

PAID IN FULL:  
THE STRUGGLE TO  
BURN THE MORTGAGE  
OF WISCONSIN LUTHERAN HIGH SCHOOL

CHURCH HISTORY  
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by  
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Wisconsin Lutheran Seminary Library  
11831 N. Seminary Drive, 65W  
Mequon, Wisconsin

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It finally happened. It is all over. The deed is done, in a very literal sense. The mortgage has finally been paid off in full. The building now belongs to Wisconsin Lutheran High School, and no one else.

The day was February 5, 1989. The time was three o'clock in the afternoon. The place was Wisconsin Lutheran High School at 330 North Glenview Avenue, Milwaukee, Wisconsin. The roads were already snow covered and being covered by more snow. The wind was strong and cold for those who happened to be outside. It may have been cold on the outside, but inside WISCO things were being warmed and heated up. There was joy and excitement in the air. Hundreds of people stood in the lobby and corridor to the auditorium waiting for the doors to be opened and a service folder to be handed to them. There were people there from every level of the Wisconsin Evangelical Lutheran Synod; from the little toddler to the president of Northwestern College. They were all there for one purpose. They wanted to see the burning of the mortgage that was now paid in full.

A service of thanksgiving and praise was taking place in the auditorium under the theme: GREAT IS THE LORD AND MOST WORTHY OF

PRAISE. The service was centered on psalms of praise. There were five different psalms read by a WLHS parent, a WLHS student, a WLHS conference pastor, a WLHS instructor, and a former student of WLHS. After each reading the congregation would respond with a hymn verse. The liturgist for the service was Pastor James Aderman, WLHS Board of Control Chairman. The preacher for the joyous occasion was President Robert Voss of Northwestern College. The sermon text was Psalm 143:3. The theme of the sermon was "Most Worthy of Our Praise." The focus was very appropriately placed on what the Lord had so graciously carried out to bring these people to this day. President of the Wisconsin Evangelical Lutheran Synod, Carl Mischke, sent a letter to the high school on January 25, 1989 that summed up the focus of the service and the sermon very well:

"Great is the Lord and most worthy of Praise!"  
That says it all. It places the accent of your mortgage burning service where it belongs. On God, not on yourselves! On God's love for you, not your love for Him! On what God has done for you, not on what you have done for God!

Following the sermon was the moment everyone had awaited. It was time to burn the mortgage. The mortgage was placed in the hands of Principal emeritus, Robert P. Krause and Superintendent Ronald Heins. The match was stuck and lit. A bottom corner of the mortgage was set aflame. It burned slowly over the metal box lying beneath it. It took all of fifteen seconds to burn to the point where it could not be held. It was placed in the box and slowly burned out. The burden of thirty years was gone up in flames and a puff of smoke. The smiles of joy were on all the faces of those involved. What an afternoon! The Lord had

brought Wisconsin Lutheran High School to a landmark occasion. It was a bit of history in the making.

In this paper, we want to take a look at the history of the mortgage payment programs that eventually brought Wisconsin Lutheran High School to February 5, 1989. We will see a group of congregations joining in a common cause for Christian education. We will see how the debt of this high school came from staggering figures to the burning of the mortgage.

The idea of a Lutheran high school had been tossed and bounced around for some time in the late 1800's and at the turn of the century. The Lutheran high school at Milwaukee was founded on September 21 in 1903 by Wisconsin and Missouri cooperation. The project had been under discussion in the Wisconsin city conference since 1901, with much theorizing. As the signal which released the pent-up spirit of endeavor, Pastor J.F. Harders in his opening address at the founding of the high school association quoted a remark of Prof. Koehler's to the effect: "Germans are long on talk and short on action. The way to start a school is to start teaching." And that is the way the Milwaukee school actually got under way (John P. Koehler, The History of the Wisconsin Synod, Sentinel Printing Company, Sauk Rapids, Minnesota, 1981, p. 216).

School was begun under the direction of Pastors Harders and O. Hagadorn and Teacher Sampe. Missouri's Immanuel church lent assistance with the use of space in its school and John Frank of

Grace, Wisconsin Synod, shouldered the cost of equipment. The Lutheran high school was on its way.

The school grew to numbers that were not able to be handled by Immanuel Lutheran. The school grew to 48 students. It moved to 13th and Vine to the old Wisconsin Synod Seminary building which had been vacant for several years. This was the site for the Lutheran High School for over 50 years (E. H. Buerger, The History of the Lutheran High School in Milwaukee, Wisconsin, 1959, p.10).

Things went well for the new high school for the next few years. In the autumn of 1908 a new school building was completed and furnished. This time it was located in a larger area. The total cost of the park, the director's home, which was built on the school site, and the school building itself was around \$40,000 (ibid, p. 11).

How was this new facility paid for? Were there any big fund drives like in the 1980's? Far from it. There was an association, the Evangelical Lutheran High School Association. It was made up of 17 individuals: 2 professors, 5 pastors, 2 teachers, and 8 laymen. During the most critical period in the history of the school these men bore the brunt of the struggle. Their troubles were chiefly financial. The debt which had been incurred at the time of the building in 1908 still amounted to \$23,700 in September of 1914.

There were many different sources that gave these men some help. There were contributions by these members of the association, friends of theirs, tuitions (\$25 per year per student), lectures given for recruitment, school picnics, and the alumni association (ibid, p.12).

The aforementioned groups supported the school for seven more years. Then enrollment went up from 121 to 170 in 1921. A newly formed conference, the Evangelical Lutheran High School Conference, resolved to build a large addition. The support that was previously sufficient was not going to make the payment. So, they decided to have a fund campaign. In the end, they still needed to borrow \$32,000. The total cost of the building was \$50,199.35. The new debt had risen to \$30,200 in 1924.

Times were pretty tough on the high school. They were running out of room again by 1927. The school continued to grow at a tremendous rate. As the numbers in the school grew, so the tuition increased to attempt to cover the expenses. This still was not making the debt decrease. In 1927, it was time for more expansion. This time one man made the big push. Mr. Herman Freihube promised to build a new large north wing to the school on the condition that the congregation would liquidate the old debt which still encumbered the school. By the following January the congregation had promised \$23,000 for debt reduction.

The congregations of the conference by a special effort had reduced the old debt, so that now in October 1928, the total debt amounted to only \$19,425. What a change and relief from the previous amounts! This was very good for the school. Ten years later, 1938, the school began to experience phenomenal growth until October of 1946 (ibid, p.20).

In June of 1946, the conference recommended the purchase of the Story Parkway Site at a cost of \$72,000. They went through with the plan. After its purchase, the usability of this site was nullified by the city's contemplated expressway plans (ibid, p.23). So, they stuck it out where they were for a time. The school had grown to such an extent that the conference talked about forming two separate high schools. On February 20, 1952 the Lutheran High School Association of Greater Milwaukee was formed to look into the proposition of two schools.

In 1953, the congregations of the Lutheran Church-Missouri Synod and the Wisconsin Evangelical Lutheran Synod who owned and operated the Lutheran High School of Milwaukee decided it would be more feasible to build two high schools rather than one great big school. As a result of this thinking, a 15 acre site at 76th and Wisconsin Avenue was purchased. The buyers ran into some legal difficulties which resulted in the selling of this property. But the congregations would not be denied. In 1956 the current site at 84th and Bluemound Road was purchased, this time with no problems attached. The congregations organized a

fund drive, "A Venture of a Faith - the Lord Hath Need of It", in November of 1956 to construct a school which could house up to 750 students (Dedication of Expanded Facilities, October 7, 1979, p.14). This fund drive brought in enough money to get started on the school. The building of the new school began in January of 1958. The fund drive proved to be a drop in the bucket when the final figures were presented at the end of the building program. When the doors opened in the Fall of 1959 to its first classes, the High School Conference faced a \$1,100,000 debt on a \$2,100,000 building. The debt had begun in a major fashion. In terms of today, this debt would be over \$4,000,000.

How was this debt ever going to be paid off by the congregations in the Conference? It was tough enough getting the money for the operating budget. Where would they turn? It was obvious that the congregations were unable to muster-up the funds to handle the debt by their regular giving practices. The fund drive was completed in 1960 with a total of \$1,250,000 raised. Notes and loans that were taken out in 1958 and 1959 were all come due in 1970. They could not do it on their own, no matter how hard they tried.

Thus began a prayer filled march of God's people. The deadline was set for 1970. To fulfill this need, a major congregational campaign was started in the mid sixties. Despite all the hard work and effort of the people the goal was not reached. Operational deficits combined with the debt service ate



into the offering. In one three year stretch the Conference gathered \$225,000 for the debt. They paid out \$205,000 in interest and ran an operating deficit of \$110,000. This was not a very good start to getting out of debt. In effect what had happened was that \$90,000 more was added to the debt.

This was not enough of a problem. To add insult to injury the Synod closed the Milwaukee Lutheran Teacher College. This move took away some of the support the high school was appreciating. The Conference needed something to stem the tide, to get the deficit under control. In 1970-1972, the Conference undertook "Project E", Project Education, to make an attempt of controlling the debt. Pastor Karl J. Otto, chairman of Project E said in a news release:

"The decision to proceed with this program is the result of two years of analysis and reviews by the Conference's Board of Directors consisting of Pastors and laymen and school administrators. In view of all the adversities private secondary education is undergoing today, this is a bold and imaginative plan, for it not only involves elimination of our current debt, but provides for necessary and practical expansion."

The stated purposes of the campaign were: 1) To create a cohesive, enthusiastic sales force essential to the achievement of the Campaign Minimum Need

- 2) To raise the Minimum Campaign Need to permit the WLHS to:
1. Promote Educational Excellence
  2. Retire the existing debt
  3. Expand present facilities
- (Project E - General Campaign Plan WLHS Rm. 124, 1970)

It was a one shot program, from April 16, 1971 to July 15, 1971. In this project, \$900,000 was raised, but there would be no expansion until the previous debts were eliminated. The amount

required to eliminate the debt was \$1,000,000. From 1970-1974, operational deicits added \$394,483 to the outstanding debt. These operational debts very effectively countered the Project E offering.

Wisconsin Lutheran High School seemed to be heading in the opposite direction. They were getting even deeper in debt, as opposed to cleaning it up. There was a bright spot in the next few years. The Conference was able to hold the line operationally for the next few years. The total debt continued to play a significant role in the life and operation of the school.

The 75th anniversary of the school's founding would be taking place in 1978. It was time for another major drive. This was the 75th Anniversary Development Program. The theme: "A Place to Grow" was to lead the way for making a new edition to the school whose program and size had outgrown the original plan.

The 58 congregations that form the supportive High School Conference voted approval for the \$1.5 million expansion in order to assure their youth the kind of education they want and need to face today's world...

(Northwestern Lutheran, Vol.67:1980, p.7)

The drive was also to retire the existing debt. The drive was a three year program and it produced commitments totaling \$1,514,000. The new addition was quickly put in place. There was added a spacious library; a small gym, complete with a side weightroom; a band room complete with plenty of storage space for instruments; an A-V room; a data processing room; a new art

department; and locker rooms for both the young men and women. The addition was completed, but caught in the spiralling inflation, costs jumped, and the dollars that had been gathered decreased in value. Though the new addition was paid in full, the total debt was raised to its high point in June of 1980 when the Conference found itself still in a debt of \$1,747,835.

The Conference was \$647,835 in debt over the original debt begun in 1959. Now what? The Conference could not continue at this rate. They could not have campaigns every four years to cut the debt. So, beginning in 1980 a series of annual campaigns was started.

"Now is the Time" was the first undertaking in 1980. The program seemed to reflect the times. Things had begun to happen in the 1980's that seemed to give the signal of regeneration. There was no time like the present, new techniques and programs were on the market, so why not use them.

"It's Worth It" came into existence in 1981. The push of this drive was to reassure the congregations that the high school was worth the time and effort that they as a conference would put into it. It also stressed the worth of the Christian education that so many young people would be receiving.

"Together in Christ" continued the struggle in 1982. This project brought home the fact that the school was not an

individual effort, but was there to benefit all and to be supported by all.

In 1983, "Wisconsin-Today-Forever" found its place in the campaign to cut the debt. All the above mentioned programs were undertaken to raise the operational support among the congregations so that the Conference could amortize the debt through regular payments. The need, however, to write off the operational deficits drew heavily on the 75th Anniversary offering and upon the fruits of the annual drives.

By the end of 1983 it was obvious another effort would need to be undertaken. Key needs in recruitment and the nurturing of young people had previously fostered a need for a different kind of a program, a people and partnership building effort. The debt needs became an aide to the program. So "PACE" (Partners Advancing Christian Education) was born. This program was a three year, three part endeavor.

PACE was very well organized. Before Partners Advancing Christian Education really got off the ground, there was another PACE undertaken. This PACE was "Planning A Comprehensive Effort.

PACE is the name which has been given to Planning a Comprehensive Effort. Under the guidance of the Board of Directors and the Development/Public Relations Committee, the following have served as planners for PACE: Pastors Ronald Roth, Ronald Heins, and Richard Raabe along with Pastors Borgwardt and Lambrecht (Pastor Ronald Roth, Special Materials for the Steering Committee, WLHS, 1983, p.3a).

In the comprehensive study of the effort some estimates and objectives were given to the committee. The program costs alongside the objectives looked like this:

Objectives	Costs
Plan Development	\$13,800
Increased Enrollments	36,900 - 41,600
Stronger Partnerships	42,000 - 47,700
Increased Financial Support	47,300 - 56,900
Estimated Total (range)	\$140,000 - 160,000

(Elements reflected in this budget: consultant - \$50,000; materials - \$52,000 - 66,200; extra clerical help - 16,000; interest on program - 21,400 -27,200)

Things were looked at and checked over very carefully to insure the best possible evaluation for the program. It had three annual objectives for the three years of the comprehensive effort:

- 1984, increase enrollment in our Lutheran schools, both elementary and secondary;
- 1985, develop stronger partnerships of home, school, and church in support of our students during their school years;
- 1986, gather funds to eliminate Wisco's indebtedness, to provide for improved maintenance of Wisco's building and facilities and to enhance the educational programs of our school.

According to the plans each annual objective will be pursued for a period of three years following the introductory year. (Pastor Ronald Roth, Special Materials for the Steering Committee, Planning A Comprehensive Effort, WLHS, 1983 p.3b)

PACE set up a proposed schedule for the three year undertaking. It was broken down by month and year. The schedule was very comprehensive and clear for each person involved to understand. Between January and May of 1984 things would be getting under way. The chairman would be selected. The steering committee would be appointed by the conference and

congregations. A goal committee for the first goal would be appointed. The theme would be selected. The congregations would approve participation in goal #1. There would be a survey follow-up, along with a progress report to the May Delegate meeting (Proposed Schedule for PACE, Board of Directors, 1983). This is only a taste of the way the committees set up the schedule for the program. You may want to consult Appendicies for further information and a chart layout of the entire schedule.

In each phase of PACE the members of the congregations were given the layout of what was expected of them and how they were to carry their duty out. The members of each committee were also made well aware of their role in the programs. No one should have been in the dark when it came time for things to happen.

PACE, phase I, focused on "seeking", bringing more of God's young people into congregational programs of Christian education, both at Wisconsin Lutheran High School and locally at the congregations.

PACE, phase II, emphasized "surrounding", helping home, church, and school to work together as partners in the nurturing of God's young people.

Nurture says it all. More than anything else, PACE is nurture. That's the heart of PACE goal II, Surrounding. PACE looks for opportunities to nurture precious saving faith. Accordingly, the FAMILY OF GOD series identifies 30 topics where the nurturing of

faith is applied specifically... The FAMILY OF GOD series, developed by PACE but published by Northwestern Publishing House is meeting a real need. The series has been advertised throughout the Synod. Within a couple weeks, more than 100 congregations have ordered copies... (Wayne Borgwardt, PACE Progress, November 1985).

Finally, there was PACE III. In this phase of the program the concentration was on "support". It had a goal of \$4,000,000. The largest portions of this campaign were designated for first of all debt payment and then for the refurbishing of the school building structure itself.

PACE was more than a financial program and endeavor - it was in its own right a form of spiritual renewal. It offered and gave to those who became a part of it. PACE showed the participants what they would be receiving from their investment, namely, well-rounded, Christian young people to serve their Lord in the years to come.

PACE had done what no other program or campaign was able to do in the past. It did what was not done for over 25 years. It cut the cost of the debt so that by 1985 the debt was no longer impacting the operational. Its costs were assumed by PACE. The Lord had truly blessed the efforts of PACE. Things were looking so bright for the future that some long needed salary increases were granted to the faculty of Wisco.

PACE continued its pace and monies continued to come in for the advancement of Christian education. In an interview on May

10, 1989 with Mr. Dan Krueger, the present Director of Development of WLHS, some things were made very clear to the writer. Mr. Krueger said:

"PACE is an ongoing process, not a project or program. PACE, phase II, "surrounding", is still working and will continue to work as long as there are children to be nurtured...Phase III will officially end on June 30, 1989. However, the congregations will be given an opportunity to continue their support. As a matter of fact, some congregations asked if they could."

This last statement indicates just how successful the process of PACE really was and still is. The process of PACE will never fold as the programs and projects did early in the history of the battle against the debt, as long as the members of the congregations see the need and the benefits of being Partners Advancing Christian Education. It will remain around as long as people see it as more than a money raising program. There was plenty of joy felt by all involved, when on December 13, 1988, the final check on the debt was sent to the lender, AAL (Aids Association for Lutherans). Today, the \$94,000 in notes still outstanding are covered by escrowed PACE dollars. The school's debt is covered. If everyone completes their PACE commitments the school should have close to \$400,000 toward the \$1.4 million dollars needed for the much needed equipment and refurbishment (Kenneth Kremer, Great is the Lord and Most Worthy of Praise, insert: A History of the WLHS Debt, 1989).

The Lord has graciously lifted the financial burden that was begun thirty years ago for this Christian education



institution. The struggle was hard and long. The man hours were great. The prayers and petitions of the believers were heard by a gracious and powerful God and Father. The debt has been paid. The mortgage has been burned.

This could not have come about by the efforts of an individual or from a small group. This great day was made possible by the efforts of many individuals joining together for a common cause. As we reflect on this paper and the way in which the high school battled its way to the burning of the mortgage, we can see what one thing was common to all the programs employed, unity. Getting rid of the debt of the school was a joint effort, partners, people working together for the advancement of Christian education. On February 5, 1989, the gathered assembly at Wisconsin Lutheran High School could truly rejoice and sing: Great is the Lord and most worthy of praise. The struggle was over. The deed was done. The mortgage had been paid in full.

There were many programs and projects used by Wisconsin Lutheran High School to retire its debt and pay off the mortgage. You had your one year programs to raise money for the immediate crisis. You had your programs to raise money for some special event in the life of the school. You had projects undertaken for a couple years. Then you had the process that covers all of the above. One thing that the writer has learned from the study of this topic is the fact and realization that raising money is not and cannot be a one shot deal, nor can it just look to receive

financial support. A successful process is one that has the people well aware of what God's Word has to say on the subject and how they can be a part of God's plan for the advancement of His kingdom.

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PROPOSED SCHEDULE FOR PACE

In May of 1983 the Wisconsin Lutheran High School Conference Delegates authorized the Board of Directors to prepare initial plans for a comprehensive, Conference-wide effort. This phase of the program became known as PACE (Planning A Comprehensive Effort). Much planning has been done and between September and December it was presented to congregational leaders, pastors, and delegates for their suggestions. The proposed schedule below is the result of Conference and Board work.

SCHEDULE FOR 1984

JANUARY TO MAY

If PACE plans approved by Delegates:

- Delegate decision announced
- Chairman selected
- Steering Committee appointed (Conference & Congregation)
- Goal Committee (#1) appointed (Conference & Congregation)
- Divisions organized throughout Conf.
- Theme selected
- Enrollment program (Goal #1) launched
- High School Sunday (March 25, 1984)

Congregations approve participation in Goal #1

Survey follow-up continues

Progress report to May Delegate Meeting

Advisory committees convened

JUNE TO AUGUST

Enrollment programs developed, organized and presented

Schools selected for pilot enrollment program

Basic communications documents prepared

Goal Committee #2 appointed (Conference)

Planning sessions for Goal #2

- Congregation Steering Committee
- Congregation Goal Committee
- Division leaders appointed & convened

SEPTEMBER TO DECEMBER

Enrollment programs at work in congregations

Plans for Goal #2 presented to Delegates

Special events for enrollment in Conference & Congregation

High School Sunday (October 21, 1984)

Congregations approve participation in Goal #2

Goal Committee #2 organized (Congregation)

- Materials prepared
- Orientation of division leaders

Advisory panels convened

Annexed Memo

SCHEDULE FOR 1985

Follow-up activities for Goal #1

High School Sunday, March 10, 1985

Goal #2 program at work in congregations

Goal #2 Committee appointed in January

Initial plans for Goal #3 presented in May

Advisory panels convened

Planning Committee sessions for Goal #3

- Congregation Steering Committees
- Congregation Goal Committees
- Division leaders meeting

Follow-up activities planned for Goal #1 and #2

Evaluation of Goals #1 and #2

High School Sunday, October 13, 1985

Final approval for Goal #3 in September

Congregations approve participation in Goal #3

Programs for Goal #2 at work in congregations

Follow-up for Goal #1

Special events on behalf of Goals #1 & #2

Organization of Congregation Committees and programs for Goal #3

Advisory panels convened

Appendix A

SCHEDULE FOR 1986

High School Sunday, March 2, 1986

Goal #3 program at work in congregations

Special events for Goal #3 in Conference and Congregations

Follow-up for Goals #1 and #2

Special report to Delegates in May

Evaluation of Goals #1, #2, #3

Follow-up plans for all goals developed

Concluding Conference-wide Thanksgiving service

Follow-up plans for all goals presented to Delegates

PLANNING SHEET FOR MATERIALS

BASIC DOCUMENTS

	CASE STATEMENT	EXTENSION DOCUMENT	CONSTITUENT SURVEY	PACE(OR THEME) BROCHURE
1. General description	A document that states purpose, history and future of Wisco. Should eventually be a high class production, perhaps 20 pages in length.	This document is complete or nearly so. It presents the "Extension" principle and discusses the implications for congregations and for Wisco.	This report summarizes the key findings of the survey conducted in the summer of 1983. It provides much positive data that supports PACE activities.	When planning for PACE is reasonably complete, perhaps after January delegate meeting, a brochure for mass distribution should be prepared. It should tell the PACE story, annual themes, list publication and events. It should invite interest and response.
2. Preparation:				
a. By whom:	Wayne Borgwardt	Ronald Roth	Consultant	Consultant, if requested
b. By when:	Complete by 9/1/84	For immediate use	Completed	Immediately following January delegate meeting
c. Comments	An outline for this document is complete. It should be developed in parts for presentation and discussion by key groups	This item should, when complete, be printed for comprehensive use. It should be adopted as a policy statement for the Conference.	This document should be condensed and published in a brochure for mass use during first two PACE years.	Perhaps brochure can include names and pictures of Steering Committee.
3. For use by				
a. Whom:	For presentation and discussion by: pastors; elementary teachers; delegates; parents at enrollment time	Conference congregation and members, for faculty and Board.	The report itself should be a resource of information for use in a variety of publications, articles and "releases". The brochure should be used as a key recruitment piece.	For congregation members and all Wisco family.
b. When:		For immediate use	Consider using data in some future "media" piece.	February, 1984

Appendix 15

BASIC DOCUMENTS

<p>4. Implementing suggestions</p>	<p>This document should be given official status for all congregations - pastors and delegates</p>	<p>Congregation pastors and presidents should place this on agenda of congregation boards and committees. Faculty and Board should study and develop a plan for implementation.</p>	<p>It is important that Board and faculty continue their follow up to deal with negative factors revealed in the report.</p>	<p>Distribute and discuss at all scheduled meetings. Use as bulletin insert item.</p>
<p>5. Dates on planning calendar</p>	<p>Place on agenda of regularly scheduled meetings of key groups.</p>	<p>Place on agenda of regularly scheduled meetings of key groups.</p>	<p>Include on agenda of planning groups.</p>	<p>Immediately following January delegate meeting</p>

Appendix C

PLANNING SHEET FOR MATERIALS

WORSHIP MATERIALS

	SERMON OUTLINES AND TALK SHEETS	SPECIAL PRAYERS	SPECIAL HYMNS
1. General description	Talk sheets can be very effective for sharing the message of Christian education in a manner that congregation members can participate as they follow with the talk sheet. Some pastors may even engage congregation members in conversation during the message presentation based on the talk sheet. Outline for use by pastors who prefer not to use talk sheet.	Prayer will be an important aspect not only during worship but in the light of individual congregation members. It is suggested prayers for worship services as well as others be prepared in advance which enables members to pray specifically toward the accomplishments of the PACE goals and objectives.	Perhaps someone is available within the Conference that has the ability to write hymns. This can be done relatively easily using an existing well known melody. One or several hymns can be utilized very effectively to draw attention to the goals of Christian education.
2. Preparation:			
a. By whom:	Steering Committee of Annual Theme Committee	To be supervised by Annual Theme Committee	Annual Theme Committee
b. By when:	When committees are appointed		When committees are appointed
c. Comments:	A great way to involve people		
3. For use by			
a. Whom:	Congregation worship	Congregation worship	Congregation worship
b. When:			
4. Implementing Suggestions			
5. Dates on planning calendar			

Appendix U

PLANNING SHEET FOR MATERIALS

PROMOTIONAL MATERIALS

	BULLETIN INSERTS	BULLETIN MESSAGES	POSTER DISPLAYS	ENVELOPE STUFFERS
1. General description	The plan suggests that an insert for congregation bulletins be provided Conference congregations 5 to 6 times per year during PACE years. Inserts should cover PACE news, Wisco news and one "topic" per insert. Special designs should be developed using logo. This does not preclude use of other insert items.	On a monthly basis, prepare a page of short messages for use by pastors for inclusion in Sunday bulletin or other publications. Messages should be thought provokers in support of education, family life and congregation well-being.	The goal would be to locate spaces, perhaps 2½ X 3 in the churches and schools for display of PACE theme and materials. A person on congregation committee should be responsible for finding a space and keeping display current. A display board should be provided by the Conference.	The idea is to prepare postcard size message cards monthly to be used with every piece of mail that goes out from Wisco. (A very low cost item) Messages (like bulletin messages) should be thought provokers re. Christian education, family life and congregation support.
2. Preparation:				
a. By whom:	Lambrecht (with consultant) general editor and manager.	Committee chairman with consultant.	The Annual Theme Committee (3)	Messages should usually be signed by superintendent. Consultant would be pleased to provide copy for these cards.
b. By when:	Schedules for year should be developed in January, 1984	Begin January 1984 and continue thru PACE years.	Begin as soon as logo and theme are selected	Begin January 1984
3. For use by				
a. Whom:	Leaders and congregation members	By pastors, principals and others in charge of congregation publications.	Congregation PACE committees.	Staff members in charge of mailings.
b. When:	On regular basis during PACE years.	Regularly beginning January 1984.		

Appendix 1



PROMOTIONAL MATERIALS

<p>4. Implementing Suggestions</p>	<p>How can we be sure that congregations will use inserts and that pastors will encourage people to read them?</p>	<p>Message used for envelope stuffers can be included in monthly releases.</p>		
<p>5. Date on planning calendar</p>		<p>Placed on monthly task sheet</p>	<p>Monthly task calendar</p>	<p>Monthly task calendar</p>