

# LOOKING TO THE FUTURE OF TAPESTRY

A publication of Lutheran  
Women's Missionary  
League-Canada, Inc.

## This survey is available:

1. A link to an online form at <https://lutheranwomen.ca/publications/tapestry/> or below the introduction at right. Just fill out and click on the submit button. Done.
2. A PDF to download and print at the same address.
3. A paper copy via your district vice-president or other district or zone leaders.

Printed copies can be returned as is or scanned and returned by email. **Use extra pages as needed.**

### Email surveys to:

[survey@lutheranwomen.ca](mailto:survey@lutheranwomen.ca)

### Mail to: *Tapestry*,

223-250 Hunter Road,  
Saskatoon, SK S7T 0Y4.

### DEADLINE for return:

**May 31, 2025**

## INTRODUCTION

Dear *Tapestry* readers and friends,

With thirty years of publishing this magazine behind us, it is high time for a thorough review. Is it accomplishing what we, as part of LWMLC, want it to achieve? With the number of subscribers dropping each year and costs continually spiraling upward, if we want *Tapestry* to survive, it's even more essential to do so.

But a thorough review requires good and plentiful input from those who matter most, current and future readers. On the following pages you will find a mix of seeking data and asking questions. Please answer with these things in mind: 1) your needs and 2) the needs of other women in Lutheran Church-Canada in the immediate future and five or ten years down the road. What sort of magazine will best serve everyone's needs?

Or maybe we don't need a magazine. There are other ways to share inspirational and faith-building stories, Bible studies, committee information and zone and society news, that don't require a special publication. But would splitting them up accomplish our mission?

We would like to provide you with one of those surveys that only take minutes, but the results matter so we ask you to patiently work through the following pages. We sought to keep the introduction of each section short but at the same time provide you with some possibilities you may not have been aware of.

### LINK TO ONLINE SURVEY

[https://docs.google.com/forms/d/e/1FAIpQLSenOjRMGMf\\_RAv55Cn2mdlC1ik4NhP6SXdyCUSj9x\\_6ysMB6Q/viewform?usp=sharing](https://docs.google.com/forms/d/e/1FAIpQLSenOjRMGMf_RAv55Cn2mdlC1ik4NhP6SXdyCUSj9x_6ysMB6Q/viewform?usp=sharing)

## TIMELINE

### • January - May 2025

- o Survey distributed.
- o Survey promoted on LWML-Canada Update, InfoDigest, social media and via district vice-presidents and others.
- o Survey promoted by societies in their congregations to current subscribers, former subscribers and non-subscribers. Find links to two issues for those unfamiliar with the magazine at <https://lutheranwomen.ca/publications/tapestry/>

### • March 15, 2025

- o *Tapestry* will continue as usual for the 2025-26 subscription year, with three issues as determined by the board of directors. Forms

available being sent out or available at <https://lutheranwomen.ca/publications/tapestry/>.

### • May 31, 2025

- o Deadline for survey responses.

### • June 1 - August 31, 2025

- o Editors and communication committee members prepare a report and recommendations for the board of directors.

### • Fall 2025

- o Report shared with the board of directors and women of LWMLC.
- o Decision made by the board of directors and communicated to the women of LWMLC.



**SECTION 1 – PURPOSE/MISSION**

**OUR MISSION STATEMENT**

The mission of Lutheran Women’s Missionary League–Canada, Inc. is to EQUIP, MOTIVATE and ENCOURAGE WOMEN to GROW in God’s Word, SHARE God’s Son and SERVE God’s people

**OUR VISION**

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

**Tapestry’s statement of purpose:**

A magazine for Christian women that is personal, professional and passionate as it touches lives, heart-by-heart, with the precious Gospel of Jesus Christ.

**Questions:**

- On our cover we put it another way: *weaving women together in Christ*. Does our stated purpose help accomplish the mission and vision of our organization? How? If needed, how would you change it to do so?
- Other comments related to purpose/mission.

**SECTION 2 – GENERAL**

- There are many ways *Tapestry* or its components could be shared with the women of Lutheran Church–Canada, and particularly with women of Lutheran Women’s Missionary League–Canada, Inc.
- Groups discussions are good but as you respond via this survey, please do so individually.

**Data**

My subscription is paid...

- by myself
- with someone else, sharing cost
- by my society
- by someone else as a gift
- other (explain) \_\_\_\_\_

I am a...

- current subscriber
- former subscriber
- non-subscriber

I am...

- under 30  30-49  50-59  60-69
- 70-79  80-89  90+

I am a leader...

- society
- zone
- district
- national

I live in a...

- large city
- town
- rural

Province: \_\_\_\_\_

**Questions**

1. Think about your needs and the benefits you receive from *Tapestry* today. What are they and how are they being met?
2. What might you want/need from *Tapestry* five or ten years down the road.
3. Consider those same questions with younger generations of women in mind.
4. If you were a subscriber in the past, what made you change your mind?
5. How do you think we can reach out to more women, building a solid subscriber base for the future?
6. Other related comments.

### SECTION 3 – CONTENT

For the most part, stories/articles come in response to a request for items on a proposed theme. Mostly they are stories of personal experience. We've tweaked the design but this hasn't changed since the magazine began. Perhaps it is time to re-think the type of stories and how we collect them.

Also included are Bible studies, committee info and ideas, updates on mission grants, society and zone news, etc. Let's also consider them.

#### Data

- I read...
  - from cover to cover
  - some sections (which ones) \_\_\_\_\_
- I subscribe for specific content...
  - Features
  - Committee News
  - Bible Studies
  - Zone and Society News
  - Other

#### Questions

1. What type of story/article would you expect to find in a Christian magazine?
2. What might be a better method of soliciting stories to meet the needs of women of faith today?
3. What incentives would entice and encourage you to contribute content to the magazine?
4. How do you use *Tapestry* to share your faith? What would make that easier?
5. How do you use *Tapestry* to help women who are not active in LWMLC to better understand our mission?
6. Are there better ways to provide some of the content?
7. Other comments related to content.

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### SECTION 4 – DISTRIBUTION IN PRINT

Canada Post, prior to the strike by workers, announced a large increase in postage costs for letter weight mail beginning in January. We have been dividing group packages to take advantage of the lower cost of anything under 500 grams. We expect to lose that advantage although how badly is unknown.

We have done all we can to maintain the magazine in its current form, including changing the paper and removing pages.

Perhaps, just as God used COVID to nudge us to discover a new way to hold a convention, He may be using the strike at Canada Post and the company's financial difficulties as well as our own struggle with the cost of providing a print magazine, to nudge us into considering changes to *Tapestry*. One can only wonder.

- Please know that even if we go online, we could still offer a print version, mailed to you, providing you are willing to cover the actual cost.
- Or the printing/copying could be done locally and eliminate the cost of packaging and postage. If you have access to a printer, you can buy

high-quality paper and still enjoy it (in colour if you wish!) at a lower cost. Or you can have a copy printed or copied at your church or by a commercial copy centre, at your cost, instead of paying LWMLC for a print subscription. The local options would require at least one person willing to receive the document online but there would be no cost for packaging and postage.

#### Data

- Availability of printing/copying locally...
  - home printer
  - church office
  - commercial

#### Questions

1. If we returned to four print issues per year, when it comes to subscription cost, how much would you consider too much?
2. What are your thoughts regarding the option of printing/copying locally, at least for those who cannot or prefer not to read it on screen?

3. It would also be possible for a society to cover the cost of some locally printed copies to share beyond the group. What possibilities do you see here for achieving our mission?
4. We currently charge a subscription amount for the digital version. Basically it is used to support the print version although LWMLC does have expenses regarding the Internet...just not specifically for *Tapestry*. If we were to move

completely online, it would be possible to make the magazine more easily available to all the women of LCC, not just to LWMLC members. We might even be able to do so at no cost. Certainly, we will take a good look at that possibility. How would you see yourself or your society using this option getting the magazine into more hands?

5. Other comments related to print and its distribution.

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## SECTION 5 - USING TECHNOLOGY

An online version can be enhanced. It can contain links to all sorts of things like a video message from the president, a musical version of a hymn or song mentioned in the text, more detailed information on a topic (e.g. a link to CLWR's website or LLL Canada's site when an article refers to a resource they have available), the Bible passages called for in a Bible study, and the list could go on. We could post audio files (as "videos" on YouTube) of individual stories.

We think about all those women who sit looking at their cell phones while waiting for an appointment. Some must be LCC Lutherans. What if they could be reading *Tapestry*? Perhaps we would find a whole new audience for our magazine.

### Data

- I connect to the internet by...
  - WiFi,
  - dial up

- I use...
  - computer
  - tablet
  - smart phone
- For any items provided in audio only I would use...
  - CD player
  - computer
  - tablet
  - smart phone
  - other
- I'm not online and don't plan to be

### Questions

1. If we were to enhance the magazine through links, videos, etc., what would you like to see?
2. Other comments related to using technology.

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## CONCLUSION

Please pray for everyone involved, the responding, those pulling those responses together and the decision-makers. We are grateful to you for taking the time to help us figure out the magazine's future and for all your thoughtful responses that will at least bring us close to a reasonably satisfactory answer for most.

### Editors and Advisory

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