



FEBRUARY 3, 2020

Campaign *Update*

GIVING

Campaign Goal: **\$18M**

\$1,195,492 Donated or Pledged to ECW

1,555 Total Gifts

1,278 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



Nathan Graumann
Apostles Lutheran Church - San Jose, CA

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