missouri Synod is actively involved in mission work in 84 countries through the labors of missionaries and partnership with 29 international churches. Our missionaries' work will help us reach the *Ablaze!* goal of reaching 50 million people internationally with the Good News of Jesus by 2017.

Behind the vision of the *Ablaze!* movement is the need for more trained professional missionaries who are positioned throughout the world. There are millions of people who have yet to see the Light of the Lord. Through *Fan into Flame*, the current number of professionally trained and deployed missionaries will increase by more than 50% from 65 to 100 in the coming years.

Our new missionaries will initiate new outreach ministries, train new leaders, provide educational tools, and offer medical aid to those in need, all with the goal of sharing the Good News of Jesus with 50 million people.

In some parts of the world, the work of the church cannot be done without the construction of new facilities. New Christian congregations, especially in urban areas where a new church site is expensive, need assistance to construct sufficient facilities

that enable them to share the Good News of Jesus with an expanding number of people.

For example:

- LCMS World Mission has helped local Christians their build churches by paying for the roof, the most expensive part of construction.
- In parts of West Africa and Asia, local residents need our help to buy land.
- In former communist countries, church buildings that were converted to such uses as theatres and swimming pools need to be reclaimed and restored.

Everywhere in the world, dedicated and trained people must be equipped to share the Good News of Jesus.

- In South Africa, buildings available for theological education programs have exceeded capacity. New facilities must be provided if these programs are to produce all of the people needed to assist the church by sharing Christ's love.
- In Taiwan, China Lutheran Seminary must expand to prepare pastors and other professional church workers for the Mandarin-speaking world.
- The seminary in India must reach the accrediting standards that would allow it to grant Bachelor of Theology degrees.

Our congregation members have been very responsive to this message of hope. I am pleased to report our campaign has now raised \$\_\_\_\_\_ toward its target of \$\_\_\_\_\_. This is the result of pledges from just \_\_\_\_\_ families. We continue to make excellent progress, but the only way we can complete this project successfully is through the full participation of the entire congregation family. We are very grateful to all those who have provided their leadership through their gifts and their actions. Thank you again for your support of this effort and of \_\_\_\_\_.

## COMMITMENT SUNDAY INSTRUCTIONS

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*Commitment Sunday provides the opportunity for congregations to seek continued support for the Fan into Flame campaign. By employing an effective plan, your congregation can reach its members who have yet to make their own campaign commitments and thereby successfully conclude your congregation's campaign efforts. Your Congregation Campaign Director will provide necessary materials.*

The key outcome of Commitment Sunday is to receive an informed prayerful decision from all congregation members during the worship service. It is an “every member” appeal. The responses will fall into one of the four categories:

1. **New Pledge** - If a congregation member would like to make a pledge to *Fan into Flame* they can do so that day.
2. **Amen** - If a congregation member has already made a pledge to support *Fan into Flame*.
3. **Praying** - If a congregation member needs more time to prayerfully consider his/her pledge and would like a volunteer to call.
4. **No** - If a congregation member is unable to pledge at this time.

In addition to conducting this plan at all worship services, members should:

- Insert or reprint the General Phase sample gift plans in the bulletin on the weekend prior to Commitment Sunday. (Use Pre-Commitment Sunday Insert page 16)
- Enlist campaign visitors to help ushers distribute pledge cards to congregation members during worship services.
- Emphasize pledges with weekly amounts and daily amounts over a three-to-five year period (i.e. \$1.65 per day instead of \$1,800).
- Encourage participation of all congregation members at any level.
- Hand out the Commitment Sunday pledge card and golf pencils during all worship services.
- Use ushers or volunteers to collect completed cards.



## **Commitment Weekend is Coming!**

At services next weekend, we will invite all parishioners who have not yet made their sacrificial gift in support of this historic project to do so. Please give very careful consideration to CHURCH NAME'S request for a 3-5 year pledge. Every gift is welcome and needed and will help our church body fund new mission work, along with benefiting our congregation. We are grateful to the \_\_\_\_\_ households that have already made their pledge, and know that you will all give prayerful thought to Pastor \_\_\_\_\_ and our campaign committee's request.

### ***Why Should I Give? How Much Should I Give?***

God, in His Word, challenges Christians as stewards not only to manage the temporal blessings He showers freely upon us, but also to manage the Gospel. This means that our giving is not for us alone, but we give in order to proclaim the previous message of Christ to the unsaved locally, regionally, cross-culturally and internationally. Your gifts widen the circle of proclamation of the Gospel. As you prayerfully consider what you may give, keep the image of Christ's cross before you. Based on God's grace in your life, decide what to return to God in thanksgiving. Your gift will make an eternal difference in the lives of others. Your sacrificial generosity will also help us be successful in our campaign.

## COMMITMENT SUNDAY ANNOUNCEMENT

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*The text of this announcement is to be read by the pastor or campaign leader at each worship service during Commitment Sunday, to be held in Week Eleven. Your Congregation Campaign Director will provide all other necessary materials.*

I am pleased to report to you the status of the *Fan into Flame* campaign here at \_\_\_\_\_.

Our financial goal is \$\_\_\_\_\_. I once thought that to be an enormous sum. However, today I am pleased to report that - as the result of \_\_\_\_\_ gifts to the campaign to date - we have already raised \$\_\_\_\_\_! This is \_\_\_\_% of our goal from only \_\_\_\_% of our congregation family. This is truly incredible! The generosity demonstrated to date will provide the church a stronger financial foundation for new mission work and will allow us here at \_\_\_\_\_ to:

### *Articulate local case*

This of course is in addition to having the unique opportunity to fund new church starts and missionary training, while sharing the Gospel presentation in our District, across the nation and around the world through the dynamic District, national and international components of this campaign to fund the *Ablaze!* movement.

Ideally, our Campaign Executive Committee and other volunteers would have liked to visit every congregation member on an individual basis. Our team has been working hard for the last several weeks, and we have been actively meeting with many in our congregation family. However we know that we were unable to reach some of you.

Today is *Fan into Flame* Commitment Sunday. You should have received a blank pledge card by now or you can find one in the pew. We are asking each family to consider making a pledge today if you have not already done so. I would like each family to complete a card today, even if you have already made a pledge or would like some time to consider one. This way will have an accurate record of commitments and congregation members with whom we should follow-up.

## COMMITMENT SUNDAY ANNOUNCEMENT, CONTINUED

If we could all just take a couple of minutes, I would like to ask a representative from each family to take a pledge card and a pencil. (Show the card.) Please print your name, address and phone number on the front of the card in the space provided.

1. If you have already made your commitment to the *Fan into Flame* campaign, please check the “Amen” box. Thank you again to all who have already made their pledge. Without you, we would not be where we are today.
2. If you are ready to join in this historic campaign, here's what I ask you to do:
  - After you have printed your name and address, simply check the “YES” box and indicate the amount of your gift on the bottom line. Please know that these are not legally binding but that we would hope all members would honor their commitments being made today.
  - I am asking those who have not made a decision to select one of the pledge levels suggested if possible. For example, a gift of \$2,400 is really just \$2.19 per day paid out over three years, the equivalent of a coffee and doughnut every day. A gift of \$1.65 per day, or \$50 per month, the cost of cable television, amounts to an \$1,800 pledge commitment to our church.
  - Gifts of \$5,000 or more may be paid over five years. This equals approximately \$20 per week or \$2.74 per day. Many have sacrificed and given at this level already.
  - Whatever your commitment, please be sure to write the total amount of your gift on the line provided.
  - Finally, check how you would like to make payments on your pledge - monthly, quarterly, semi-annually, or annually.
3. If you have not yet decided on your commitment and require more time to pray about it, check the “PRAYING” box. Please put your phone number in the space next to that option so that a campaign volunteer can call to provide you with more information about *Fan into Flame*.

4. For those of you who are unable to make a decision at this time please check the “No” box. I thank you for your consideration.

Thank you for participating in this historic effort and for helping our congregation to address some of our own mission needs along with exciting new District, national and international mission work to support *Ablaze!* It is through your generosity that we will be able to address the needs of the church and allow our congregation to reach its goals. The ushers and volunteers will collect all the cards in just a few moments.

If you have any special questions about how you may pay your pledge, such as stock gifts, automatic bank deductions, or credit card payments, please see me or a campaign volunteer.

Thank you again on behalf of our congregation and thank you for making *Fan into Flame* such a great success. God bless you.

I would now like to ask *Fan into Flame* volunteers to collect everyone's completed card.

### ***Procession to offer gifts***

Congregations may wish to consider holding a formal procession of families to the altar to formally subscribe their campaign gift. This invitation would be extended to everybody, even those who marked praying or are unable to make a gift. This may be done in place of a simple collection by volunteers and/or ushers, providing a special conclusion to this historic undertaking.

Pastors or campaign volunteers leading Commitment Sunday should ask a representative from each family to walk forward to the altar and offer their gift after the cards have been completed, then return to their pew for the conclusion of service.







## LCMS WORLD MISSION

The Global Gospel Outreach of  THE  
LUTHERAN CHURCH  
Missouri Synod

### LCMS WORLD MISSION SUPPORT

1333 South Kirkwood Road  
St. Louis, MO 63122-7295  
Phone: 1-800-977-2017  
Email: [FanIntoFlame@LCMS.org](mailto:FanIntoFlame@LCMS.org)  
Internet: [lcmsworldmission.org](http://lcmsworldmission.org)

# Ablaze

Praying to the Lord of the Harvest,  
LCMS World Mission, in collaboration  
with its North American and worldwide partners,  
will share the Good News of Jesus with  
100 million unreached or uncommitted people  
by the 500th anniversary of the Reformation in 2017.  
—LCMS World Mission Statement

TM