

The logo for 'Ablaze!' features the word 'Ablaze!' in a stylized, flame-like font with a yellow and orange gradient. Below it, the words 'Fan into Flame' are written in a bold, sans-serif font, with 'Fan into' in black and 'Flame' in red.

Fan into Flame

Frequently Asked Questions

Q: What is Ablaze!?

A: In light of the fact that two out of every three people in the world today have no relationship with Christ, The Lutheran Church—Missouri Synod and its 29 partner and sister churches worldwide have initiated the *Ablaze!* movement to reach 100 million people with the Gospel by the year 2017. By resolution at the 2004 Synod convention, LCMS members, pastors, congregations, and allied organizations endorsed *Ablaze!* to deliver hope and spiritual renewal by communicating the saving message of the Gospel.

Q: What is Fan into Flame?

A: *Fan into Flame* is the capital fundraising campaign endorsed by the 2004 Synodical Convention that will secure \$100 million in new money (over and above current World Mission budget) to help reach the *Ablaze!* goals. The first major campaign of The Lutheran Church—Missouri Synod in 25 years, *Fan into Flame* will touch all districts and congregations, helping all Lutherans take a quantum leap in their ability to minister to the lost.

Q: Why do we need a capital campaign?

A: In order to support the *Ablaze!* goal of reaching 100 million people with the Gospel, new money — over and above current mission budgets — is necessary. These funds will assist in revitalizing congregations, developing programs to empower the laity, calling additional missionaries for work in national and international mission fields, and planting new ministries at home and abroad. We will also create a mission opportunity fund that will position LCMS World Mission to respond when new mission fields open and provide immediate assistance to missionaries during times of civil unrest.

Q: How can I give?

A: A *Fan into Flame* donor can participate at a number of levels: congregation, district, and Synod. The comprehensive campaign plan is broken down into two primary phases: Synod Major Gifts and District Campaigns. Participating districts will conduct individual *Fan into Flame* campaigns at the

congregation level. These campaigns are scheduled to run from January 1, 2007 to the end of 2009. The Synod Major Gifts phase is scheduled from January 2006 to the end of 2007. Extraordinary pledges of \$50,000 or more, payable over 5 years, are considered “major gifts.” Early success in major gifts is critical as these pledges build momentum and raise the sights of all members of what can be achieved through this effort.

Q: How will my congregation participate?

A: Every congregation is invited to participate. This decision will be made by your church’s leadership. You will receive professional guidance throughout your local campaign to help conduct *Fan into Flame* along with materials that personally encourage support.

Q: When will my congregation participate?

A: Congregations are asked to participate during a brief 12-week timetable within your District’s campaign schedule between 2007 - 2009. Most District campaigns will be divided into a series of phases, so the exact dates may not yet be determined. Your District’s timing will be determined by its leadership in the near future. You may wish to call your pastor or District office to learn more. When your District’s timetable is set, campaign staff members are available to work with you and your pastor to better determine timing locally.

Q: How long will Fan into Flame be conducted?

A: The campaign will be conducted throughout the Synod through 2009. Districts will participate in one of three “blocs” of activity, each of which is approximately 12 months long. Congregations are asked to conduct the *Fan into Flame* campaign during their District’s bloc. Within congregations, the length will depend on the size of the congregation, but no more than 12 weeks.

Q: What will my congregation receive?

A: Your church will receive a portion of all money raised from its members to fund its own mission projects designed to reach out to the uncommitted or unchurched with the Gospel presentation in your community. More importantly, each congregation that participates will provide new resources for the largest

mission initiative our church body has undertaken. You will help to fulfill the *Ablaze!* goals locally and globally, funding vital new ministries designed to spread the Word to those most in need of Christ's love.

Q: Do districts receive any new money from this?

A: Yes. Each district will receive a share of the money raised by its congregations and through any major gifts it receives. Districts will use this money for new mission initiatives as part of their commitment to *Ablaze!*

Q: Do we still need to give to district and Synod for mission outreach?

A: Yes. *Fan into Flame* is an historic initiative designed to fund new and expanded mission programs at all levels within the Synod, its Districts and congregations to fortify *Ablaze!* It is important to maintain support of critical existing programs and ongoing ministries. Therefore, the money you and the congregation give to current mission work is just as important and needs to be maintained.

Q: Do I make a pledge or a single gift?

A: We ask that you consider a sacrificial 3- to 5-year pledge to support *Fan into Flame*. With a goal of raising \$100 million, it is important that each member consider a multi-year pledge. These types of gifts will allow donors to make more significant gifts than if they were limited to a one-time contribution.

Q: How are gifts payable?

A: Gifts of \$5,000 or more may be paid over five years. Gifts less than \$5,000 may be paid over three years. All pledges may be paid on a schedule of your choosing, such as monthly, quarterly, semi-annually or annually. You may also make a gift on your credit card or through the sale of appreciated securities such as stocks or mutual funds. Other forms of giving can be considered; contact the campaign office for more information at 1-800-977-2017.

Q: Can I make a gift of appreciated securities?

A: Marketable securities that have appreciated in value are frequently used for charitable giving. Regardless of how long you have held the securities, you will not realize any gain on the transfer. If you have held the securities less than one year, you can take an income tax deduction of the lesser of the fair market value or what you paid for them. If you have held the securities for one year or more, you can deduct the full fair market value. Our staff is experienced in assisting

donors with gifts of securities. If you are considering making such a gift, please contact us at 1-800-977-2017. We will be happy to work with you and your bank or broker through each step in the gifting process.

Q: How much will this campaign cost?

A: *Fan into Flame* is designed to have the lowest reasonable operational expenses to allow the maximum amount of new funding to work in the mission field. Anticipated costs for all aspects of its daily management for three years, material production, pledge collection and professional counsel are budgeted at no more than 10% of the goal.

Q: How will we track the progress of new critical events?

A: To help all Lutherans keep track of critical events, the LCMS has set up a counter located on its website: www.lcms.org. Just click on the *Ablaze!* Movement link. This counter tracks how many times the love of our Lord and Savior Jesus Christ is shared with those who don't know him. As you reach out to the unchurched and uncommitted, we invite you to record your events on this website. This way, all can celebrate progress toward our goal and applaud all who helped this historic mission movement.

Q: How can I learn more?

A: Talk to your pastor or call the campaign office in St. Louis at 1-800-977-2017. You can also learn more about *Ablaze!* by clicking on the link found on the Synod's web page at www.lcms.org.



LCMS WORLD MISSION

The Global Gospel Outreach of  THE LUTHERAN CHURCH
Missouri Synod

LCMS WORLD MISSION SUPPORT

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