

**Martin Luther College  
Equipping Christian Witnesses (ECW) Campaign  
Congregational Liaison Plan**



**Position Description:** Congregational Liaison

- I. In coordination with the WELS Conference of Presidents (COP), MLC asks every WELS congregation to consider appointing one or more CONGREGATIONAL LIAISON(S) for the two-year campaign. MLC will recommend possible candidates, but each pastor and congregation will recruit and appoint their own liaison(s).
  
- II. It is our sincere prayer that this plan will accomplish the following:
  - Provide a two-way street for ECW information and communication.
  
  - Encourage greater participation in the campaign through a local champion trained for that role.
  
  - Assist the COP and circuit pastors with encouraging participation in the campaign and providing campaign materials, etc., at the local congregations.
  
- III. Responsibilities: Work with church leaders to . . .
  - Share campaign materials with congregation members.
  
  - Present campaign information and field questions.
  
  - Encourage congregation to participate in the campaign.
  
  - Seek additional materials if needed and fulfill materials requests.
  
  - Forward recruitment referrals to MLC.
  
  - Forward requests for donor assistance to Ministry of Christian Giving/MLC.
  
  - Optional: Form a committee at his/her congregation, if that would be helpful.
  
- IV. Resources:
  - Liaisons will be given a toolbox of materials to help promote the campaign at their congregation and will receive regular updates from MLC.