

Development Committee Report for the LOM annual meeting

October 15, 2024

As a committee, we updated the Case for Support for LOM with the new brand. The Case Statement is used to introduce opportunities for support and engagement as we work towards the mission of LOM. We continue to share the impact of LOM by showcasing donor stories in the monthly LOM email newsletter and while meeting with donors.

We continue to strengthen our relationship with the ELCA Foundation. Annette Shoemaker, Interim President and CEO, joined our April meeting to discuss how LOM and LOM organizations can better partner with the ELCA Foundation. Both LOM and the ELCA Foundation have a vested interest in the great transfer of wealth that is happening through an aging population making plans for legacy giving.

In August, we were joined by Josh Kerney and Katie Murphy of the ELCA Foundation to lead discussion on resources available to LOM and all LOM ministry sites. These resources will help any organization at any stage of their Planned Giving Program. Here are some amazing resources that are free for you to use:

[ELCA Foundation](#) Landing Page: a great place for donors to explore types of planned gifts

[Find Your Regional Gift Planner](#) There is someone ready to help you with planned gifts!

[Ministry Growth Fund](#) information (including performance reports)

[Planned Giving Hub](#) Helpful Resources

[Marketing Best Practices](#) free resources for you to use, ie newsletter articles.

More resources to launch in 2025 include the ability to make microsites for partners. It would give donors a landing site on our respective websites (and branded accordingly) that is loaded with helpful resources for planned giving.

Finally, the ELCA Foundation hosted a live webinar on October 2 specifically for all LOM members to learn more about partnering with an ELCA gift planner and why a planned giving program is important.

This year the development committee worked on revising the LOM Gift Acceptance Policy. The policy was then approved by the LOM Board on May 9, 2024.

The year end appeal letter will be going out to all LOM members, donors and friends of LOM in November and Don will be making phone calls and visits to encourage donors and supporters of LOM to include LOM in their yearend giving.

Respectively submitted,

LOM Development Committee

Jennifer Hellie (Chair), Dave Jarvis (Board President), Don Johnson (LOM Executive Director), Tami Lewis-Ahrendt (Board Liaison to the Development Committee), Jason Gerdes, David Larsen, Meggan Manlove