

JANUARY 2025

2025 STRATEGIC PLAN

CONNECT, CREATE, COMPLEMENT, CONTINUE, AND CELEBRATE



A FIVE GOAL STRATEGIC PLAN FOR WOMEN OF THE ELCA 2024-2026

“As a community of women created in the image of God, called to discipleship in Jesus Christ, and empowered by the Holy Spirit, we commit ourselves to grow in faith, affirm our gifts, support one another in our callings, engage in ministry and action, and promote healing and wholeness in the church, the society, and the world.”

Our purpose remains the same, even as we believe that we are called, now, specifically to:

Connect with women who are not yet affiliated with Women of the ELCA, to communicate Christ’s love and affirmation and to engage them in our circle of care that we might support and affirm their gifts and callings along with those of all the women currently in the organization. We will do this by:

- Intentionally being intergenerational, leaning into the gifts and wisdom of our older participants while also creating a culture of inclusivity that welcomes new participants.
- Creating a culture of inclusivity that allows and encourages positive change.
- Actively working towards the 12th Triennial resolutions and memorials.
- Providing new opportunities to participate outside of traditional units.
- Providing intentional invitations to girls and women under 40.
- Being authentically diverse, anti-racist, and inclusive of those in the LGBTQIA2S+ community.

Create new resources that help women in a variety of contexts to grow in faith, affirm their God-given gifts, and follow their callings. We will do this by:

- Strengthening our on-line community.
- Establishing Katie’s Fund grant opportunities.
- Creating educational opportunities about issues that impact the LGBTQIA2S+ community.
- Creating new resources on healthy relationships and parenting.
- Creating new resources as needed.

Complement existing resources with new funding sources as well as a strong stewardship model that focuses on the generous sharing of the God-given gifts of our time, talents, and treasure. We will do this by:

- Expanding the culture of stewardship in all expressions.
- Considering new opportunities for funding through grant writing and networking in all expressions.

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- Partnering with the ELCA Foundation on a planned giving and stewardship campaign in all expressions.
- Paying back the full amount of our debt to the Churchwide office of the ELCA that we borrowed for the 2023 Triennial by January, 2027.

Continue existing ministries and programs that nourish and strengthen participants in Women of the ELCA and the ELCA as a whole. We will do this by:

- Continuing the use of all three expressions towards our purpose and strategic goals.
- Continuing *Gather* as an in-print magazine but attending to timing and production.
- Continuing SWO retreats and conventions.
- Creating resources for Thankoffering, the Blue Christmas service, Bold Women’s Day, and Rachel’s Day.
- Continuing *Bold Café*, *Daily Grace*, and our social media presence.
- Building a vibrant Triennial Gathering in 2026.
- Offering grants for Raising Up Healthy Women and Girls.
- Offering scholarships.
- Maintaining a relational view of ministry that encourages friendship and care.

Celebrate our vibrant community and our goals together!

Where did this plan come from:

1. Strategic planning conversations with the churchwide executive board, staff, SWO presidents, and individual women.
2. Over 210 survey responses from women—survey offered on the WELCA website, Facebook page, and on paper at many conventions.

There was remarkable consensus on the priorities that formed our goals.

What is next?

Churchwide staff are working on many initiatives that work towards these strategic goals.

Please consider how you and your work will connect to this strategic plan for Women of the ELCA.