



# Welcome to the LSA Communicators Network Webinar

## Keeping Focus on Mission in a Changing World

**The Webinar will begin in a few minutes**

To join the audio portion of the Webinar:

Dial: 1-888-891-0496

Passcode: 477260 #



# Welcome to the LSA Communicators Network Webinar

- Please **mute** (unmute) your phone line (\*6).
- **View Options:** Toggle for Full and Netspoke screens
- This Webinar is being **recorded**.
- Presenters will answer **questions** after their remarks.
- Click on the **Q/A button** to ask a question.

# Keeping Focus on Mission *In a Changing World*



LSA Communicators Network Webinar (hosted by LSA)  
Wednesday, January 27, 2010, 1:00 PM (ET)



Barbara Below, Director of Social Ministry Organizations  
**The Lutheran Church–Missouri Synod**

Ruth Reko, Director of Social Ministry Organizations  
**Evangelical Lutheran Church in America**

Jacob Preus, EVP of Mission Advancement and Religious Life  
**Bethesda Lutheran Communities**

Lisa Hassenstab, Director of Advocacy and Policy  
**Lutheran Services in America**



# Recognized Service Organizations

## *RSO Status Granting Process*



# RSO Process Review

- ✓ Started in 2005
- ✓ Reviewed existing procedures
- ✓ Evaluated existing materials
- ✓ Developed new application, granting, monitoring, and reapplication process





# Goals Achieved in new RSO Process

- ✓ Clarified, streamlined, and standardized application process throughout Synod.
- ✓ Developed consistent monitoring and review process of RSOs.
- ✓ Improved documentation policies and procedures
- ✓ Developed web page, information, application for RSO status.



# Key Criteria for RSO Status

## In order to be eligible for RSO status

- **Must foster mission and ministry of the church**
- **Must work in harmony with LCMS programs**
- **Must not act contrary to LCMS doctrine and practices**
- **Must have appropriate LCMS representation on governing boards**
  - **Each department determines appropriate number**
- **Must clarify RSO status does not endorse fiscal solvency or the programs offered**



# Key Concepts in RSO Policy

- ✓ RSOs are independent of Synod
- ✓ RSOs reflect the LCMS in their community
- ✓ Status granted for 5 year period of time
- ✓ District President involved in application process





# Benefits of RSO Status

- ✓ Call church workers
- ✓ Eligible for loans from LCEF
- ✓ Participate in insurance plan
- ✓ LCMS Foundation gift planning
- ✓ Receive restricted funds
- ✓ Use of LCMS logo
- ✓ LCMS Group Purchasing
- ✓ Apply for LWML Grants





# Application Packet

**RSO Contact Information**

**Contact Information**  
*(Please use typewriter or word processing program to complete this form; please do not handwrite.)*

Corporation name: \_\_\_\_\_

President/Executive director: \_\_\_\_\_

Address (headquarters): \_\_\_\_\_

Phone number: \_\_\_\_\_

Fax number: \_\_\_\_\_

Web site: \_\_\_\_\_

Contact person for this application: \_\_\_\_\_

E-mail: \_\_\_\_\_ Direct dial: \_\_\_\_\_

For your convenience, you may order RSO forms online at [www.iaa.usalaska.com](http://www.iaa.usalaska.com)

Completed RSO Contact Information form  
and copies of organization's documents  
should be returned to:

Office of the Secretary of the Synod  
The Lutheran Church—Missouri Synod  
1333 S. Kirkwood Road  
St. Louis, MO 63122-7295  
(800) 248-1930

- ✓ Forms to be completed:
  - RSO application
  - District president statement form
- ✓ Checklist of required documents and information



# Application Packet

## ✓ Electronic

- [www.lcms.org/RSO](http://www.lcms.org/RSO)
- Links to agency web pages
- Links to Bylaws and Policies
- Links to FAQs



## ✓ Print

- Email me at [barb.below@lcms.org](mailto:barb.below@lcms.org)
- 314-996-1383





# New RSO Status Granting Process

Questions?

[barb.below@lcms.org](mailto:barb.below@lcms.org)

314-996-1383





# Keeping the Focus on Mission

**Ruth Reko**

Director of Social Ministry Organizations



**Evangelical Lutheran  
Church in America**

God's work. Our hands.



# Evangelical Lutheran Church in America

God's work. Our hands.

Supports 285 social ministry organizations through:

- Consultation on affiliation with this church body,
- Interpreting and supporting relationship between ELCA synods and bishops with social ministry organizations
- Technical assistance to emerging diaconal or service initiatives
- Oversight of endowment funds
- Liaison with Lutheran Services in America,
- Participation with the ELCA Mission Investment Fund on capital projects of social ministry organizations
- Crisis intervention for organizations



# Evangelical Lutheran Church in America

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Evangelical Lutheran Church in America  
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## Ministry

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### Social Ministry Organizations

## Social Ministry Organizations

Helping 1 out of 50 people in the U.S. and Caribbean each year

The ELCA, along with The Lutheran Church-Missouri Synod and 300 health and human service organizations, participate in an alliance known as [Lutheran Services in America \(LSA\)](#). LSA serves more than six million people each year -- 1 out of 50 people in 3,000 communities in the United States and the Caribbean.

As part of its mission, the ELCA supports the more than 285 social ministry organizations through consultation on affiliation with this church body, interpreting and supporting the relationship between ELCA synods and bishops with social ministry organizations (see below), technical assistance to emerging diaconal or service initiatives, oversight of endowment funds (see below), liaison with Lutheran Services in America, participation with the ELCA Mission

Find Lutheran Social Services and other social ministry organizations in your area:

- [Lutheran Services in America member directory](#)
- [Search by services or location](#)

### Diakonia: Serving the World



"Prophetic Diakonia," a paper developed by a 2002 Lutheran World Federation (LWF) consultation in South Africa, interprets the shape of diakonia (service)



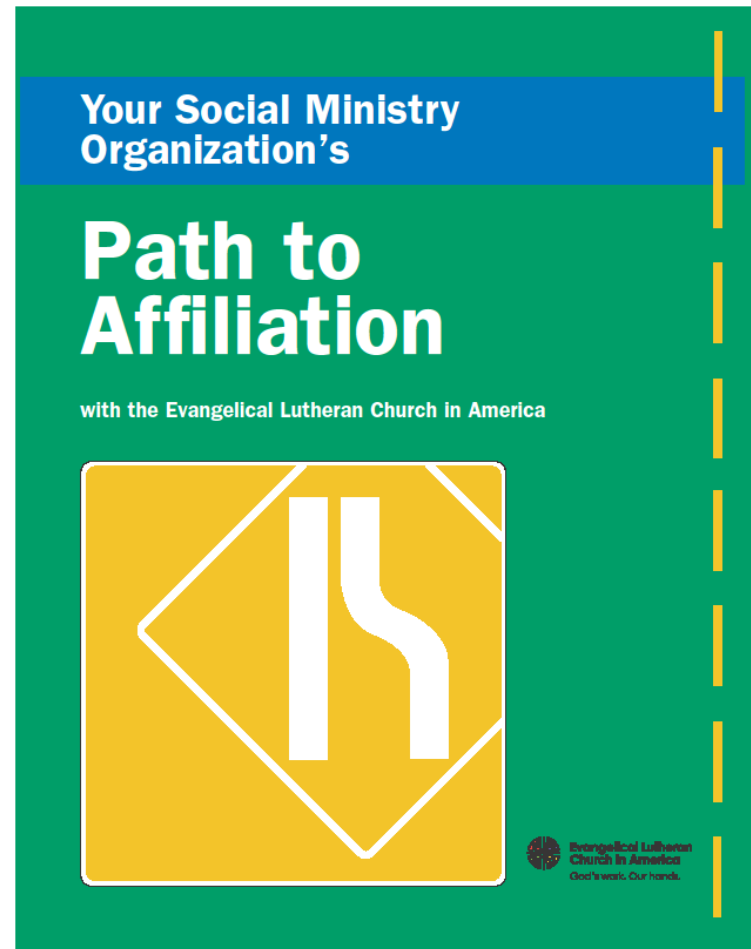


# Evangelical Lutheran Church in America

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Affiliation criteria on the  
ELCA website:

<http://www.elca.org/Growing-In-Faith/Ministry/Partner-Related-Organizations/Social-Ministry-Organizations.aspx>





# Evangelical Lutheran Church in America

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## Affiliation may be granted to:

- A social ministry organization's primary ("parent") corporation/any of its not-for-profit subsidiaries which meet all criteria as stated on page 10, Commitments of SMOs,
- Social ministry organizational structures in which only a subsidiary corporation meets all criteria (in such cases, the subsidiary may be granted affiliation status even though the primary/parent corporation is not eligible for such status.

## Affiliation may not be granted to:

- For-profit corporations.
- SMOs with self-perpetuating boards of directors.



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Affiliation criteria on the ELCA website:

<http://www.elca.org/Growing-In-Faith/Ministry/Partner-Related-Organizations/Social-Ministry-Organizations.aspx>



# AN LSA COMMUNICATORS NETWORK WEBINAR

Rev. Dr. Jack Preus  
Executive Vice President of Mission  
Advancement  
Bethesda Lutheran Communities

# WORKING TOGETHER WHILE DISAGREEING WITH ONE ANOTHER

- ▣ How do we talk about our mission – and our organizations' Lutheran identity – in the midst of disagreement over policy? While there is diversity in Lutheran synodical policy, there is commonality in our Lutheran mission of human service.

# FIRST: POLICY DECISIONS ARE NEVER MERELY POLICY DECISIONS

AT LEAST NOT IN THE CHURCH!

They always reflect some underlying theological  
or philosophical assumptions

# FOR THIS REASON, THEY BE FACED

- ▣ With honesty
  - We must openly and honestly acknowledge what divides us



# AND...

- ▣ With respect
  - We must acknowledge what unites us and seek ways to give joint witness to what we hold in common

# *SIC ET NON*

- ▣ Yes! To what is good and right
- ▣ No! To what is wrong or harmful

# SOME LUTHERAN THEOLOGICAL RESOURCES

- ▣ The “Lutheran dialectic”
  - Theological tension
  - Law and Gospel

# SOME LUTHERAN THEOLOGICAL RESOURCES

- ▣ A Robust First Article
  - This is God's world
  
- ▣ The Doctrine of creation
  - The image of God
  - Stewardship of God's world

# SOME LUTHERAN THEOLOGICAL RESOURCES

- ▣ Two Kingdoms
  - The “Left Hand”
  - The “Right Hand”

# SOME LUTHERAN THEOLOGICAL RESOURCES

- ▣ The Vocation of every Christian
  - A Holy Calling
  - Masks of God

# THE KEY

Honesty and Respect





# Congregational Relations vs. Church Relations

Lisa Hassenstab

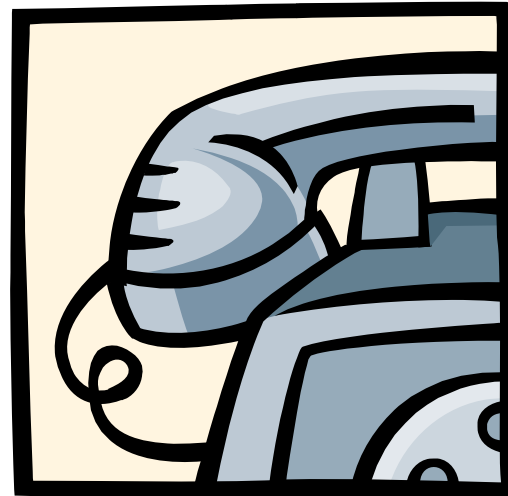
Lutheran Services in America



# Messaging to Congregations

- Organizational mission
- Connection to their church
  - Historical
  - Services
  - Financial
- How you serve their community
- Impact they have when involved
- What you can do for them
  - Example:  
<http://www.lssi.org/Support/LSSICChurchRelationsMenu2008.pdf>

# Opportunities to Communicate



# Opportunities to Communicate

- Point person in congregation
- Bulletin inserts
- Prayers
- Newsletter articles
- Stories for pastors to use in sermons
- Advocacy opportunities
- Congregational award
- Synod/district events
- Monthly pastor meetings

# Connecting Service and Advocacy to Congregations



# Connecting Service and Advocacy to Congregations

- Organizational history with government
- Current issues
- Opportunities to learn more about the issues
- Opportunities to be trained in advocacy
- Easy ways to communicate an advocacy message
- Meeting with elected officials

# Questions?

Lisa Hassenstab

Director of Advocacy and Policy

Lutheran Services in America

[Lhassenstab@lutheranservices.org](mailto:Lhassenstab@lutheranservices.org)

202-626-7932





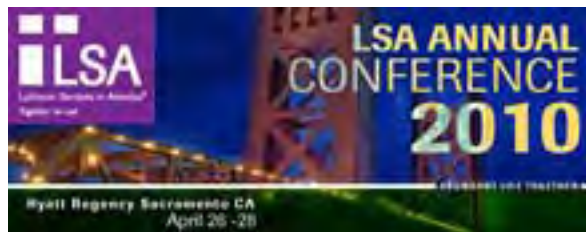
*Mark your calendar*

LSA Communicators Network  
Conference

**April 26, 2010**

Sacramento, California

Register at [www.lutheranservices.org](http://www.lutheranservices.org)



*Abundant Life Together*

