



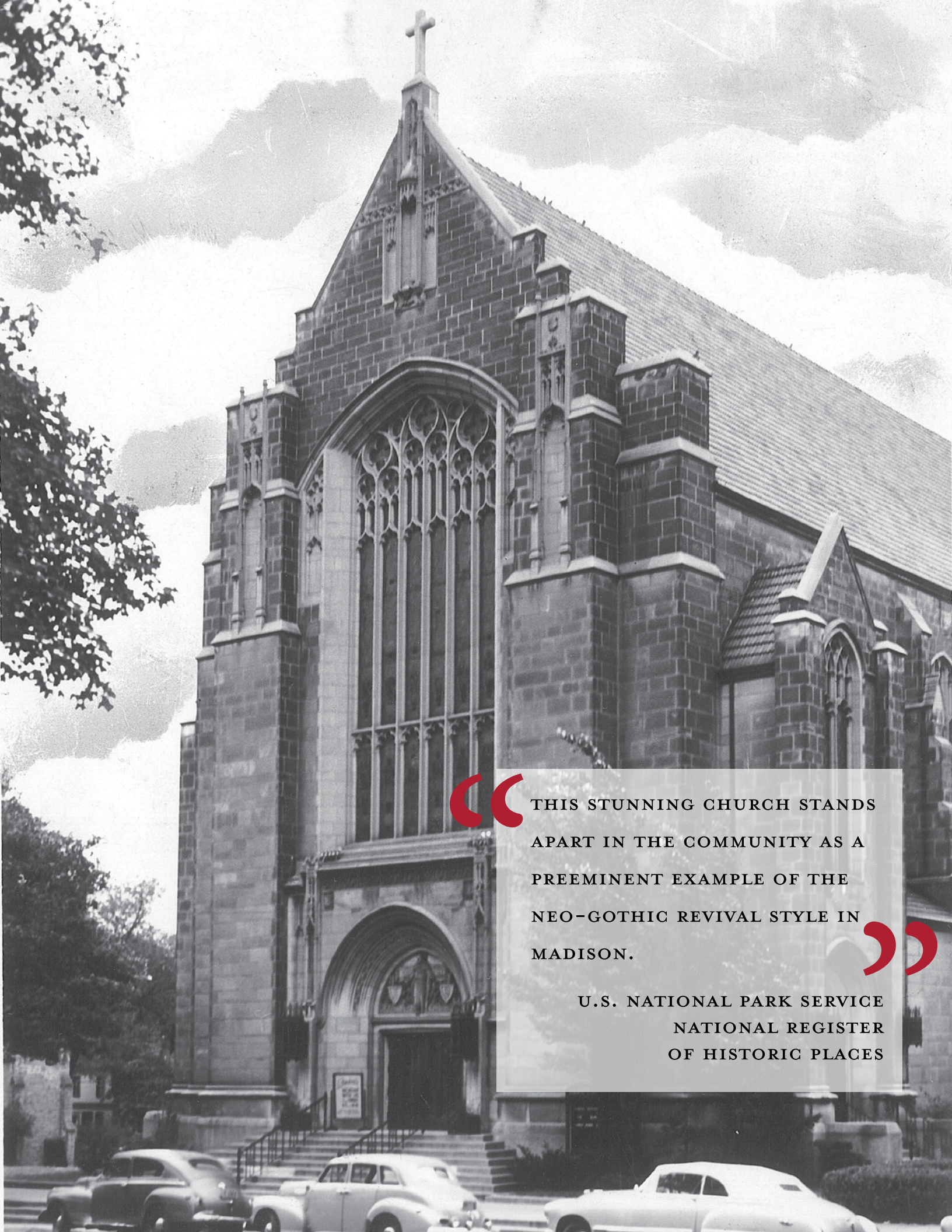
*Resound,
Restore,
Rejoice*

ALL LIFE IN CHRIST MADE NEW

2024 CAPITAL CAMPAIGN



LUTHER MEMORIAL CHURCH



THIS STUNNING CHURCH STANDS APART IN THE COMMUNITY AS A PREEMINENT EXAMPLE OF THE NEO-GOTHIC REVIVAL STYLE IN MADISON.

U.S. NATIONAL PARK SERVICE
NATIONAL REGISTER
OF HISTORIC PLACES

Dear family and friends in Christ,

In 2017, the congregation approved the first phase of our new master plan. Through your leadership and generosity, we were able to improve hospitality by eliminating physical obstacles to engagement and evangelism, enhance young family ministry in response to a growing demand, address needed restoration in the nave, and to support current and new neighbor outreach programs including our food pantry.

Resound, Restore, Rejoice: All Things in Christ Made New is our new three-year campaign to both address unfinished items from our 2017 project as well as complete the purchase and installation of our new pipe organ. The following pages outline the goals of this exciting campaign.

Over the coming weeks, please prayerfully consider your response. We invite you to bring your *Resound, Restore, Rejoice* pledge to worship on Commitment Sunday, April 21.

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,

Resound, Restore, Rejoice Capital Campaign Task Force

Back row (L-R): Janet Streiff, Martha Taylor, Pastor Brad Pohlman, Peter Mahler

Front row: Sandy Erickson, Mary Jean Huston, Abigail Gaard

Not pictured: Suelyn Swiggum



100 Years of Luther Memorial



This past October, Luther Memorial celebrated the 100th anniversary of our current building and presence here in the midst of the UW Madison campus. We trace our roots to some inspiring national church leaders who 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 thirty-five Lutheran students were gathering for worship and prayer in homes and other rented space around campus.

Despite these humble beginnings and though severe challenges spanning decades, Luther Memorial has endured. Fires, threats of bankruptcy, a bombing and cultural shifts failed to deter the resiliency and faithfulness of the congregation.

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

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

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.

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, mental health issues, 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 ministries to students in need, including The Keep and The Keep Food Pantry.

Beyond the campus community, our collaboration with Parroquia Santa María, an ELCA Latino mission congregation, is another way we extend the mission of the church to the wider Madison community.

In celebration of Luther Memorial's extraordinary legacy and in prayerful response to the work of the gospel in this place, we move forward in preparation of our *Resound, Restore, Rejoice* campaign, guided by an ever longing desire to serve and be one in Christ.



THE LORD SPEAKS TO US EVERY TIME WE ENTER THE BEAUTY OF LUTHER MEMORIAL CHURCH — ITS SOARING CEILING, LOVELY LITURGY, GLORIOUS MUSIC AND INSPIRATIONAL WORDS. OUR COMMUNITY STEADFASTLY STEWARDED THIS PLACE AND THESE TRADITIONS OVER THE YEARS. I AM PRIVILEGED TO BE PART OF THAT LEGACY THROUGH MY GIFT TO THIS CAMPAIGN. JOIN ME IN THIS JOY!



LM MEMBER JANET STREIFF

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

Resound, Restore, Rejoice



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

Resound, Restore, Rejoice will focus on ongoing restoration of our building, a new pipe organ, debt reduction from our major 2017 capital work as well as support for key ministries.

New Pipe Organ: \$900,000

In 2021 the congregation voted to approve a new pipe organ built by Taylor & Boody Organbuilders to replace the current instrument in the rear balcony of the nave. Thanks to several years of early gifts coupled with a major lead gift, we have already raised over \$2,000,000 for this project. The remaining



amount to be raised is \$485,000 plus an anticipated \$415,000 for required infrastructure work in the rear balcony that includes new lighting, HVAC revision and other renovation work. We anticipate the installation of the new pipe organ in the fall of 2026.

Weekly communion offered at all services

Remodeling to narthex completed

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

Phase 3 renovation: apse, nave lighting

1986

1988

1992

1993

1993 - 1995

1996 - 1999

2000 - 2004

2007

"Temporary" free-standing altar platform constructed

Master plan approved by congregation

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

Congregation celebrates 100 years of ministry

Roof Restoration: \$495,000

Beginning in 2000, we commenced a multi-year process to systematically restore and/or replace all of the roof surfaces of the building, which we hope to complete through this campaign. We now have one major piece left: the east nave roof. In addition to work on the clay tile roof, this restoration will include new copper gutters and downspouts as well as tuck-pointing. We hope to complete this work in the summer of 2025.

Mortgage: \$580,000

We continue to make regular interest and principal payments on our mortgage, taken out to help complete the major remodeling project completed in 2017. Your ongoing support over the years to the building fund has enabled us to continue to significantly pay down our mortgage.

Partner Support: \$225,000

A portion of your gifts to *Resound, Restore, Rejoice* will be used to enhance and expand the ministry of Parroquia Santa María and our university student outreach. This benevolent portion of our campaign, is one way for us to serve our local community and neighborhood.



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

New master plan approved to replace 1993 plan

Congregation celebrates 500th anniversary of Reformation

Congregation celebrates 100th building anniversary

**2008
-2011**

Congregation completes financial commitment for campus center building

2015

2016

Renovation projects include east education wing, rear balcony, chancel

2017

2017

Congregation votes to purchase new pipe organ

2021

2023

2024

Resound, Restore, Rejoice campaign

Your support



*Although the amount
of each gift will be different,
every gift is vital.*

Your participation matters. Deeply.

To fully fund these vital projects, we are asking members and friends to contribute a total of \$2.2 million dollars over the next three years.

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

Your generosity will further Luther Memorial's goals to offer transformative worship, music, learning and outreach experiences for all ages. It will strengthen our witness on campus, serving young adults at a critical time in their lives. It will support new and longstanding opportunities to serve LM's neighbors near and far, ever widening our understanding and appreciation of God's family. Your loving stewardship of this sacred place will have an impact for generations to come.

**PLEASE MAKE YOUR PLEDGE BY
COMMITMENT SUNDAY, APRIL 21.
THANK YOU!**



Frequently asked questions

When does my pledge start?

Resound, Restore, Rejoice officially spans July 1, 2024–June 30, 2027. Early giving to the campaign has already begun.

How much should I give?

The giving table below provides some information as to how many gifts of various amounts we will need to accomplish our \$2.2 million pledge goal. Our combined generosity will enable us to accomplish our goals.

| Amount | Number of Gifts | \$ in Range |
|-----------|-----------------|-------------|
| \$200,000 | 1 | \$200,000 |
| \$100,000 | 2 | \$300,000 |
| \$50,000 | 6 | \$450,000 |
| \$25,000 | 16 | \$600,000 |
| \$10,000 | 18 | \$315,000 |
| \$5,000 | 20 | \$150,000 |
| \$2,500 | 28 | \$105,000 |
| \$1,000 | 30 | \$52,500 |
| \$1-999 | 55 | \$27,500 |
| | 176 | \$2,200,000 |

What about LM's current mortgage?

We continue to carry a mortgage from the major renovation work done in 2017. This campaign includes our regular interest and principal payments to our mortgage.

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

It doesn't. Your pledge to the *Resound, Restore, Rejoice* capital campaign is above and beyond the support you give for LM's annual general fund. With your amazing response to the capital campaign 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 *Resound, Restore, Rejoice* pledge a tribute gift—to celebrate, honor, or remember those you love or may wish to recognize. Please indicate your wishes on your pledge form.

Can I designate my gift to one part of the campaign?

Absolutely. While a gift to the overall campaign is most helpful, you may feel a desire to designate your gift to one part of the campaign—the pipe organ, for example. If you desire to do so, please indicate this on the pledge form.

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

Please fill out the pledge form provided in this packet or complete the pledge form online on the church website. For assistance, please contact Suelyn Swiggum, director of shared ministry, 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.

Can I make an estate gift?

Yes, currently over 60 members have indicated that they will be remembering Luther Memorial in their estate plans. If you have questions about this or want to learn more, please reach out to one of the pastors.

When are pledges due?

They are due by April 21, Commitment Sunday! 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) soon after Sunday, April 21.

How can I/learn more about this project?

Please speak to the pastors or members of the congregation council, or the *Resound, Restore, Rejoice* task force. Contact information is available at the church office.

God makes the ordinary extraordinary



Several weeks ago, I received this photo of our new organ from Aaron Reichert, Vice President of Taylor & Boody Organbuilders, of Staunton, Virginia. I stand in awe of the process. God's good created gifts—wood and metal—shaped by skilled builders are being transformed into a living, breathing musical instrument capable of producing a myriad of sonic effects, giving flight to our spirits in praise of our Creator.

With 75 different sets of pipes, ranging in size from 32-foot-tall to just shy of a pencil, our new instrument is set to be the largest organ in the Madison area. Its unique design, coupled with the extraordinary skills of our organ builders, will ensure that it takes its place as one of the landmark instruments of the Midwest. Simply put, Luther Memorial will have an instrument that matches the musical, liturgical, and architectural excellence we have long been known for.



God makes the ordinary extraordinary. On behalf of the organ task force, I hope that you will prayerfully consider a generous gift to our *Resound, Restore, Rejoice* campaign to ensure that generations to come will be stirred in praise God.

Andrew Schaeffer
Director of Music



“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 MEMBER

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