



# Congregational Partnerships

# Definition and Purpose

A congregational partnership is a long-term commitment made by a congregation to work closely with Lutheran Hour Ministries to plan, implement and sustain a practical strategic outreach plan. This plan takes into consideration both the community needs and the resources available to the congregation.

# Partnership Essentials

- Pastors approval
- Ambassador
- Equipping to Share (ETS)
- Motivated group of outreach-minded members
- Desire to create a research-based Strategic Outreach Plan (SOP)
- Annual participation in LHM outreach activity
- 15% Donor/AWA goal
- Commitment to report results

# Partnership Timeline

- Four Phases
  - Preparatory
  - Planning
  - Implementation
  - On-going support
- First three phases 90 days in duration

# Preparatory Phase

- Planning team identification (including Congregational Consultant)
- Resource inventory
- Mission and vision reviewed
- Initial team conference call
- Defining mission field
- Plan and conduct congregational survey
- Communication with congregation

# Planning Phase

- Site visit
- Research report presentation
- Initial brainstorming
- Consultation report including SOP template
- Team creates SOP with timelines, objectives and effectiveness measures
- Communication with congregation

# Implementation Phase

- Start new outreach
- Continue or modify existing
- End or phase out non-effective
- Begin monitoring
- Communication with congregation

# On-going Support Phase

- Review results
- Modify as needed
- Plan for new opportunities
- Communication with congregation

# Time Commitments

- Preparation phase 10-12 hours
- Planning phase 25-30 hours
- Implementation phase variable
- On-going support variable