



Evangelical  
Lutheran Church  
in America

## New Ministry Development and Evangelism Christian Community and Leadership

### Evangelism Initiatives

**ELCA's Purpose:** Activate each of us so more people know the way of Jesus and discover community, justice and love.

**Christian Community and Leadership's Purpose:** Recruit, train, and send leaders who establish and grow Christian Communities.

In alignment with our purpose as one ELCA, the New Ministry and Evangelism Team in ELCA Christian Community and Leadership (CCL) partners with synods, bishops, directors for evangelical mission, and rostered and congregational leaders across the church to recruit, train, and deploy leaders to establish and grow Christian communities.

We join with partners across our church to activate each other so that more people come to know the way of Jesus and discover community of love and justice. As we live into God's Love Made Real, we invite all to create conditions so that we can strengthen our existing congregations and grow with vibrant, ethnically diverse, economically diverse, and LGBTQIA+ communities together.

Here is an introduction outline for three (3) new granting categories.

1. Evangelism Initiatives
2. Congregational Outreach Ministries (COM)
3. Synod Authorized Outreach Ministries (SAOM)

### Evangelism Initiatives:

The Gospel compels the Church to always share the good news of Jesus Christ. Evangelism initiatives are meant to add and enhance more ways God's people can engage in evangelism through congregations and synod work.

These grants support congregations, conferences and/or synods throughout the ELCA as they share the good news of Jesus Christ. Preference is given to lay-led initiatives and training opportunities for evangelism.

#### Criteria:

- Actively engages in sharing the good news of Jesus Christ through discipleship.
- Creates or fosters opportunities for prayer, praise, devotions, learning with the Gospel.
- Demonstrates a strong commitment to lay leadership, with clergy support.
- Focuses on new discipleship growth and building relationships, hearing testimonies with new people.

- Encourages participants to live as evangelists.
- Must be supported by the synod and locally, applied for by the Director for Evangelical Mission.

**Examples of what Evangelism Initiatives can be:**

- Training and equipping people to be evangelists.
- Initiatives that encourage lay leaders to practice evangelism in their communities.
- Gatherings and conferences.
- Revivals and public worship.
- Camp evangelism following the seasonal gatherings of people in your synod.
- Campaigns for people to learn what evangelism is all about.
- Partnering with lay training institutes, seminaries, and more educational institutions.
- Partnering to offer training and equipping in more languages and cultural contexts.
- Expanding evangelistic ministries with community colleges and university communities.
- Creating evangelism teams, working groups, and networks in your synod or region.
- Expanding evangelical and spiritual ministries with people experiencing homelessness or scarce resources.
- Supporting congregations and conferences in reaching out with their lay leaders to be church with new circles of people.

**Grant Amount:** up to \$5,000

**To apply, please be able to respond to the following questions and application needs:**

- How does this initiative live out Jesus' Great Commission given in Matthew 28?
- Who are the key stakeholders, leaders, and participants in this initiative?
- What local support has been gathered to support this initiative, and how will local partners support it?
- What is the total amount you are requesting?
- How will stories of impact be shared?
- Provide a project balanced budget, showing local, synod, and potential churchwide dollars; local and synod matching dollars must equal or exceed churchwide grant request.

## Congregational Outreach Ministries (COM)

The purpose of a Congregational Outreach Ministry (COM) is evangelism. These are congregation-based and centered in sharing the good news of Jesus Christ through intentional, invitational discipleship and/or outreach ministries located in congregations.

**Criteria:**

- Centered in Christ, actively engages in sharing the gospel through discipleship.
- Creates opportunities for prayer, praise, devotions, learning with the Gospel.

- Demonstrates a strong commitment to lay leadership, with clergy support.
- Opens intentional opportunities for participants to give their testimonies, share learnings about the power of Jesus, and reflect on the Gospels together.
- Must be supported by the synod and locally, applied for by the Director for Evangelical Mission
- Worship is encouraged but not required; if worship takes place, it is an extension of the congregation.
- When sacraments are shared, these are administered by coordination of host congregation. Record baptisms, funerals, weddings, confirmations, new members with this worshipping community.
- Encourages participants to live as evangelists.

**Examples of what Congregational Outreach Ministries can be:**

- Starting regular Young Adult gatherings and ministries.
- Fresh-Expression type extensions of congregational, conference or synodical work where lay members lead creative extensions of congregations to go to where people already love gathering in order to share the love and gospel of Jesus Christ in new contexts and circles.
- Congregations expanding ministries with community colleges.
- Congregations expanding ministries with people experiencing homelessness or scarce resources.
- Congregations reaching out with their lay leaders to be church with new circles of people.

**Grant Amount:** up to \$10,000

**Curious questions: To apply, please be able to respond to the following questions and application needs:**

- How does this initiative live out Jesus' Great Commission given in Matthew 28?
- How does is this ministry embedded in the congregation and the community?
- Who are the key stakeholders, leaders, and participants in this initiative?
- What local support has been gathered to support this initiative?
- How will local partners support?
- Provide a project balanced budget, showing total amount requested, local, synod, and potential churchwide dollars; local and synod dollars must equal or exceed churchwide grant request
- How will stories of impact be shared?

## Synod Authorized Outreach Ministry (SAOM)

The purpose of a Synod Authorized Outreach Ministry (SAOM) is evangelism. These are synod-based and authorized, centered in sharing the good news of Jesus Christ through intentional, invitational discipleship and/or outreach ministries.

**Criteria:**

- Centered in Christ, actively engages in sharing the gospel through discipleship.
- Creates opportunities for prayer, praise, devotions, learning, with the gospel.
- Opens intentional opportunities for participants to give their testimonies, share learnings about the power of Jesus.
- Demonstrates a strong commitment to lay leadership, with clergy support.
- Must be supported by the synod and locally, applied for by the Director for Evangelical Mission
- Worship is encouraged but not required; if worship takes place, it is an extension of a host congregation or synod authorized worshipping community (SAWC).
- When sacraments are shared, these are administered by coordination of host congregation or SAWC. Record baptisms, funerals, weddings, confirmations, and membership with the same host congregation or SAWC.
- Encourages participants to live as evangelists.

**Examples of what SAOMs can be:**

- Fresh-Expression type extensions of conference or synodical work where lay members lead creative ministries to go to where people already love gathering in order to share the love and gospel of Jesus Christ in new contexts and circles.
- Synod conferences starting regular young adult gatherings and ministries.
- Synod conferences working with coordinators for outreach gatherings and worship in another language.
- Synods expanding ministries with community colleges and university communities.
- Synods – with other local partnerships – expanding ministries with people experiencing houselessness or scarce resources.
- Synods – with other local partnerships – reaching out with their lay leaders to be church with new circles of people.

**Grant Amount:** up to \$25,000

**To apply, please be able to respond to the following questions and application needs:**

- How does this ministry live out Jesus' Great Commission in Matthew 28?
- How is this ministry embedded in the synod and community?
- Who are the key stakeholders, leaders, and participants in this initiative?
- What local support has been gathered to support this initiative?
- How are local partners supporting?
- What is the total amount you are requesting?
- How will stories of impact be shared?
- Provide a ministry balanced budget, showing local, synod, and potential churchwide dollars; local and synod dollars must exceed churchwide grant request.
- How will stories of impact be shared?

**Let's Consult Together!** As congregations, conferences, and leaders discern creative inspirations rising to the surface, contact our ELCA Christian Community and Leadership New Ministry Development and Evangelism Team so we can partner together.

Please reach out to your ELCA New Ministry Development and Evangelism Team for continuing conversations and support for the good work the Holy Spirit makes possible as God is doing a new thing!

Be sure to call, text or email Pastor Anna-Kari Johnson, ELCA Evangelism Initiatives Program Manager at (773) 990-0814 or [Anna-Kari.Johnson@elca.org](mailto:Anna-Kari.Johnson@elca.org).  
We look forward to hearing from you!