

**Lutheran Church–Canada Strategic Plan**  
Adopted by LCC Board of Directors, November 7, 2009

**Our Mission**

The mission of Lutheran Church-Canada is to organize, equip and motivate its members to confess, proclaim and give witness to the saving work of Jesus Christ, to the glory of God!

**Our Values**

**In faith, as Christ's ambassadors**

**We value grace**

- as an undeserved gift from God
- in our relationships
- in our witness

**We value worship**

- receiving the means of grace in the community of faith and personally
- through our vocations

**We value unity**

- in our confession of faith
- support and co-operation
- sharing resources

**We value people**

- Seeking and saving the lost
- Nurturing, catechizing, and encouraging believers
- Recognizing and using the gifts and talents God gives
- honoring life at all stages

**We value faithfulness**

- integrity
- excellence
- accountability

**Our Vision**

By God's grace we will more effectively proclaim the Triune God, that believers may grow in their faith and unbelievers be brought into the body of Christ

## **Strategic Directions**

- 1. Cultivate loving healthy growing congregations**
  - 1.1. Develop new models for congregations in changing environments (e.g. urban, rural, multi-cultural, etc)
  - 1.2. Train leaders and develop congregational resources for a ministry of reconciliation.
  - 1.3. Develop resources to encourage multi-cultural, intergenerational, gender-sensitive communities of faith (Galatians 3:28).
  - 1.4. Encourage relationship building that strengthens the local body of Christ.
  - 1.5. Encourage ongoing care for church workers and their families
  
- 2. Engage children, youth, and young adults with intentional mission and ministry**
  - 2.1. Encourage and equip parents for the role of primary faith influence
  - 2.2. Facilitate the interchange of ideas and programs that strengthen connections of children, youth, young adults, and parents with the congregation
  - 2.3. Raise awareness of factors and develop strategies to reduce post-confirmation drop-out
  - 2.4. Facilitate the interchange of ideas and programs that engage non-churched children, youth and young adults and their families
  
- 3. Strengthen our Lutheran education and teaching**
  - 3.1. Provide synod-wide guidance and support for higher education institutions (including Pastors with Alternate Training program)
  - 3.2. Provide synod-wide guidance and support for Lutheran schools
  - 3.3. Provide synod-wide guidance and support for biblical literacy within congregations
  
- 4. Grow the resources available for the mission of the Church**
  - 4.1. Encourage a proper understanding of Gospel motivation for stewardship
  - 4.2. Assist God's people to use their God-given gifts, abilities and talents. (e.g. assessment tools, data base, volunteer coordination)
  - 4.3. Encourage the use of technology to facilitate better stewardship (e.g. PAC and direct deposit offerings, online giving.)
  - 4.4. Encourage coordination of resources to achieve economies of scale (e.g. joint purchasing, common utilization etc.)
  - 4.5. Encourage the development of coordinated ongoing approaches to deferred giving by God's people
  
- 5. Ensure the faithful articulation of our confession of faith in a rapidly changing world**
  - 5.1. Communicate the Gospel to the public-at-large
  - 5.2. Communicate our position on relevant current social issues to members and to the public-at-large (e.g. "hot button" issues).
  - 5.3. Utilize the Internet and technology to create discussion and dialogue on theological topics of interest.
  - 5.4. Develop Bible studies that are relevant to the Canadian context

**6. Develop innovative missions and promote intercultural congregations**

- 6.1. Encourage circuits to develop resources to minister to immigrant/aboriginal groups
- 6.2. Provide opportunities for God's people to experience special ministries through outreach and servant events
- 6.3. Encourage each circuit to consider planting at least one new mission in next the three years.
- 6.4. Continue our international outreach ministries

**7. Enhance and strengthen governance**

- 7.1. Further enhance and clarify good governance practices and systems within our structure (synod, districts, institutions, schools and congregations).
- 7.2. Educate board members on appropriate governance processes.
- 7.3. Enhance and encourage good governance in all church-related boards and church leadership positions.
- 7.4. Encourage succession planning

**8. Enhance communication within the church and with the public**

- 8.1. Enhance and coordinate resources for public relations and communication activities at both national and regional levels.
- 8.2. Enhance and coordinate resources that advance the effective utilization of data management and technology in communication