What’s Inside
Don’t have time to read the whole issue right now? Here’s a quick summary and the bottom lines:

Page 2: New Marketing Resources
• A new video and additions to our Journeys webpage are available for you to promote.
• The Bottom Line: Make sure the LOM Webmaster’s email is in your contacts so you can give us information to share.

Page 3: Awards Nominations Wanted
• Our three annual awards are open for this year’s presentations in November.
• The Bottom Line: There’s still time to get your nominations in to the committee.

Page 4: Words from Don
• Happiness that the newsletter is back from a summer break that has been the most interesting in our history.
• The Bottom Line: Don is our biggest cheerleader

Page 5-10: New Items
• Everything you need to know
• The Bottom Line: And everything that’s fit to print!

Pages 10-12: Columns
• Articles from Dave Brunkow and Chad Hershberger
• The Bottom Line: Well, sailing and leadership.

September 16 & 17, 2020:
GSB Online Conference – “Find S’More Funding”

November 6, 2020, at 9:00 a.m. Central – November 14, 11:00 p.m. Central
LOM Silent Auction (virtual)

November 9-13, 2020:
LTE Online

November 10, 2020:
2:00 p.m. – 4:00 p.m. Eastern Time – LOM Annual Meeting, Session 1 (Virtual)

November 11, 2020:
2:00 p.m.–3:00 p.m. Eastern Time – LOM Annual Meeting, Session 2 (Virtual)

November 11, 2020:
3:00 p.m.–4:00 p.m. – LOM Awards Ceremony (virtual)

November 14, 2020:
8:00 PM Central Time – LOM Annual Auction – Live Portion (Virtual)

More information at www.lomnetwork.org where you can also check out our featured site! Luther Crest (MN) is our latest camp on the homepage.
**COVER STORY: New Marketing Resources Available**

We have a **new video for LOM**. It's generic enough to be used by any of our LOM member organizations. It's short enough for even the most compressed time requirement that can be imagined for a synod assembly. Thank you to Troy McQuillen and Stephanie Ludens of McQuillen Creative Group for donating this great production and thank you to Evan Moilan of GSB for getting us connected with them.

https://www.youtube.com/channel/UCsT-wbSVJuIktVT46zuUNzA

**And, this is a good time to check your listing in Journeys!**

*Journeys* (http://journeys.lomnetwork.org/) is a great resource in which all of us to join together to let the rest of the world know about some important ministry that is spearheaded by many of our camps. Until now it has highlighted three ways that your camp can host groups that travel to your site –

- **Journeys for Adventure** (backpacking, canoe camping, bike hiking, mountain climbing, beachcombing, etc.)
- **Journeys for Service** (community service, social ministry, hunger and justice education, etc.)
- **Journeys for Adults** – your site serving a destination with geographic or programmatic significance for groups of adults or senior adults.

The latest addition to Journeys will be two new sections:

- **Journeys for Leadership Development** – an opportunity for your camp to showcase opportunities you provide for leadership development in faith communities (example – your Counselor-in-Training program).
- **Virtual Camp Listings**- Did your camp have a virtual camp this summer? Send us a link to the main "landing" page and we'll have a webpage of all the virtual camp resources. It would also be helpful to have the name of the curriculum you used.

The reason it is so important right now – on September 12, the leadership team for the ELCA Youth Gathering (postponed from June, 2021 to July, 2022) will be sending our LOM Journeys publication to every youth group that was signed up for the 2021 Youth Gathering as a way of getting ideas for alternatives for travel during the summer of 2021.

Questions about your listing in Journeys can be directed to the editor of this publication, Chad Hershberger, LOM Webmaster: webmaster@lomnetwork.org
Award Nominations Sought

**LOM Innovative Program Award**

Lutheran Outdoor Ministries will present the **Innovative Program Award** to an LOM member organization that has highlighted an innovative program in their organization. The $1,000 award will be for a program that could include but is not limited to: a new program, serving your population in a new way, a program that has made adaptations because of COVID-19, a new program reaching out to new populations in your area, or something that benefits the environment or teaches environmental issues, etc. All materials, including the google form, application cover sheet, and all required emailed attachments, must be completed, and returned by October 1st to be eligible for the award. The award will be presented at the annual LOM Awards Ceremony following the LOM Annual Meeting (virtual) on Wednesday, November 11, 2020, beginning at 3:00 PM (EST). More information and application form can be found here: https://www.lomnetwork.org/awards/innovative-program-award/

**LOM Diversity Grant**

Lutheran Outdoor Ministries will award a $2,000 grant for an outdoor ministry organization to initiate a new project or a new element of an existing program that promotes diversity within the ministry and community. Applications will be reviewed by the Recognitions Committee. A selection will be made, and the grant will be awarded at the annual LOM Awards Ceremony following the LOM Annual Meeting (virtual) on Wednesday, November 11, 2020, beginning at 3:00 PM. The grantee from the previous year will give a brief presentation about their project at the same Awards Ceremony. All materials, including the application and all required emailed attachments, must be completed and returned by October 1, to be eligible for the grant. More information and application form can be found here: https://www.lomnetwork.org/diversity-grant/

**Manlove-Howells Leadership Award**

The Manlove-Howells Leadership Award is given each year to an individual who has demonstrated outstanding leadership in Christ’s Church through the field of outdoor ministry. It recognizes those who have provided visionary insight, inspired collaborative efforts among colleagues, and offered valuable guidance to current and future outdoor ministry leaders. Nominations are reviewed by the Recognitions Committee. A selection will be made, and the 2020 Manlove-Howells Leadership Award will be awarded at the annual LOM Awards Ceremony following the LOM Annual Meeting (virtual) on Wednesday, November 11, 2020, beginning at 3:00 PM.. Applications must be submitted by October 1. More information and application form can be found here: https://www.lomnetwork.org/awards/manlove-howells-leadership-award/
Words from Don

Nobody is happier than me to see the return of the LOM News from its annual summer hiatus. Thank you, LOM Webmaster Chad Hershberger, for the splendid job you do to distribute the information throughout this network in such an attractive and compelling format!

During the months of June, July, and August, when we suspend publication of the monthly LOM News, we depend on occasional newsletter blasts to keep everyone up to date with what’s going on. We also use newsletter blasts between issues of the newsletter when there’s information to share that can’t wait for the next issue of the newsletter.

What’s amazing to me during these times of pandemic is that since the middle of March we’ve sent no less than 16 email blasts. For the most part, they have delivered important information to share about what all of us are doing to help each other navigate our ways through these uncharted waters.

Here’s a tip of my hat to everyone in this network. In the midst of everything that you’ve been dealing with on your own home turf, you’ve been finding the time and energy to helping one another figure out how to deal with the dilemmas of the pandemic on their home turf.

This is really what LOM is all about - encouraging, educating, equipping, and empowering each other for the challenges which are common to all of us. As this issue of the LOM News demonstrates, we have no intent for the continuing pandemic to slow us down as we move forward. In some ways, it reminds me a little bit of the church going back to its very earliest days as described in the second chapter of Acts – “All who believed were together and had all things in common: they would sell their possessions and goods and distribute the proceeds to all as any had need. Day by day they spent much time together in the temple; they broke bread at home and ate their food with glad and generous hearts, praising God and having the goodwill of all people.” Acts 2:44-46a.

Thank you for your ministry! I look forward to connecting with you around the network, virtual as that might be.

--Don Johnson, Executive Director

Keep a look out for an important announcement about TOTAL INCLUSION!

There’s going to soon be an important announcement about Total Inclusion! It will be sent by email to the Executive Director of most of our LOM member organizations. It is scheduled to be sent on September 4. If you wake up on September 5, and you have not seen it yet, please contact Don Johnson: director@lomnetwork.org

There are now all kinds of great resources available on the Total Inclusion! website. Check it out: https://elca.org/totalinclusion
Virtual Fundraising Conference for Outdoor Ministries

There's a great opportunity coming up soon from our friends and LOM Business Members at GSB. The enrollment for this event is limited and it's being offered to all our colleagues in the associations of the Outdoor Ministries Connection (OMC). So save the time on your calendar and sign up soon. Thank you, GSB, for this timely and extremely relevant for this continuing education opportunity.

https://www.eventbrite.com/e/gsb-online-conference-find-smore-funding-september-16-and-17-tickets-115882996161

A Great Collaboration Idea from the ELCA Youth Ministry Network

On February 5&6, 2021, the Youth Ministry Extravaganza will be held live for 100 participants in the Twin Cities, and also live-streamed for those who won't be able to travel. How about offering to the youth leaders in your service area, especially those who would have been going to the Extravaganza, the opportunity to get the live-stream together at a retreat at your camp/retreat center and have the opportunity to reflect, share and react in person - all with appropriate COVID-19 protocols, of course. Here’s the video announcement about the Extravaganza plans - https://www.youtube.com/watch?v=ZBiiGVYAPBw

2020 Leadership Training Event November 9-13

Like all things in 2020, the Leadership Training Event is going VIRTUAL! Even better - EVERYONE IS INVITED! Oh, and did we mention it was free? (Donations to the work of LOM are always appreciated) Since you already had time carved out in November for the annual conference, we are going to use that same timeframe to offer conversation, insight, learning, and connecting with others who do what we do. And let's be honest, we'll all be ready to talk, laugh, cry, share, and dream about what comes next for Lutheran Outdoor Ministries!

The Details:
We are still working on "registration" details, but what we can tell you is that each session will be roughly 60 minutes long. Some will have a presenter with time for questions, others will be facilitated conversation. Small group breakout times will be included as needed for topics that have a lot of interest. While we can't cover everything, we do hope we are offering something for everyone. And like all Leadership Training Events, this is a time to learn from each other and be inspired for the ministry we do.

The Schedule:
Morning sessions will begin at 11:00 EST
Afternoon sessions will begin at 4:00 EST
Any adjustments to this schedule will be indicated.
2020 Leadership Training Event
November 9-13 (with a few “pre-event” opportunities)

Like all things in 2020, the Leadership Training Event is going VIRTUAL!

Even better – EVERYONE IS INVITED!

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The Schedule:
Morning sessions will begin at 11:00 Eastern Standard Time
Afternoon sessions will begin at 4:00 Eastern Standard Time
Any adjustments to this schedule will be indicated.

Pre-LTE Opportunities:
Podcasts – Don will be talking with our colleagues who offered summer programming in 2020. We hope to hear from those who did all forms – virtual, Day Camp, in-camp, and any other creative programming. This will be available for your listening and learning by November 1 (probably before).
GSB is also offering a workshop in September about fundraising during the current climate. Check it out!

Thursday November 5 - 4:00pm EST
Welcome to LOM!
A session for those new to LOM (in their position less than two years). The LTE committee and Don Johnson will be available for conversation and support geared specifically for those who are still relatively new to Lutheran Outdoor Ministries.

Sunday November 8 - 8:00PM EST
Virtual Social Hour...or more.
Grab your favorite beverage and join us for fellowship, laughter, and maybe even a few games.
**Leadership Training Event Sessions:**

**Monday November 9**
11:00 EST -
What did camps learn this summer? What worked, what didn’t, and what can we start putting in place for 2021? (this is where listening to Don’s podcast will come in handy.)

4:00 EST –
Why it is important to have a plan when facing a crisis? Hurricanes, forest fires, building fires, pandemics – the crisis might vary but having a plan is key to facing all of them.

**Tuesday November 10**
11:00 EST -
Mental and spiritual health - When every decision is something new how do we do self-care and feed ourselves spiritually?

2:00 EST –
LOM Annual Meeting (grab your favorite beverage and listen in – hey, it’s 5:00 somewhere in the middle of the Atlantic!)

**Wednesday November 11**
11:00 EST –
Staffing – It was already a bit of a challenge, but what might it look like moving forward? What does staying on the cutting edge look like as we respond to change brought by Covid-19? Does your current structure make sense? And how do you budget for staff when you don’t know what next month will bring, let alone next summer?

2:00 EST – LOM Annual Meeting part 2

4:00 EST -
Camper recruiting - What is your message after a different type of summer? How do you build/work with trust of campers, parents, congregations, etc?

**Thursday November 12**
11:00 EST
Communication – you are putting your 2021 plans together, but what is the best way to keep your congregations, parents, campers, and donors informed?

4:00 EST
What will camp look like in 2021? - How do we program within Covid restrictions and parameters?

**Friday November 13**
11:00 EST –
What is next in LOM?
We have a rich history and strong foundation of ministry. How does this sustain us as we lean into whatever comes next for Lutheran camping? Come ready to dream and brainstorm as we look ahead to 2021 and beyond.
The Auction is Coming!!!
(We need you to lose your tee-shirt)

We’re not going to let a little thing like a pandemic stop us from having the fun and philanthropic satisfaction of the Annual LOM Auction! The live auction is going to take place (virtually, of course) on Saturday evening, November 14, beginning at 9:00 PM EST, 8:00 PM CST, 7:00 PM MST, 6:00 PM PST.

One of the featured items will be a hand-sewn LOM Quilt that will include the tee-shirt from every LOM camp and retreat center. Please send the tee-shirt you want included to: Don Johnson, LOM Executive Director, 665 Eaton Road, Freedom, NH 03836. Deadline is October 15. The portion of your tee-shirt that you want included with your quilt should be less than 5” high and less than 5” wide.

The silent auction will begin on November 6, 9:00 AM Central Time, and conclude at 11:00 PM Central Time on November 14.

In regard to contributions of items for the auction and your offer to help in any way with the auction, please contact the chairperson of the LOM Auction Committee – Daniel Kirschbaum, Director of Retreat Ministries, Rainbow Trail (CO): daniel@rainbowtrail.org

LIRS New Ministry Partner

For 80 years, Lutheran Immigration and Refugee Service has been a champion for migrants and refugees from around the globe. As a witness to God’s love for all people, we stand with and advocate for migrants and refugees, transforming communities through ministries of service and justice. Our legacy of courageous and compassionate service has made a difference in the lives of hundreds of thousands of people who have sought safety and hope in America’s communities. In partnership with community-based legal and social service providers nationwide, and with the support of countless Lutheran congregations and individuals, LIRS has helped over 500,000 migrants and refugees rebuild their lives in America.

Here is a link to the campership fund they have for migrant and refugee children to LOM camps: https://www.lirs.org/summer-camperships

Become a LOM Sustaining Member or Organization

Every outdoor ministry organization affiliated with the ELCA is, by definition, a member of LOM. LOM Sustaining Organizations are those which make annual financial contributions in excess of $500. We encourage you individually and your organization to consider such a contribution to assure the growing effectiveness and the delivery of services of LOM. Discern a contribution that reflects you or your organization’s ability to support LOM to the fullest. Below is a list of suggested levels of giving for the sustainable operation of LOM. You can make a contribution online at https://www.lomnetwork.org/donate/. Thank you for your support!

Organization Giving Levels:
- $25 – $499: Encouraging Circle
- $500 – $999: Educating Circle
- $1,000 – $1,999: Equipping Circle
- $2,000 – $3,499: Empowering Circle
- $3,500 – $4,999: Sustaining Circle
- $5,000+: Onward and Upward Circle

Individual Giving Levels:
- $25 – $99: LOM Advocates Group
- $100 – $299: Forward Progress Group
- $300 – $499: Capacity Builders Group
- $500 – $999: Visionary Group
- $1,000+: Bold and Faithful Leaders Group
New Podcasts

Four new LOM Podcasts have been recorded and will soon be posted on the LOM website.

- Jake Sorenson, reflecting on the results of the cammp2congregation project. This podcast is a “must see”, especially for camps that are planning to resume or begin doing travelling day camp programs in 2021.
- Leaders from five LOM camps discussing the measures they took during the summer of 2020, in light of COVID-19, during summer camp programs at their camps.
- Leaders of four LOM camps discussing the alternatives and virtual experiences they developed in the wake of cancelling summer camp in 2020.
- Nicole VanderDoes, program coordinator for Total Inclusion! An introduction of Nicole to the LOM network and an overview of Total Inclusion! in light of the COVID-19 Pandemic.

ZOOM Forum:

A fundraiser that all of LOM can do together for the benefit of your camp and/or retreat center

We will be exploring this idea for a nationwide LOM fundraiser that has the estimated prospect of raising anywhere from $5,000 to $50,000 for your outdoor ministry organization. Please join us to learn more:

Topic: LOM ZOOM Forum
Time: Thursday, Sep 10, 2020 02:00 PM Eastern, 1:00 PM Central, 12:00 PM Mountain, 11:00 AM Pacific
Join Zoom Meeting
https://us02web.zoom.us/j/84061034108?pwd=SkhTOGM0QVF5N2cvUFVBaEExMmpJZz09
Meeting ID: 840 6103 4108
Passcode: LOM2020
Find your local number: https://us02web.zoom.us/u/kbkYDqXChE
Passcode: 8223794

A Gathering of the LOM Community. We often ask our professional colleagues throughout LOM for prayers. At this juncture in our journey through a time of pandemic, what is it in your professional life and/or your outdoor ministry organization for which you ask for prayers from your colleagues?

Topic: LOM ZOOM Forum
Time: Monday, Sep 14, 2020 02:30 PM Eastern, 1:30 PM Central, 12:30 PM Mountain, 11:30 AM Pacific
Join Zoom Meeting
https://us02web.zoom.us/j/88938528553?pwd=WWNZMUQrc3JUKzVTVW10Z0M2eGJUZz09
Meeting ID: 889 3852 8553
Passcode: LOM2020
Find your local number: https://us02web.zoom.us/u/kPpkkOgJe
Passcode: 4687516
From one of our LOM Business Partners

‘Tis The Set of the Sails and Not the Gales...

By Dave Brunkow

Remember back in March when we thought that the coronavirus would impact our lives for a few weeks or maybe even a month or two? But as it has turned out, these past months may have been some of the most unsettling of our lives. And it’s not over yet . . . we don’t know what even the next few months will bring. We are not settling into any kind of “new normal.” This is hard!

In recent weeks I have spoken to Lutheran outdoor ministry leaders from here and there across the country. Some have been able to successfully and safely conduct a semblance of summer camp and carefully hosted group gatherings. Others have been completely shut down since late winter. Recently I have detected a tone of creeping uncertainty and a diminishment of cautious optimism from even the most optimistic personalities. Fall retreats and conferences are beginning to cancel, planning for next summer is not on anyone’s to do list and questions about the retention of long-time year around staff are surfacing. This is tough!

Unless and until a viable vaccine becomes available and successful medical therapies and treatments become more widely recognized and available, we are in a holding pattern. But living in a holding pattern is not the same as living in a “bunker.” We need not succumb to a “siege mentality.”

In my aforementioned conversations with camp directors and staff, I have heard words of hope as well. Those words didn’t necessarily come from just staff members directly but rather have been shared as they have been heard from the loyal and faithful camp supporters whom they serve. I think some camp folks have been surprised by this. They shouldn’t be.

Messages of support, hope and determination have come in various forms. Camper parents have contributed, as an outright gift, part or all of the fee they would have paid for their child to attend camp, pastors and congregation councils have chosen to send extra gifts to support their camps, letters, phone calls, emails, social media posts have expressed concern, promised prayers and asked about options to help sustain their beloved outdoor ministries. Much of this has happened without respondents being asked.

Why has this happened? I believe that no one agency or organization of the Church has been as permanently impactful in the lives of hundreds of thousands of our Lutheran community members than have our outdoor ministries. I just recently had a conversation with a fellow who attended a modified, socially distanced family camp event with his wife and their grandchildren this summer. He shared his wonderful memories of first encountering outdoor ministry when his grandparents brought him and his siblings to camp in the 1960’s. That’s five generations! You might find that’s not an unusual scenario if you would canvass your constituency and listen to their stories.

Folks like these and thousands of others across the country stand ready, actually are waiting, to help to sustain and to ensure that your ministry will thrive – regardless of what comes our way in the months and year ahead. They will do this through their monetary gifts and volunteer efforts to seek and inspire the financial gifts of others. They want to “take up the slack” in camp budgets to compensate for tens of
thousands of dollars of camper and retreat revenue that has disappeared. Much more importantly, they do this because they want the vibrancy of Christ centered outdoor ministry to be present for their children, their families and for congregations for years to come. My wife, Jean, and I will or have already increased our support of the multiple ministries that have touched our family’s lives through the years for that very reason.

And I believe these folks will be in it for the long haul – however long that may be. They will be watching to see the vision that is cast by leadership. As outdoor ministry leaders the charge is clear. In these times inspired leadership in boldly navigating these waters is your calling.

As Brother Martin might ask, “What does this mean for us?”

Be bold as you ask your faithful supporters to stand with your ministry, provide their generous gifts and provide leadership as you move toward strong and resurgent ministry in the months ahead. Ask influential leaders to guide you, request the prayers of congregations and families, invite careful and safe participation, if possible, and begin planning for next summer – you are acquainted with the potential for course corrections from original plans by now but also with your capacity to respond and adjust to keep you headed forward. Lead with confidence, all the while inviting and welcoming the help of the many waiting to help.

To ponder . . .

“One ship drives east and another drives west
With the selfsame winds that blow.
’Tis the set of the sails,
And not the gales,
That tells us the way to go.”

Like the winds of the sea are the ways of fate;
As we voyage along through life,
’Tis the set of a soul
That decides its goal,
And not the calm or the strife.

‘The Winds of Fate” – Ella Wheeler Wilcox

GSB partner Dave Brunkow, has been a consultant with Gronlund Sayther Brunkow since 1987. He has provided consultation with more than fifty outdoor ministries developing and guiding annual fund, capital campaign and organizational development efforts. Prior to his role with GSB, he served for 16 years in various outdoor ministry full time leadership roles ranging from Associate Director and Development Director to Executive Director.

Compass Points Postponed from Fall 2020 to Spring 2021

The Compass Points certificate program courses that were scheduled for September/October will now be held April 11-17, 2021. Pilgrim Center in Wisconsin will be the host site for “Articulating Our Mission, Role, and Value” and “Nonprofit Business Management,” which will be offered back to back. More details: http://www.compasspointsprogram.org/
In Spite of the Opposition

It’s been a few months since we’ve shared time together on leadership issues. The last two blog posts dealt with leadership traits I’ve noticed during our global pandemic. I still see many things we can learn during these times about how to be a leader. I also see many things that teach us how not to be a leader.

We’ve also been looking this year at Nehemiah as an example of good leadership. In the fourth chapter of Nehemiah, he faces some adversity. Folks were against what he was doing. But Nehemiah didn’t turn and run. He did not let his opposition set the agenda. He stayed the course that he felt God directed him to take.

This summer at camp, our staff looked at Biblical characters and how God helped direct them in their lives and was faithful. Often times, the characters were unsure of their final destination. But they knew God was leading them. And they trusted God. That is a good character trait of a leader. Being led by God, even if they do not know the destination. And, if there is opposition, learn to manage that but stay the course, if you believe you are on the right path. And surely if it is God’s path, it is right!

I’ve been reading a book by Joan Garry called Guide to Non-Profit Leadership. In it, she describes several kinds of leaders- Superman, Spiderman, Gumby, and Kermit, the Frog. She says each has attributes that you might want in an organization, but that Kermit is probably the character that you want to be most like. He is good at bringing his team together to accomplish a goal. (Side note: It’s usually to save his theatre. I’ve watched enough Muppets to see that theme!)

Nehemiah keeps his eyes focused on God and the mission. He follows his call, not the people’s wishes. He has faith and keeps his mind on the goal through prayer and perseverance. He keeps working! Prays, and keeps working. Repeat.

In Christian leadership, the secret to keeping away from the opposition and going down the wrong path is to stay close to God. God will reward you with the prize. Or, in Nehemiah’s case, the completion of the wall. If you need a reminder, maybe sing “Rainbow Connection!”

-Chad Hershberger