STRATEGIC PLAN

Lutheran Women's Missionary League–Canada, Inc. is the official women's organization of Lutheran Church–Canada.

Lutheran Women's Missionary League–Canada is incorporated in the Province of Manitoba.

Object: Christian Growth, Christian Mission, Member Development, Communication, Financial grants for mission projects

Motto: Called to Serve (Deuteronomy 10:12)

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Logo:

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News blog: servinginhisstrength.wordpress.com

Seal:

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Organizational Profile

1.1 History

When the Lutheran Women's Missionary League became an official auxiliary to The Lutheran Church–Missouri Synod in 1942, most Missouri Synod congregations in Canada already had organized ladies' groups interested primarily in serving their own congregation. By 1950 the concept of LWML was spreading throughout these congregations. They began to consider broadening their outlook and activities and so became part of the International LWML. Laurentian and Ontario Districts joined in 1950, followed by the Alberta–British Columbia District in 1951 and the Manitoba and Saskatchewan District in 1953.

When voting congregations across Canada chose to become an independent Lutheran Church, and Lutheran Church–Canada moved towards autonomy, its leaders recognized the need for its auxiliary organizations to remain in step. In 1983 Canadian ILWML presidents met with Lutheran Church–Canada Board of Directors to discuss the possibility of an autonomous women's auxiliary. Canadian ILWML District Presidents organized themselves into a Task Force to explore options open to the LWML in Canada. These options were presented to the membership in a survey and in 1988 all LWML District conventions approved becoming a Canadian LWML official auxiliary to Lutheran Church–Canada while maintaining a special sharing relationship with International LWML. The Founding Committee was established to carry out this option.

Lutheran Church–Canada became an autonomous synod on January 1, 1988. With the incorporation of Canadian congregations of the Minnesota North District of the Lutheran Church–Missouri Synod into the Central District of Lutheran Church–Canada, the Ontario Sonset LWML District was formed and became Canada's fifth district.

The Protocol Document was ratified at all district conventions in 1990 and at the International LWML convention in 1991. At district conventions in 1992 delegates selected the name—LWML–Canada, a logo and the motto—Called to Serve.

The Founding Convention was held in Edmonton, Alberta, June 20 – 21, 1993. The League charter was signed by district presidents, zone and society delegates. The first officers were elected and for LWML–Canada, the future had begun.

1.2 Vision

Ignited by the grace of God, members of Lutheran Women's Missionary League–Canada are actively encouraging women in the study of God's Word so they are passionate in sharing the Gospel through word and deed.

1.3 Mission

The mission of Lutheran Women's Missionary League–Canada is to

EQUIP, MOTIVATE and ENCOURAGE WOMEN to

GROW in God's Word

SHARE God's Son and

SERVE God's people.

1.4 Values

Members of LWML–Canada value—

- God's Word
- Growth in God's Grace
- Women
- Relationships
- Communication
- Integrity
- Unity
- Service

1.5 Goals

1. To significantly increase women's participation in God's Word.
2. To develop relationships among women.
3. To assist women in developing skills to confidently carry out the mission of the Church.

2 Plan

2.1 Objectives

The Organization aims to achieve the following objectives:

1. To develop and maintain an awareness of mission and ministry among women through Christ-centred education and Christ-centred inspiration.
2. To encourage the Christ-centred support of and the adoption of service projects.
3. To receive and disburse funds for mission projects and grants that are directly sponsored and/or approved by Lutheran Church–Canada.

2.2 Key indicators

Achievement of the objectives will be measured using the following key indicators:

- Survey of members, at least once every triennium.
- Review Society reports of service projects accomplished on an annual basis.
- Compare the mission grant budget to the mites received.
- Determine if the mission grant funds have been distributed based on LWMLC procedures.

2.3 Target groups

LWML–Canada Societies and Zones

2.4 Programs / activities

2.4.1 President

a) Preside at Convention of the League and at all meetings of the Board of Directors.

b) Receive and approve vouchers for payment of legitimately incurred expenditures and forward vouchers to the Treasurer for issuance of payment.

c) Give direction to and support all members of the Board of Directors.

d) Give direction and support to LWMLC leaders across Canada.

e) Attend to all the details required to offer a Convention that is truly guided and blessed by our Lord Jesus Christ.

2.4.1.1 Specific objectives to fulfill the goals

- Work together with the convention planning committee to offer a convention that truly focuses on the convention theme ‘Sing to the Lord a New Song – Psalm 149’.
- Approve all legitimate vouchers and scan them promptly to the Treasurer (within 2 days unless out of the office) and mail all original vouchers to the Treasurer every 2 weeks.
- Develop Strategic Plan to help Leaders focus on specific goals for the triennium.
- Ensure all policies are reviewed in the triennium.
- Contact each of the Vice-Presidents independently at least once a month to provide

encouragement and leadership support.

- Attend at least one Zone rally in each District throughout the triennium.
- Provide specific contact and support to the Vice Presidents, District Administration.
- Invite a Keynote Speaker for the Convention.
- Write specific notes of encouragement to Societies.

2.4.2 Member Development Committee

a) Use, adapt or develop resources to enable women to empower and mentor others.

b) Research and provide models for different organizational structures within LWML–Canada.

c) Co-ordinate seminars as directed by LWML–Canada Board of Directors.

d) Develop training for leaders.

e) Develop training for directors.

f) Encourage and train women of the Church in the use of their God-given gifts and talents.

g) Advise women of LCC of creative and new opportunities for Christian service in the church, community and world and encourage their participation.

h) Encourage members to pray for directors and leaders on all levels of LWML–Canada.

i) Support Resource Centre coordinators with ordering, and management.

2.4.2.1 Specific programs and/or activities

- Focus on "Acts of Faith" - to show faith walk from societies, zones and districts.
- Promote Unity "We"–which will dovetail nicely after the seminar ONE.
- Develop a flow chart of the new corporate structure in poster size.
- Look at and build off (with permission) material and items from LWML sisters in the USA–instead of reinventing the wheel.
- Promote fellowship and relationship building by developing monthly gathering centred on God's Word.

2.4.3 Christian Growth Committee

a) Develop Bible studies, devotions and devotional skits for women of the church.

b) Develop studies related to women's topics and interests.

c) Develop materials for informal worship.

d) Review submitted materials.

e) Develop and provide training in skills for writing Christian material.

f) Develop training in leading Bible studies.

g) Encourage women to develop a stronger prayer life.

2.4.3.1 Specific programs and/or activities

- Offer "Bible and Beverage" and Bible studies online.
- YouTube links for various content.

- Develop more booklets.
- Develop plans a society or zone might use to run a virtual book club.
- Engage a pastor or pastoral support for a virtual Bible study with assigned readings and questions. The participants will then come prepared to review the readings and with answers to the questions. With pastoral guidance, an LWMLC member could lead the study.

2.4.4 Christian Mission Committee

a) Administer the process for mission grants, including the Mission Opportunity Fund.

b) Teach membership the proper writing format for proposing mission projects.

c) Provide information about on going and completed grants to members and convention.

d) Develop Christian material related to missions.

e) Develop program ideas and materials to grow mission-minded children and teens.

f) Provide education in recognizing and acting on personal mission opportunities.

g) Encourage prayer and other support for missionaries.

h) Compile list of mission speakers and provide information to other levels of LWML−Canada.

2.4.4.1 Specific programs and/or activities

- Simplify the grant process and educate members regarding how to submit mission grant requests.
- Develop a YouTube video tutorial for training so that people can grasp the best way to write mission grant proposals.
- Connect the mission grant recipients with LWMLC sisters – getting it out on YouTube.
- Describe a mission moment in the LWML–Canada Update; featuring a resource for each week.
- Develop a mission grant prayer book.
- Develop a map to show where the mission grants are going.
- Redraw the Zone map.
- Create a thermometer to colour in and to have it online to show the progress of Mites.
- Develop a timeline showing when all the grant goals should be completed during the triennium, refreshing and updating as needed.

2.4.5 Communication Committee

a) Develop an overall communication plan.

b) Serve as a communication support team for the district communication chairs and committees.

c) Co-ordinate display/resource packet for League events.

d) Co-ordinate and provide content for the website.

e) Co-ordinate and provide content for Tapestry.

f) Co-ordinate the publication of Tapestry.

g) Providing training in communications.

h) Co-ordinate the publication of Tapestry.

i) Co-ordinate the internet media of the Facebook, Instagram and Twitter postings.

j) Co-ordinate, provide and publish the LWML–Canada Update bimonthly.

k) Co-ordinate the production and marketing of all League materials and products.

2.4.5.1 Specific programs and/or activities

- Meet regularly with entire Communications Committee and Team; including Webmaster, Social Media, Communications Assistant/Editor.
- Work closely with all committees and Board members to ensure communication goes out in an effective and timely manner.
- Develop and circulate an information flow chart for how information should come to the committee for distribution on the website, the Update, Tapestry, and social media channels.
- Provide website training for Web Master and VP Communication.
- Conduct website review and update as required and recommended.
- Prepare and distribute Press Releases to the church at large.
- Recruitment and training for additional webinar team staff members to assist with the hybrid Convention 2024.
- Recruitment of two Communication Committee members (if possible from the ABC and Laurentian Districts).
- Ensure Privacy statement is attached to all LWMLC communication tools that go out and that include photos.

2.4.6 District Administration Committee

a) Use, adapt or develop resources to enable women to empower and mentor others.

b) Serve as the connection between the other LWMLC committees and zones and societies.

c) Research and provide models for different organizational structures within LWML−Canada.

d) Co-ordinate seminars as directed by LWML–Canada Board of Directors.

e) Encourage, promote and co-ordinate training for leaders.

f) Encourage and promote training for directors.

g) Encourage and provide training for women of the Church in the use of their God given gifts and talents.

h) Advise and encourage women of LCC of creative and new opportunities for Christian service in the Church, community, and world.

i) Encourage members to pray for directors and leaders on all levels of LWML−Canada.

2.4.6.1 Specific programs and/or activities

- Connect with zones and societies.
- Meet with zone presidents and national committee representatives two-three times per year.
- Participate in as many District zone renewals and events as possible.
- VP District Admin's will meet monthly.
- Publish a newsletter three times per year.
- Co-ordinate the logistics of the 'Oaks of Righteousness' Seminar.
- Utilizing a map of districts, zones, and societies to look for opportunities for women to participate in events cross district.
- Work with Christian Growth and Pastoral Councillor to develop a 'Prayer Retreat' for implementation in Spring 2024.

2.4.7 Finance Committee

a) Co-ordinate the financial planning for the League.

b) Connect with Lutheran Foundation Canada, determining and providing materials that can be handed out or provided virtually when doing workshops.

2.4.7.1 Specific programs and/or activities

- Further development of investment dollars regarding the Pollex Investment.
- Installing and using financial accounting program (Quick Books).
- Set up A/R for Tapestry Advertising to ensure payments are made and received.
- Complete "Download on Demand" operation for the membership.
- Set up reporting for the Resource Centre to track the purchase and sales of stock.
- Assist VPs, District Administration with budgets throughout the Triennium and for new fiscal budgets to be brought to Convention Floor for adoption.