



Encouraging, Educating, Equipping, and
Empowering Camp & Conference Leadership

Lutheran Outdoor Ministries

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Statements of Mission, Vision, and Core Values

Mission Statement

Lutheran Outdoor Ministries encourages, educates, equips, and empowers bold and faithful outdoor ministry leaders for service in the Church and the world.

Vision Statement

Strong, faith-filled outdoor ministries led by capable servant leaders.

Core Value Statements

Lutheran Outdoor Ministries values...

... the power of the Holy Spirit calling us to faithfully witness to the Good News of Jesus Christ in outdoor and service learning centers. We seek to be

Christ-centered and Theologically Grounded.

...its commitment to walk faithfully with the Evangelical Lutheran Church in America and other churches as they seek to express their faith and witness in a changing world. We seek to be an

Integral Partner in Mission.

...its understanding that God calls us to serve all people. We seek to be

Diverse and Inclusive.

...its openness to grow in faith, spirit, and vision to respond to the changing needs of our church and community through exciting, nurturing programs. We seek to be

Innovative, Timely, Intentional, and Creative.

...its commitment to strengthen relationships within and beyond the outdoor ministry network. We seek to be a

Connecting Point for People, Grounded in Relationships.

...its dedication to educational excellence. We seek to be a

Provider of Education, Support and Consultation for Outdoor Ministry Sites and Leaders.

...its emphasis on hospitality. We seek to practice

Servanthood, Discipleship, and Creation Stewardship.



MRA 1: Advocate for Outdoor Ministries

- GOAL 1** • Develop an ambitious and relevant marketing and communications plan for LOM to reach its external audiences
- GOAL 2** • Develop an intentional marketing effort focused on young adults & staff recruitment
- GOAL 3** • Facilitate research related to outdoor ministry best practices, current realities, and future trends
- GOAL 4** • Promote Positive Discussions on Outdoor Ministry in the Church and the World
- GOAL 5** • Promote diversity, equity, and inclusion efforts in Outdoor Ministries



MRA 2: Facilitate Connections Among Ministry Leaders

- GOAL 1** • Create an indispensable professional network among all individual and organizational members
- GOAL 2** • Establish consistent and effective Internal Communications for members
- GOAL 3** • Cultivate and strengthen relationships between LOM members and partnership ministries and their leaders
- GOAL 4** • Cultivate and strengthen relationships between LOM members and our Ecumenical OM Partners
- GOAL 5** • Ensure diversity in relationships and partnerships



MRA 3: Support LOM Organizations and Leadership

- GOAL 1** • Ensure that new OM professionals and event attendees feel welcome and encouraged to continue connection with LOM
- GOAL 2** • Provide continuing education and leadership development opportunities for members
- GOAL 3** • Resource our members with consultations and professional services
- GOAL 4** • Facilitate resource sharing among LOM members
- GOAL 5** • Support LOM organizations experiencing stress, crisis, or transition
- GOAL 6** • Expand diversity, equity, and inclusion in our membership



MRA 4 - EXPAND THE MISSION CAPACITY OF THE LOM ORGANIZATION

- GOAL 1** • Ensure the relevance of LOM and the messaging for what we want it to be.
- GOAL 2** • Ensure a staffing structure sufficient for implementing the increasing mission capacity of LOM.
- GOAL 3** • Provide the operational financial resources necessary for expanding the mission capacity of LOM.
- GOAL 4** • Expand the long-term financial viability and capacity of LOM through planned giving, endowment funds, and restricted funds
- GOAL 5** • Acknowledge current and future demographic realities by increasing the diversity in every aspect of LOM events, activities, leadership, and resources

