

LEGACY

- Building the Future on a Foundation of Generosity -

ANNUAL APPEAL 2025



INVITATION & RESPONSE

As we look ahead to 2025, we invite you to pray for Joy! Lutheran Church and the exciting opportunities before us. With God's help, we aim to reach those searching for a welcoming, inclusive community like ours—where sharing Christ's love truly changes lives. We ask that you begin by praying. Pray with gratitude for all that God has accomplished through our church, and seek God's guidance on how you can contribute to our "Legacy" generosity campaign.

Mark your calendars for Commitment Sunday on October 20th. During worship, you'll have the opportunity to bring forward your Commitment Card, offering your gifts to God. If you prefer, you can also mail your commitment card to the church office or complete an online commitment card.

We are filled with anticipation for how we can continue to meet the needs of our church and community in 2025. Through our collective efforts, we will build a legacy of faith, service, and love that impacts generations to come.



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LEAVING A LEGACY OF LOVE AND INCLUSION

At Joy! Lutheran Church, the legacy we leave behind will be measured not by the size of our building, but by the number of lives transformed through the love of Christ. We believe that every life touched by God's grace is a testament to our unwavering commitment to inclusivity and affirmation—a commitment that sets us apart in Lake County as a church that not only welcomes but celebrates every individual.

Our greatest joy comes from knowing that each person who walks through our doors finds a place where they are not just accepted,

but cherished and uplifted for who they are. We strive to create a sanctuary where diversity is not only embraced but honored, where God's boundless love is felt in every interaction, and where the hurting find healing, the lost find belonging, and the weary find rest.

This is the legacy we are building together—a legacy of faith, hope, and LOVE that will ripple through generations. Together, by touching hearts and changing lives today, we are planting seeds of God's enduring love that will flourish for years to come

NEEDS

GOAL #1 Increase Youth Engagement

Since the Spring of 2023, Pastor Mark has taken on the role of Youth Director with unwavering dedication to Joy!'s youth. His commitment, along with that of the Youth Mentors, has been instrumental in turning a shrinking program into one that is growing. Although the numbers remain modest, our Middle School attendance has almost doubled, and our High School group has seen an even bigger increase. Over the past 16 months, our students have found a community where there is always food, faith, friendship, and fun. The energy signifies a new sense of connection, enthusiasm, and faith among these young members. With this momentum, let's invest more into building a vibrant future for Joy!

The goal is to double our youth program participation once again by the end of 2025.

Here's how funds will be allocated for this goal:

- Provide financial support for building the youth program with our assistant youth director. They will be responsible for connecting with the youth more, scheduling events, and designing our weekly gatherings. (\$10,000)

GOAL #2 Cultivate A Culture of Service

To fulfill the meaningful work God has prepared for us in advance, it's time for Joy! to make a pivotal shift. We will shift from simply asking for volunteers to cultivating a new culture of service. Everyone who comes through our doors will understand our service culture and when asked to serve will proudly say, 'Yes, I can!' Service taps into our God-given gifts. And with God's help, these gifts intersect with opportunities that align with our mission to change lives.

The goal is for every member & attender to perform one or more acts of service each year.

Here's how funds will be allocated for this goal:

- Implement Volunteer Management Software solutions and training to aid in the creation of a service culture. (\$1500)

GOAL #3 Enhance Our Digital Outreach

We've witnessed the power of Facebook advertising, with events like our Easter Egg Hunt, Trunk or Treat, the Colby Martin Event, and Christmas Eve services drawing more new people through our doors. Joy! is one of Lake County's best kept secrets. Our unwavering commitment to being inclusive and affirming sets us apart, making us the church that warmly welcomes everyone and supports all seeking to experience God's love. Now, it's time to amplify our digital outreach, welcome new people where they are, and ensure that everyone in Lake County knows about the inclusive community we offer.

The goal is to grow our membership by 15% over the next 2 years.

Here's how funds will be allocated for this goal:

- Hire a social media marketing service. (\$6000)

OVERALL DOLLAR ALLOCATION

Here's how the new money will be allocated (\$17,500):

- **INCREASE YOUTH ENGAGEMENT - \$10,000** will be allocated for a part-time Youth Director Assistant.
- **CULTIVATE A CULTURE OF SERVICE - \$1500** will be invested in a volunteer management software solution and training.
- **ENHANCE OUR DIGITAL OUTREACH - \$6000** will be allocated for a social media marketing service.

May our generosity leave a legacy of changed lives!

MINISTRY INITIATIVES

To meet the growing needs of the community in 2025, we need an additional \$17,500 which comes out to \$336 a week.

GOAL #1 INCREASE YOUTH ENGAGEMENT

A vibrant youth program is essential for nurturing the spiritual growth of young people, providing them with a strong foundation in their faith during crucial developmental years. Many young adults who were once part of Joy! Lutheran Church's youth ministry still speak of the profound impact it had on their lives. They often recall how the program helped them navigate challenges and strengthened their relationship with God. Investing in a dynamic youth program ensures that these formative experiences continue, shaping future leaders and leaving a lasting legacy of faith within the church community.

We will increase youth engagement by hiring a part-time Youth Director Assistant who will be responsible for scheduling and programing youth group gatherings and events. To meet this need we need an additional \$192 each week.

GOAL #2 CULTIVATE A CULTURE OF SERVICE

Developing a culture where everyone confidently says, "Yes, I can," to serving is crucial to the legacy of our church. When people believe they have something valuable to offer, they are more likely to engage and contribute, leading to a stronger, more vibrant community. Serving in the church transforms us, revealing hidden gifts, fostering personal growth, and deepening our relationships with God and each other. A culture of service empowers everyone, creating a church that reflects Christ's love and leaves a lasting impact. By encouraging this mindset, we ensure that our church thrives and continues to bless future generations.

We will cultivate a culture of service by utilizing volunteer tracking and engagement software solutions. To meet this need we need an additional \$28 each week.

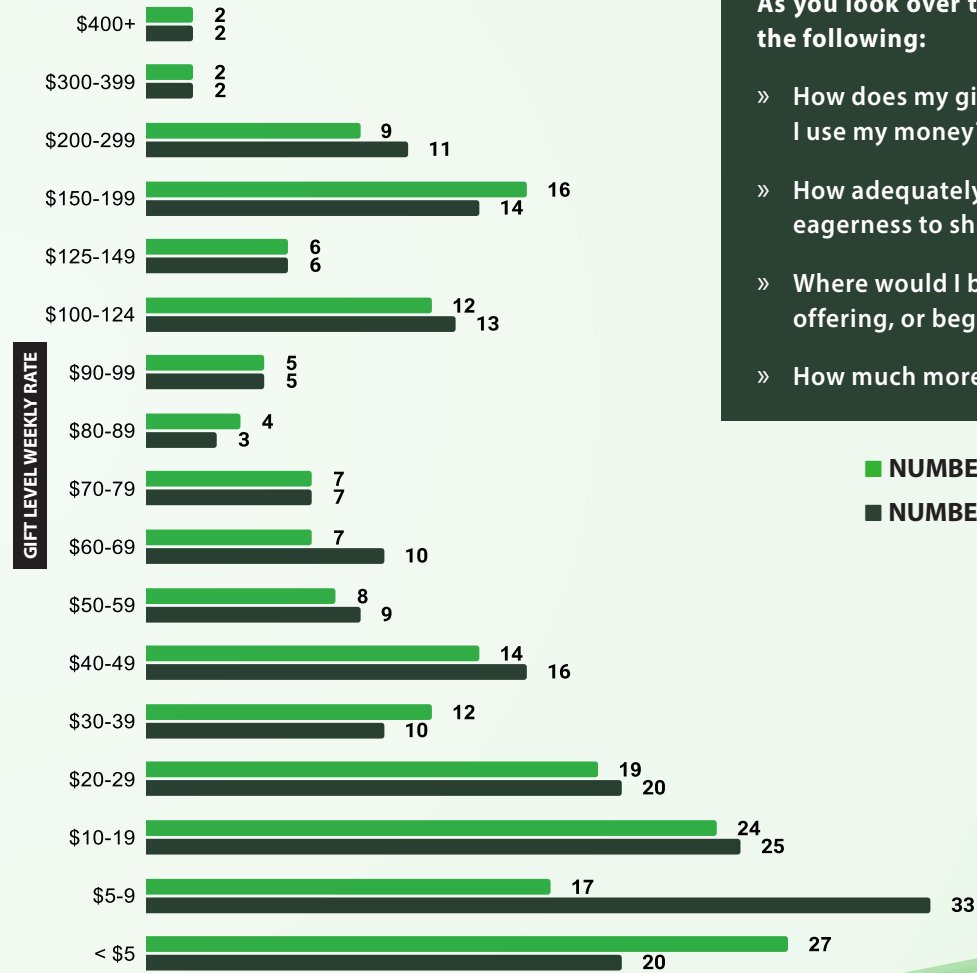
GOAL #3 ENHANCE OUR DIGITAL OUTREACH

In today's digital age, having an engaging presence on all social media platforms is essential for Joy! Lutheran Church. This visibility not only helps us connect with our current members but also reaches people searching for a contemporary, inclusive church. An active and engaging social media presence allows us to share our message of love and inclusivity with a broader audience, showing that Joy! is a welcoming community for all. By embracing these platforms, we can effectively share our mission, attract new members, and ensure that our church continues to grow and thrive in a rapidly changing world.

We will enhance our digital outreach by interviewing and contracting with a Church Digital Marketing Agency. To meet this need we need an additional \$115 a week.



RANGE OF GIFTS GIVEN AND HOPED FOR



This graph displays two charts of our giving. The first shows how many gifts are currently being given at the indicated weekly amounts. The other shows how many gifts are needed in each level to reach our goal.

As you look over the charts, prayerfully ask yourself the following:

- » How does my giving level compare with other ways I use my money?
- » How adequately does my giving reflect my eagerness to share from all the blessings I receive?
- » Where would I be on the chart if I doubled my offering, or began to give?
- » How much more could I give if I really wanted to?

■ NUMBER OF CURRENT GIVERS = 191 TOTAL

■ NUMBER OF HOPED-FOR GIVERS = 206 TOTAL

