**Below you will find text to use with our ECW Social Squares. Match up the image name with the text below and post away. Thank you for sharing our campaign story!**

**GENERAL CAMPAIGN MESSAGES**

**- Feature1.jpg**

A SILVER ANNIVERSARY CAMPAIGN - With support from the WELS Conference of Presidents, MLC is conducting a two-year capital campaign in conjunction with the 2020 silver anniversary of MLC.

The title, “Equipping Christian Witnesses,” not only reflects the mission of our institution—to train a corps of Christian witnesses to meet WELS ministry needs—but also the pillars of this campaign: recruitment, financial aid, and facilities. Learn more at **mlc-wels.edu/ecw**

**- Feature2.jpg**

PRAY BOLDY - “Equipping Christian Witnesses” is a celebration of God’s goodness—not only for 25 years of MLC ministry, but for more than 150 years of the unconditional gospel in our midst.

Pray boldly that we use this celebration to recruit with rigor countless Christian witnesses . . . to increase our financial support of our students . . . and to provide the necessary facilities to equip our students for their future ministries. Learn more at **mlc-wels.edu/ecw**

**- Feature3.jpg**

DEEP NEEDS - We need more workers—not only to fill our vacancies, but also to grasp new opportunities, to seize the day the Lord has provided us to impact the world with his Word. Encourage young people in your congregations and schools to consider serving in the public ministry. Be the encourager they need! Learn how you help us meet the need for more called workers through “Equipping Christian Witnesses” capital campaign at **mlc-wels.edu/ecw** *(pictured: MLC Daylight - Ukraine)*

**- Feature4.jpg**

ENDLESS OPPORTUNITIES - Never before in our synod’s history have we seen so many mission opportunities. Hundreds of people all over the world are approaching WELS for scriptural instruction and evangelism assistance. Learn how you help us meet the need for more called workers through “Equipping Christian Witnesses” capital campaign at **mlc-wels.edu/ecw**

**PILLAR ONE: STUDENT RECUITMENT**

**- Recuitment1.jpg**

EQUIPPING CHRISTIAN WITNESSES – RECRUITMENT – Our number one need is supplying our churches and schools with more pastors and teachers. Pray for more pastors, teachers, and staff ministers, and purposefully identify and encourage young Christians who could serve in these roles. You can recommend a student here: **mlc-wels.edu/ecw-student-referal-form.** For general information please visit **mlc-wels.edu/ecw**

**- Recuitment2.jpg**

EQUIPPING CHRISTIAN WITNESSES – RECRUITMENT – For many of our students, it was just one person’s encouragement that motivated their decision to become a pastor or teacher. That person may have been another pastor or teacher, a spiritually mature member of their congregation, a grandparent they admire, their loving parents, or a trusted friend. Learn more about this pillar at **mlc-wels.edu/ecw-recruitment**

We humbly ask you to encourage prospective students as well. Why? Because we need many more Christian witnesses. Learn more at **mlc-wels.edu/ecw**  
  
**- Recuitment3.jpg**

EQUIPPING CHRISTIAN WITNESSES – RECRUITMENT – “Throughout high school, my teachers and professors encouraged me and my classmates to consider the public ministry. One of my tutors really encouraged me to give MLC a chance. My parents were supportive, and my mother prayed for me and encouraged me along the way. I don’t think I was one hundred percent sure even when I stepped onto campus, but I am now.” Matt Zeng MLC ’19 ~ Wisconsin Lutheran Seminary student

**PILLAR TWO: FINANCIAL AID**

**- Financial-Aid1.jpg**

EQUIPPING CHRISTIAN WITNESSES – FINANCIAL AID – We are deeply concerned about our students’ financial needs. Support the Congregational Partner Grant Program (CPGP), through which MLC matches congregations’ gifts for their enrolled students, dollar for dollar, up to $1,000 per student every year. Help us meet this need by donating online at: **mlc-wels.edu/ecw-donate** or learn more at **mlc-wels.edu/ecw**

**- Financial-Aid2.jpg**

EQUIPPING CHRISTIAN WITNESSES – FINANCIAL AID – Today’s young Christians are travelers, eager to take the gospel anywhere in the world, and we want them to carry out this work with as little debt as possible. Support them through our Congregational Partner Grant Program at **mlc-wels.edu/ecw-donate** or learn more at **mlc-wels.edu/ecw**  
  
**- Financial-Aid3.jpg**

EQUIPPING CHRISTIAN WITNESSES – FINANCIAL AID – College debt is a concern across our nation. We at MLC are especially concerned, because we know that our graduates are not entering positions that will allow them to pay off college loans quickly. One avenue to help alleviate that debt is the Congregational Partner Grant Program (CPGP). In this pillar of the campaign, we’d like to establish a solid foundation for the CPGP, fully funding MLC’s CPGP Matching Fund for years to come. Learn more here: **mlc-wels.edu/ecw-financial-aid** or **mlc-wels.edu/ecw**

**PILLAR THREE: FACILITIES**

**- Luther-Heights1.jpg**

EQUIPPING CHRISTIAN WITNESSES – LUTHER HEIGHTS – College Our campus facilities are in need of an update! With the input of two consulting firms—and keeping in mind good stewardship of the synod’s resources—we have prioritized a new residence hall: Luther Heights!

Luther Heights will allow all students to live on campus. (Right now, some students are compelled to live in alternative, off-campus housing because of our lack of space.) It will provide rooms for the prospective students who visit us, sometimes in groups of several hundred. And, if God so blesses, it will provide a home away from home for the expanding enrollment we are anticipating. Learn more at **mlc-wels.edu/ecw-facilities** and **mlc-wels.edu/ecw**

**- Luther-Heights2.jpg**

EQUIPPING CHRISTIAN WITNESSES – Our living and learning environment is the scaffolding of ministry training. Help us enlarge and enhance our student FACILITIES, that we might provide the best possible ministry training for the next generation of pastors, teachers, and staff ministers. Learn more at **mlc-wels.edu/ecw-facilities** and **mlc-wels.edu/ecw**

**- Knight-Center1.jpg**

EQUIPPING CHRISTIAN WITNESSES – KNIGH CENTER – Athletics and physical education are an important part of the Martin Luther College experience. For those students training to be PE teachers and coaches in WELS schools, they are an integral part of their development as future called workers.

For many years, however, we have not had adequate athletic space—for our student body, our teams, or visiting teams. The new Knight Center will meet these pressing needs of today and help us offer expanded opportunities tomorrow. Learn more at **mlc-wels.edu/ecw-facilities/#knight-center** or **mlc-wels.edu/ecw**