

*“Do not be conformed to this world, but be transformed by the renewal of your mind ...”*

– ROMANS 12:2

DEAR PASTOR,

**Lutheran Hour Ministries wants to partner with you in reaching your community.**

All around you, you can see the results of a seismic shift in our culture. Last year only half of all Christian churches saw even one person come to faith in Jesus. This year 4,000 churches will close. Every year, 8 out of 10 college students who grew up Christian give up going to church. We no longer live in a “Christ-following” culture.

At Lutheran Hour Ministries, we know that some things haven’t changed. As human beings we are still sinful creatures, who cannot free ourselves from sin or its consequences. Salvation is still found in the Name of Jesus alone. God’s Word is still Truth. God still calls believers to the work of reaching out to those who don’t know Him.

Now is the time *for rescue—for restoration—for renewal*. Partner with us in responding to God’s call.

Why? For one thing, we’ve worked hard to earn your trust. For more than 80 years, Lutheran Hour Ministries has reached out with the Gospel every week through **The Lutheran Hour®** radio program. For another, Lutheran Hour Ministries can help energize your congregation with programs and resources designed to enhance your witness and outreach:

- **MISSION U**, a workshop- and webinar-based witness-training system
- **Regional Outreach Conferences (ROCs)**, local outreach training conferences
- **International Ministry Partnerships**, in-depth collaboration with LHM overseas outreach efforts including short-term mission trips
- **Five14**, outreach-focused events for teens
- **Men’s NetWork**, a program designed to help men re-connect with the life of the church
- **Operation Barnabas**, a program to reach out to members of the U.S. Armed Forces
- **Spanish-language resources, children’s resources** and more

To help us help you, we ask that you celebrate **Lutheran Hour Ministries Sunday** in 2012. The enclosed DVD and other materials offer a variety of worship and program ideas you can use to build awareness and enthusiasm for a ministry partnership that helps you touch hearts and souls with the Gospel. The official date for **LHM Sunday 2012** is February 5—but **LHM Sunday** is something you can celebrate whenever your calendar permits.

We encourage you also to support **Lutheran Hour Ministries** financially. Giving envelopes are available for individual use. This year, generous supporters with a passion for our ministries have offered to match donor gifts *dollar for dollar* up to a total of \$50,000—which means your gift can support twice as much ministry!

In appreciation for your church’s support of **LHM Sunday**, we will provide incentives that will assist your congregation’s efforts. Every congregation that raises more than \$1,000 for **Lutheran Hour Ministries Sunday** will receive two tabletop **Project Connect** Junior booklet displays stocked with booklets. Congregations that raise more than \$2,000 can also host a **MISSION U** course in 2012 for HALF PRICE!

Now is the time for rescue, restoration and renewal in faith and in the Body of Christ. God can work through our partnership to accomplish that. We are Lutheran Hour Ministries. Partner with us in reaching the lost.

In Him whom we serve,



Bruce E. Wurdeman  
Executive Director, Lutheran Hour Ministries

**LUTHERAN HOUR MINISTRIES**  
**Sunday 2012**