

Luther Memorial Church

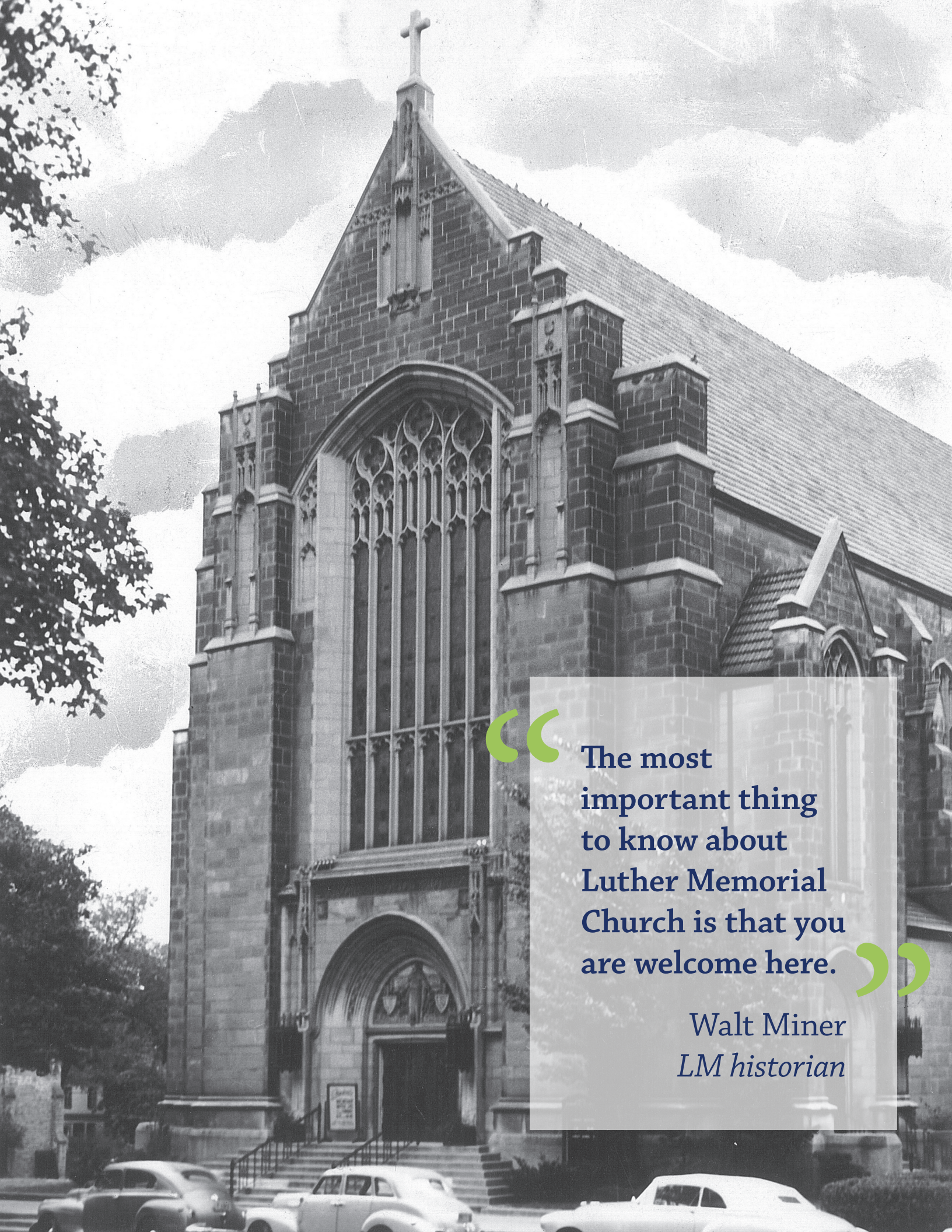
Building *for* Belonging

All life in Christ made new

*In gratitude and humble trust we
bring our best today
to serve your cause and share your
love with all along life's way.*

*O God, who gave yourself to us
in Jesus Christ your son,
teach us to give ourselves each day
until life's work is done.*

ELW #695



The most important thing to know about Luther Memorial Church is that you are welcome here.



Walt Miner
LM historian

Dear sisters and brothers in Christ,

A simple question posed by our council leaders in 2012, “Where is God leading us next?” has led our congregation to this moment. To our Phase 1 capital appeal.

As you may know, this simple question took our congregation on a multi-year quest. Together we sought to discern God’s vision for our future ministry through a number of activities. These included listening sessions, user group surveys, discussion forums, architectural rendering reviews, demographic studies, and informal conversations. We offered lots of prayer.

Gradually, consensus formed around these goals:

- To improve hospitality by eliminating physical obstacles to engagement and evangelism
- To enhance young family ministry in response to a growing demand
- To address next steps in ongoing nave restoration
- To support current and new neighbor outreach programs to university students and the community

These broad goals formed the basis for drafting our congregation’s new master plan for ministry and facility renewal. Our theme *Building for Belonging* lifts up our desire as a faith community to share and grow in Christ’s life together. In 2016, we as a congregation approved the new master plan and authorized Phase 1 of the renovation to begin in May 2017. Turns out, **God’s response to a simple question was a bold vision for Luther Memorial!**

This brochure outlines Phase 1 of that bold vision. It provides some history, lists the building improvements, and invites all of us to support the Phase 1 project through a 3-year financial pledge.

Over the coming weeks, please prayerfully consider your response. We invite you to bring your pledge to the *Building for Belonging* appeal on Commitment Sunday, March 26.

No matter what your financial support may be, we ask that you pray for our ministries that we may continue to proclaim in word and deed the crucified and Risen One.

With grateful hearts,

*Sandy Erickson, Mike Heggseth, Joyce Bisbee, Jon Enslin, Cliff Haaland,
Jessie Nelson, Martha Taylor, Bob Uphoff and Pastor Brad Pohlman*

Building for Belonging Capital Appeal Task Force

BACKGROUND



In 1905 national church leaders envisioned a new mission in Madison that would use English as the primary language and reach out to students at the University of Wisconsin. By 1907, a dedicated group of 35 Lutheran students were gathering for worship and prayer in homes and other rented space around campus.

Despite this humble beginning and severe challenges spanning decades, **Luther Memorial has endured.** Fires, threats of bankruptcy, a bombing, and cultural shifts within the denomination failed to deter the resiliency and faithfulness of the congregation.

Generations of families and friends made Luther Memorial their home, some for a few years, others for a lifetime. Through their commitment to service, the ministry of this Midwestern congregation has touched the lives of others around the globe.

The faithfulness of all who shaped Luther Memorial's ministry in the past lives on today—through the love of historic liturgy and sacred music; a welcoming spirit to all who enter; commitment to lifelong learning; and a deep call to service.

Congregation founded May 23 as an English language church with UW student outreach

Changed name to Luther Memorial in honor of 400th anniversary of Reformation

On Reformation Sunday, congregation dedicated new church

Congregation became debt free

1907

1915

1917

1921

1923

1937

1948

1949

First space owned by congregation built at 626 University Ave

Construction of new building, "cathedral of the northwest," began at 1021 University Ave

Congregation received financial assistance from the national church to avoid bankruptcy

Congregation bought adjacent property for future ministry expansion

As Luther Memorial has evolved over the years, so has the city and community around it. Luther Memorial’s geographic position offers unique opportunities to relate to the university and downtown communities.

Today’s university **students face increasing challenges**—food insecurity, loss of familiar support networks, navigation of complex social pressures, and uncertainty about their vocation and futures. The congregation’s collaboration with Lutheran Campus Ministry and the University guides future outreach possibilities to students in need, including a potential food pantry and an intergenerational mentoring program.

Beyond the campus community, Luther Memorial’s **urban neighbors battle homelessness, poverty and injustice**. The congregation is called to continually learn about, and partner with, valuable programs and services in the community, and become passionate leaders for change.

As the urban environment has naturally shifted, the majority of the congregation’s active members now commute from neighborhoods and towns outside the city center. New opportunities for outreach and ministering to families and youth have emerged.



The founding of a congregation is the unimpeachable witness to the world that people have a hunger for the gospel of Jesus Christ and a heartfelt desire for the sacraments of the church.



The Rev. Charles Puls
LM senior pastor 1940–1962

In celebration of Luther Memorial’s extraordinary legacy and in prayerful response to the needs of our community, the congregation moves forward in preparation of Phase 1 of its *Building for Belonging* renovation, guided by an ever longing desire to serve and be one in Christ.

UW began transforming neighborhood from residential to campus. Dedication of east education wing.

LM Foundation started

Building damaged by Sterling Hall bombing

Lutheran Campus Ministry building completed

1959

1963

1964

1966

1970

1978

1979

1984

Lutheran Campus Ministry moved from Langdon St to old parsonage at 1025 University Ave and a house owned by LM on Mills St

Congregation renovated rear balcony and installed new Austin organ

Fire damaged church and choir room

New elevator and other improvements completed

PHASE 1 RENOVATION



Luther Memorial welcomes thousands of people through its doors every year.

Phase 1 is designed to benefit all who enter and use our space: church members and guests, people of all ages, living nearby and far away, with varying degrees of physical mobility, as well as life-long Christians and those new to faith.

Improvements and renovations will also impact individuals related to certain ministry initiatives:

- Families with infants and young children
- Worship leaders and communion participants who use the chancel
- Musicians who assist with worship each week from the balcony
- Homeless families we shelter four times each year in partnership with The Road Home of Dane County
- Students in need
- Visitors and guests

Phase 1 of the 2016 master plan will focus on major improvements to the 1958 east education wing and the 1921 nave, along with some needed building repair and restoration. Set to begin on May 1, this six-month project is expected to conclude by mid-November 2017.

Weekly communion offered at all services

Remodeling to narthex completed

Phase 1 renovation: undercroft, nave sound system, apse lighting, baptismal font

First hosting of IHN guests; LM was a charter member

1986

1988

1992

1993

1993 - 1995

1996 - 1999

1999

2000 - 2004

"Temporary" free-standing altar platform constructed

New master plan approved by congregation

Phase 2 renovation: columbarium, Steere organ, aria balconies, transepts

Phase 3 renovation: apse, nave lighting

1958 East Education Wing

Through a complete renovation of the east wing, our goal is to **enhance LM's Sunday School and youth ministry programs** by increasing the visibility, accessibility and function of this space. This project will improve gathering spaces for congregational events, and provide **greater flexibility to house our Road Home guests**. Additionally, the plans include remodeling the second floor to house LM staff.

The basement level in the east wing has been closed off for several years and does not meet current code for occupation. Once this lower space has been renovated we envision using it to **extend LM's outreach to students**, in partnership with the Lutheran Campus Ministry next door.

As part of this project, we plan to **add wheelchair accessible bathrooms** to the main and second floor and renovate the antiquated and insufficient heating and cooling systems. As we learned in 2012, the roof is in serious need of replacement. And the windows installed in the 1980's are reaching the end of their useful life and are in need of replacement. We will update the fire and security systems, and **add an elevator to make all four floors accessible for the first time**.

1921 Nave

Goals for nave renovation include installing a **new permanent free-standing altar platform** to replace the 1988 "temporary" platform, which is not only showing its age but is viewed as unsafe by some of our worship assistants. We intend to **restore the wood flooring around the chancel** to better preserve it and tend to some serious defects.

Air conditioning will be added mid-nave by replacing the existing heat registers along the outside aisles with new ones that will deliver both heating and cooling as needed. This should help balance the varied temperature levels in the nave when the air conditioning system is running.

In the rear balcony, we will remove asbestos tile, put in new code-compliant railings and provide some additional seating space by enlarging the two lowest choir risers.

We also anticipate **new lighting and enhancements to the sound system**, as well as adding air conditioning to the balcony. Lastly we plan to **complete the restoration of the walls** in this area, bringing the entire nave to the color scheme first introduced in the 1996 remodeling.

Congregation celebrates
100 years of ministry

Congregation
embarks on strategic
discernment process

Congregation completes
financial commitment for
campus center building

Phase 1 of new plan: Proposed
projects include east education
wing, rear balcony, chancel

2007

2008
- 2011

2012

2014

2015

2016

2017

2017

Major restoration work
on exterior, including
tower, west nave, apse

Lutheran Campus Ministry
begins offering free
weekday lunches to students

New master plan
approved to replace
1993 plan

Congregation celebrates
500th anniversary of
Reformation

YOUR SUPPORT

Although the amount of each gift will be different, EVERY gift is VITAL.

Your participation matters.

The generosity and timing of each gift helps to determine the scope of Phase 1. To fully support this project, we hope that members and friends will contribute 3.7 million dollars over the next three years.

You join with others to make possible that which none of us can do alone.

Your pledge will further Luther Memorial's witness on campus, care for the congregation's children, and serve our neighbors in need. You will plant seeds for future generations.

Please consider what your vital gift will be.

This giving chart is designed to lift your sights and stretch your vision of generosity. By comparing these numbers to your past giving, we hope it will help you discern what a new three-year commitment may mean for you.

Weekly	Monthly	Quarterly	Yearly	3-year total gift
\$ 641	\$ 2,778	\$ 8,333	\$ 33,333	\$ 100,000
481	2,084	6,250	25,000	75,000
385	1,667	5,000	20,000	60,000
224	972	2,917	11,667	35,000
135	583	1,750	7,000	21,000
97	417	1,250	5,000	15,000
58	250	750	3,000	9,000
20	87	260	1,040	3,120
1	4	13	52	156

"How much should I give?"

I love this question. Part of the privilege of working with finances at LM is witnessing the dedication and generosity of our church members.

The giving table (left) is a nice tool for illustrating how your pledged amount distributed over 3 years can add up to a generous sum.

In our household, Kirsten and I calculated it this way. We took the amount we give annually each fall to the ministry (operating) fund, and then multiplied it by 3.

It may help you to understand that our congregation's appeal goal of \$3.7 million over 3 years is roughly equal to 4x Luther Memorial's annual operating budget.

So, whether you multiply your annual gift by 2, 3 or 4, you can see it will make a big difference in helping our congregation reach our \$3.7 million stretch goal.

Basic math—the closer we get to 4x, the less money we will need to borrow to make Phase 1 happen.



Mike Heggeseh
Co-chair, Capital Appeal Task Force

FAQ

When does my pledge start?

Phase 1 spans July 1, 2017–June 30, 2020.

What about grants?

Luther Memorial applied for a state preservation grant for historic buildings. By all indications, we expect to receive around \$800,000. (This has been calculated into the total projected building cost of \$4.5 million.)

What about LM's current mortgage?

Because of your faithful and steadfast giving, as well as a recent generous gift, the congregation is currently debt free.

How does this capital appeal pledge affect my/our annual giving?

It doesn't. Your pledge to the *Building for Belonging* capital appeal is above and beyond the support you give for LM's annual (operating) ministry. With your amazing response to the capital appeal and undiminished giving to our annual ministry, the congregation will remain financially healthy and stable.

Can I/we make this gift in honor or in memory of a loved one?

Absolutely. Consider making part, or all, of your *Building for Belonging* pledge a tribute gift—to celebrate, honor, or remember those you love or may wish to recognize. The church will acknowledge these gifts in a lasting way as part of the renovation process. Please indicate your wishes on your pledge form.

What's the best way to make my/our pledge?

Please fill out the pledge form provided in your literature packet. Extra forms are available online and at the welcome desk. For assistance, please contact church administrator Kim O'Leary in the church office.

Are there different types of gifts?

Yes, besides cash, you may want to consider gifts of appreciated assets; stocks, bonds, or mutual funds.

When are pledges due?

They are due by March 26, Commitment Sunday! As a gesture of unity, there is only ONE service planned that morning—at 10:30—followed by a luncheon for everyone. You are invited to bring your *Building for Belonging* pledge forward during communion.

If you are not able to attend on Commitment Sunday, please mail your pledge in advance if possible. We hope to share the good news of our joint commitment (total pledges) at the luncheon.

How can I/learn more about this project?

Please speak to the pastors or members of the congregation council, Phase 1 Building Task Force, or Capital Appeal Task Force. Contact information is available through the church office.

Pledges are due by Commitment Sunday!

SUNDAY, MARCH 26

Thank you!

Gather us in...

**Gather us in, the lost and forsaken;
Gather us in, the blind and the lame;
Call to us now and we shall awaken;
We shall arise at the sound of our name.**

ELW #532

The words of this hymn (from our “blue book” hymn supplement) are among my favorites and come to mind as I think of “us”—the congregation of Luther Memorial Church. From many walks of life, newborn to nineties, single, married, or in a relationship, life-long member or new, dressed-to-the-nines or in jeans, able-bodied or needing a little help, and with many different faith experiences—it is the physical space in which we worship and learn that gathers us ALL in. And in the gathering we are bonded to Christ and each other, strengthened for the week ahead, until we again gather in our beautiful nave.

How fortunate for us that those past generations rose to the sound of their names when called to provide the resources that were needed to build, repair, and maintain this place that we love. Now we are being called to ensure the gathering in can continue for years and generations to come. Do you hear it? I hope you will join me in pledging your financial support to this capital campaign. It is our turn to rise and be faithful at the call of our names.

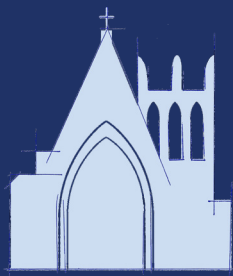


Sandy Erickson
Co-chair, Capital Appeal Task Force



Those who built our church a century ago had a grand vision. We must see ourselves participating in an equally large plan to carry the purpose of this place into the future.”

Douglas Swiggum
LM Facilities Committee



Luther Memorial Church
Building *for* Belonging
All life in Christ made new

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