



FEBRUARY 21, 2020

Campaign Update

GIVING

Campaign Goal: **\$18M**

\$1,268,118 Donated or Pledged to ECW

1,714 Total Gifts

1,361 Donors



PRO TIP

Visit our website weekly for campaign updates at mlc-wels.edu/mlc-campaign

CONGREGATIONAL PARTNER GRANT PROGRAM

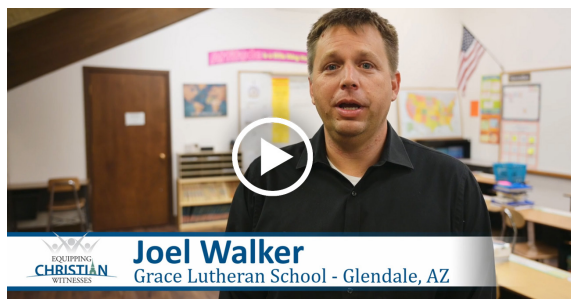
We report these 2019-2020 statistics to demonstrate our need to match about **\$500,000** in CPGP congregational gifts every year. Our ECW goal of **\$3-5M** will allow us to match these gifts for years to come.



\$497,409
Submitted for
Matching

598
Students
Receiving Grants

RECRUITMENT ENCOURAGING FOR MINISTRY



Joel Walker
Grace Lutheran School - Glendale, AZ

COMMUNICATIONS

40 Conference Coordinators
from 44 WELS conferences

242 Congregational Liaisons
from 1,276 WELS congregations

983 Household campaign visits



The most important pillar of our ECW campaign is Recruitment. Why is that important? How is it accomplished? What practices are most effective? We sat down with a number of our friends to gather some answers. Watch this video for some recruitment strategies: mlc-wels.edu/go/encouragement



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