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## Martin Luther College

*Equipping Christian Witnesses*

## THREE-SUNDAY APPROACH

**Winter, Spring and/or Fall 2020**

**Promoting ECW Sunday**  
The ECW campaign toolbox features an [ECW Sunday repository](https://mlc-wels.edu/ecw-sunday) for all the materials you can use to promote, conduct, and maintain your ECW efforts.

1. **Text announcements** -You can download announcements for your bulletin and/or newsletter to help you introduce the ECW Sunday and prepare your congregation for the special worship service.
2. **Graphics** - You can download ECW graphics to enhance your announcements.
3. **Display slides** - If your facility utilizes flat-screen displays, you can download customizable slides to promote the ECW Sunday.
4. **Social media** - You can download ECW images to promote your upcoming ECW Sunday on your social media platforms. Consider sharing our “Tip of the Week” posts and videos, and encourage your followers to share as well!
5. **Casebooks** – You can order these booklets, which clearly explain the needs and goals of the campaign and include a remittance envelope for easy gifting. Order them from the **toolbox** and receive them in 4-5 business days.
6. **PowerPoint presentation** – You can download this presentation and show it during Bible class or another appointed time.
7. **Videos**: You can download video files, which include general descriptions and promotions of ECW, many of which are linked by QR codes within the ECW casebook. Our video page will continually be updated with stories from MLC students, faculty members, and other MLC supporters explaining the importance of ECW.

**Week 1**

1. Share the **announcement** that introduces the MLC *Equipping Christian Witnesses* campaign by letter, newsletter, email, or social media.
2. Identify three MLC alumni to offer a testimonial after worship, one each week. Encourage them to prepare a 2-4 minute testimony. *(Suggested speaking points: How God strengthened my faith at MLC, how MLC provided skills and a gospel focus for my life and ministry, how MLC was a blessing to me, how MLC is a blessing to all of us.)*
3. If your church uses flat-screen displays, download the **customizable slides** from the ECW toolbox to introduce the upcoming ECW events.
4. Share ECW information with the congregation via email and/or social media. (**Download** slides, videos, and “Tip of the Week.”)
5. **Worship service:** Download and include one of the prepared prayers in your service.
6. **After worship:** MLC alumnus can #1 offer their testimonial. *(See Point 2)*
7. **Bible class**: Present the ECW PowerPoint one or more Sundays. (**Download** from the ECW toolbox.)

**Week 2**

1. Download and print the ECW **bulletin insert** for inclusion in Sunday bulletin.
2. Announce that next week the congregation will worship with a special ECW service.
3. Continue to share ECW information with the congregation via email and/or social media. (**Download** slides, videos, and “Tip of the Week.”)
4. **Worship service:** Download and include one of the prepared **prayers** in your service.
5. **After worship:** MLC alumnus #2 can offer their testimonial. *(See Week 1, Point 2)*
6. **Bible class**: Present the ECW PowerPoint one or more Sundays. (**Download** from the ECW toolbox.)

**Week 3**

1. **Worship service**
   * Use or adapt our prepared **sermon** (written by Mark Zarling).
   * Download and include one of the prepared **prayers** in your service.
   * Hand out MLC *Equipping Christian Witness* casebooks by 1) inserting into service bulletins, 2) placing in mailboxes, 3) handing out as people enter the sanctuary for worship, 4) handing out as people leave the sanctuary after worship.
2. **After worship**

* Pastor can offer a testimonial about MLC. *(Suggested speaking points: How MLC provides excellent ministerial training, including liberal arts education, professional education, and service/ministry opportunities. How called workers at your congregation were educated at MLC and its predecessor, NWC. Name all those called workers, calling attention to the direct line from MLC (and WLS) to congregations. Ask other D/MLC/NWC graduates to raise their hands—they too are using their training in many different ways.)*
* MLC alumnus #3 can offer their testimonial. *(See Week 1, Point 2)*
* Show the ECW promotional video (7 minutes). <https://player.vimeo.com/video/350370758>
* If a general video about MLC is needed as well, two other videos would work:

<https://vimeo.com/364312119> and <https://player.vimeo.com/video/353827606>

* Pastor can present the “Ask” (1 minute). Suggested wording: *You’ve learned some valuable information about MLC. I encourage all of our members to prayerfully consider a special gift to MLC, investing in this ministry that is a wonderful blessing for our synod and our own congregation. Envelopes are in the casebooks, or you may give electronically.*
* Pastor can dismiss the congregation.

1. **Bible class**: Present the ECW PowerPoint one or more Sundays. (**Download** from the ECW toolbox.)

**Subsequent Sundays**

1. During worship services two weeks after Week 3, the pastor may share the following reminder: “For those of you who have responded to the MLC *Equipping Christian Witnesses* campaign, thank you for responding generously! It is greatly appreciated and a way to invest in our WELS College of Ministry and also our own church. If you have not given a gift, please consider doing so. If more casebooks are needed or you did not receive one, they’re located \_\_\_\_\_\_\_\_. The ushers are also handing them out today.”
2. **Bible class**: Continue to present the ECW PowerPoint one or more Sundays. (**Download** from the ECW toolbox.)
3. **Social media:** Continue to share ECW information with the congregation via email and/or social media. (**Download** slides, videos, and “Tip of the Week.”)