

The logo features the word "LAUNCH" in a bold, grey, sans-serif font. A dynamic, multi-colored swoosh (red, blue, green, yellow) curves around the letters. A red arrow-like swoosh points upwards from the end of the word.

LAUNCH

THE MOMENT WE'VE BEEN WAITING FOR

“ Forgetting what lies behind and straining toward what lies ahead, I press on toward the goal and win the prize for which God has called me heavenward in Christ Jesus. ”

Philippians 3:13-14

A wooden structure, possibly a piece of machinery or a decorative element, is set against a stone wall. The structure consists of a wooden frame with a metal basket-like top. The wall is made of large, light-colored stone blocks. The overall scene is lit with warm, natural light.

Legacy

“ You must live in the present,
launch yourself on every wave,
find your eternity in each moment. ”

Henry David Thoreau

St. John enjoys a **long legacy of launch.**

Where
We've
Been.

begin ▶

1851

- ▶ Twenty families "launch" a mission on the Western edge of St. Louis County called Concordia Evangelical Lutheran Church.

1871

- ▶ A "launch" pad is built of logs on Reinke Road in Ballwin.

1874

- ▶ A bigger "launch" pad of 25 acres is acquired on Manchester Road. *They had plans!*

1956

- ▶ God "launches" St. John into rapid growth in the 50's & 60's. In 1956, a bigger church was built.

1962

- ▶ A new school is completed.

1967

- ▶ A gymnasium is added.

1990's

- ▶ A new area is "launched", as the campus goes under constant expansion building a new Worship Center, Youth Center, Ministry Center and the Next Generation Center.

2010

- ▶ Now it's our privilege to "launch" a ministry for generations to come.



M | V | S

Mission
Vision
Strategy

Mission

To save the lost and strengthen the saved to live bold and courageous lives of Christian witness before a non-believing world.

Vision

A church partnering with the people of our community to offer faith, hope, and love to the world through an emphasis on compassion, Christian service and the Next Generation.

Strategy

- 1 Be a community-focused church.
- 2 Lead people to discover, accept and live out their calling—LIFEjourney.
- 3 Commit to the Next Generation as today's priority.



CHALLENGE

*How to put this into action? In our church?
In our community? In your life?*



Challenges

Many of our challenges are really opportunities in disguise. St. John strives to always move forward, meeting challenges and living boldly. There are many areas where we can grow and adapt to meet our community where they are and effectively spread the Good News of Jesus.

Challenges
We
Face.

- ▶ Warehouse maxed out, standing room only.
- ▶ Reclaiming Cornerstone for Youth Ministries and widening their reach into the community.
- ▶ Lack of ability to live-stream our services and share them with people worldwide.
- ▶ Website needs revamping to make it more user friendly and informative.
- ▶ School attendance has skyrocketed from 407 in 2005 to 505 students for the 2010–2011 school year.
- ▶ Continuing to impact people in the city of St. Louis, Wyoming, Alaska, Belize and beyond through global mission work.
- ▶ 1 in 3 people in West County are unchurched, we have much work to do.

“ Accept the challenges so that you may feel the exhilaration of victory. ”

General George S. Patton

So what's next for St. John?

To be relational, intentional and relevant, we will adapt to reflect our culture and work to meet the people of our community where they are, not where we want them to be.

Our look and feel may change, but our commitment to teaching biblical truths will not. Live video feed at services will bring the worshippers together in an impactful way.

Services will be live-streamed to allow even more opportunities for anyone to participate.

We will continue to reach out to the younger generations, which surveys reveal to be more spiritual but less religious than previous generations. As the largest generational

group since the Baby Boomers, Millennials—those born after 1980—provide a large challenge to the organized church, and with many of them starting families, the time to reach them with the Good News of Jesus is now.

St. John has always been committed to mission work, and moving forward we plan to become more strategic in how we do missions. In addition to some of the great work we are doing in College Hill in St. Louis, Belize and other places, watch for increasingly targeted mission opportunities that are closely aligned with our mission and vision as a church. We're talking the chance to be "boots on the ground" locally, nationally and globally and truly change lives.

What's Next?





“ Lead, follow or get out of the way. ”
Thomas Paine

Are you ready to Launch?

Our *Launch* goals are easy to measure but challenging to reach.

100% participation. Is that goal crazy huge? Absolutely, but so is our God. We want everyone to experience the blessings to be found in working and sacrificing for God's Kingdom. Let's all step out in faith together and make this happen.

Raise \$5 million. Again, an audacious goal? Yes. But totally doable, with your help, your gift and your prayers. And how better to honor our God than with an audacious effort?

4 Levels to our Giving Goal

High \$0–\$3 million
On our way, but so much more to do!

Higher \$3–\$4 million
A bit harder, requires **some sacrifice** by **everyone**.

Highest \$4–\$5 million
A lot harder, **big sacrifices** by **everyone**. Let's face it, as a community and as a nation, we have been blessed with so much. But it all comes from God. When we willingly—and cheerfully—give it back to Him we help restore the balance and learn to trust in Him and grow in faith.

Sky-High \$5 million+
Talk about reaching for the heavens! Remember in Luke where Jesus says, "To those whom much has been given, much is expected"? He's talking about us. Christians. In America. In West County. We may be uneasy with what's going on in the economy, but honestly we still have a lot to give. If we lose the fear, gain some trust and give a lot we can knock this one out of the park for God. How's that for a challenge?

- ▶ 100% participation.*
- ▶ \$5 Million.

*We are shooting for 100%... but for measuring and tracking purposes, our specific target is 3,500 people making pledges.



Goals

“ For I know the plans I have for you,” declares the Lord, “plans to prosper you and not to harm you, plans to give you hope and a future.”

Jeremiah 29:11

1 Strengthen the Base of Operation:

20% of the Financial Effort's Goal

- ▶ \$500k—10% of funds—over the next three years to ensure no greater financial imposition on the General Fund other than routine cost of living increases for existing staff.
- ▶ These funds will allow the possible acquisition of three additional staff positions over the period of the funding effort while encouraging the ongoing and constant reassessment of existing needs and reassignment of personnel to maximize effort while minimizing financial expense.
- ▶ \$500k—10% of funds—minus the consultant fee and operational costs for the financial effort, to be used for the acquisition of needed technology for live-streaming services, website enhancement, camera placement, lighting and staging for the future worship needs of the ministry. It may or may not be used for space acquisition, to be determined only after we have maximized existing facilities and local strategies.

2 Secure the Future:

60% of the Financial Effort's Goal

The Board of Directors in association with the Strategic Leadership Staff will propose a plan to ensure SJ's long-term financial liability—outstanding mortgage vs. designated funds—will be improved at the end of the campaign period by nearly 50%, from \$11.5 million to \$6.1 million in financial liability. These figures include the use of resources from Mission 24/7 and payments made to reduce our indebtedness during the life of the campaign.

3 Serve Others As We Go:


20% of the Financial Effort's Goal

- ▶ \$150k will be used from the designated Missions Fund to establish a separate 501(c)(3) mission effort to direct the activity of mission outreach of SJ's congregation and our community. This is part of the expectation of the synodical *Ablaze!* effort to ensure local mission efforts as an expression of the greater national and international efforts of the LCMS.
- ▶ \$850k to be distributed to current mission projects in the city of St. Louis and Belize and through the mission efforts of the LCMS *Ablaze!* campaign. Pastor Garrett and the Strategic Leaders will work closely with LCMS national leaders to ensure that two to four mission projects are adopted that reflect the mission and values of SJ's congregation. These projects will be specific mission efforts with which we can form an ongoing association over the course of the campaign and hopefully beyond.

Strengthen.

Secure.

Serve.



“Some people want it to happen,
some wish it would happen,
others make it happen.”

Michael Jordan, NBA Player

Objectives

What if this, right now, could be your personal *Launch* moment?

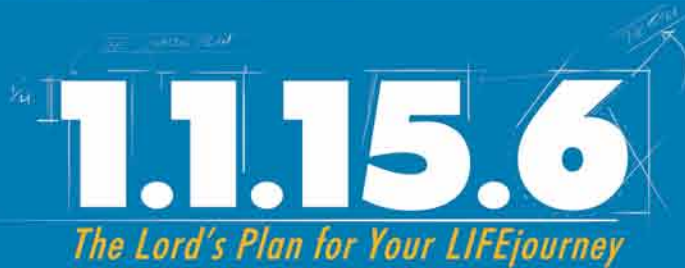
► The fact you are here means God has a plan for your life and a bright future for you.

At St. John we are dedicated to helping each other live out a LIFEjourney that is supremely meaningful and impactful. We will impact our world when all of us who are a part of St. John embrace our calling as God's people and live a life of faith and service out in our world.

Right now is truly the moment we've been waiting for. *Launch* will position St. John to be a church that helps even more people launch into a personal relationship with Christ. *Launch* will help each of us who are already here to launch into a future filled with intense meaning and the honor of being used in God's worldwide work. But like all good things, it won't happen without taking risks, stretching ourselves and sacrificing a life that may be comfortable, for a future filled with possibilities.

Launch isn't only about St. John as a church. This is truly the moment you've been waiting for too. Let this be your launch moment. The best is yet to come.

God has a plan.



- 1 Give **ONE** day a week to God in worship & rest.
- 1 Be some **ONE** to another person for whom Christ died.
- 15 Spend **FIFTEEN** minutes each day in a faith-building discipline.
- 6 Live the **SIX** other days serving God by serving others.

A person in a black wetsuit is kiteboarding on a blue ocean. The person is seen from behind, holding the kite's control bar. The kite's lines extend upwards out of the frame. The water is a vibrant blue, and there is a splash of white water behind the person. The sky is a clear, light blue.

“ Only those who will risk going too far
can possibly find out how far one can go. ”

T.S. Eliot

Launch Your **LIFE**journey

What does this mean to you?

All gifts are different, just as each person, and each family, is different. We are all uniquely made. Your gift is between God and you. Don't do nothing because you can't do a lot. Do what you can. Little efforts, taken together, can become big events.

We want everyone to participate, to experience the blessing from giving, and learn to lose the fear and build the trust.

So how do we reach our audacious goal of \$5 million?

- ▶ A gift of \$25,000 or 6,494 Venti Skinny Vanilla Lattes
- ▶ A gift of \$17,000 or 680 rounds of golf at a public course
- ▶ A gift of \$11,000 or 2,506 McDonald's #2 Extra Value Meals

To make it Sky-High? Add in the cost of:

Whipped cream (yum), private course (swanky) and supersize it (you know you want to).

The point is just a little more giving can really add up to a lot.

How to Get Involved

PRAY In order for *Launch* to be successful we've got to launch it with prayer. Pray constantly. Pray for God's wisdom and guidance for our church during this effort. Pray for the courage to step out in faith and trust that God will provide. Pray to grow in response to God's generosity as you commit to use your financial gifts for His glory. Pray for those who will be reached, encouraged and blessed through our ministries, including those people we will directly impact for Christ in mission work as a result of *Launch*.

GIVE We believe God has called us to do big things here at St. John, and *Launch* is a great way to start. We need everyone in our congregation to participate in this big effort. Everyone's ability is different, but we do need you to do something. Anything. What can you give? That's between God and you. The best way to figure this out is by asking Him through prayer—see *above*.

SERVE Chances are you're already serving either here at St. John or in some other capacity. Success with *Launch* will translate into an even more vibrant and effective church with more opportunities for service than ever before. We'll need passionate people to help us continue to meet the needs of our community and missions. Take stock of who you are and how you can make a difference. Then go do it. But remember to seek God's guidance—that's prayer again.

Pray.
Give.
Serve.



What does this mean to you?

“Not everyone can do the same thing,
but everyone can do something.”

Stephen Hower

What does this mean to you?

LAUNCH

How to Give

What might God do through you?

▶ Here's a sample giving chart illustrating the impact of different levels of giving over three years. We need people to give at all levels to make *Launch* successful. Some gifts will be bigger than others, but every gift matters. What can you give?

“ For where your treasure is, there your heart will be also. ”

Matthew 6:21

Weekly	Approximate Monthly	3 Year Giving Total
\$300	\$1,200	\$46,800
\$250	\$1,000	\$39,000
\$225	\$900	\$35,100
\$200	\$800	\$31,200
\$175	\$700	\$27,300
\$150	\$600	\$23,400
\$100	\$400	\$15,600
\$75	\$300	\$11,700
\$50	\$200	\$7,800
\$35	\$140	\$5,460
\$20	\$80	\$3,120
\$15	\$60	\$2,340
\$10	\$40	\$1,560
\$5	\$20	\$780
\$1	\$4	\$156

Launch Your Life.

Launch St. John.

Launch a LIFEjourney.

Is it worth it?

God's top 3 priorities:

Faith

Hope

Love

frequently asked questions.

We just finished Mission 24/7. Why do we need another funding effort?

This effort is about the heart of our ministry. For the past 20 years we have played catch-up to provide the facilities and staff that our mission demands. Now is the time to leverage those resources to reach out to the community near and far. The Lord has asked us to take up our cross and follow Him as our first priority. We will rest when Jesus calls us home. Until then we have our marching orders.

I'm currently giving to the General Fund. Can I just re-direct those gifts to Launch?

No, that wouldn't help our ministry move forward as it would be simply moving funds around. We believe the Bible teaches that the tithe should be made to the general fund allowing God's people to determine as a group where His money should go. Gifts to *Launch* and other outside ministries should be made from gifts beyond the tithe. For a more detailed study of this answer please see "Where should I give?" on our website at www.stjstl.net. It can be found by clicking on About Us and then on Position Papers.

Shouldn't we just preach tithing to members and not do another campaign?

We believe that people are truly blessed in many ways when they give generously. Giving over and above requires a leap of faith and overcoming fear. Don't let the "what ifs" creep in. Instead, by living boldly and giving generously to God we allow ourselves to see His awesome power and His promise to overcome our fears and work in our lives. Don't be held back by fear. Give God a chance to fulfill His promise to work greatly in those who work and give for Him.

How much debt does St. John have?

We have \$11,465,000 in accumulated debt. In the last 20 years we have erected a campus and expanded our reach exponentially. From a new roof on the gymnasium, parking lots, fire hydrants, playgrounds and ball fields, to construction of multiple buildings, nearly \$30 million in capital improvements have been achieved. By reducing our indebtedness, we will dramatically increase our capacity for ministry.

Why does it make sense to retire the debt?

Using a portion of proceeds from this funding effort to pay down the debt is part of an overall financing strategy that has been proposed by the Board of Directors in association with the Strategic Leaders of St. John. This strategy will allow for the use of funds currently on hand from the M24/7 campaign, as well as *Launch* funds, to reduce our debt liability by nearly 50%. Paying down the debt will allow us to lower our principal and interest payments while still retiring the debt completely, as scheduled, in 2028. Not only will reducing our debt liability put us in a better financial position, it will also result in the ability to dedicate more resources to the ministry.

Why would we create a separate 501(c)(3) entity for mission work when we're already doing mission work?

Having a separate nonprofit entity for mission work at St. John accomplishes two major things. First, as a nonprofit agency, donations to our missions 501(c)(3) organization would be tax deductible for our donors and may be a source of matching gifts from corporations as well as grants from foundations. Second, it will encourage members of our community who want to go on a mission trip, but aren't church members, to become involved, increasing our reach into both the community and mission work.

What kind of mission projects will we be supporting through Launch?

St. John has practiced a strategy of involvement locally, nationally, and globally. Through *Launch* we want to keep spreading the Gospel in each of those spheres. We also believe in a missions strategy that emphasizes relational ministry through ongoing personal involvement, not just funding for others to do the work for us. Through *Launch* we believe that St. John can have a significant impact on the world's stage. We are currently exploring new mission partnerships in Cambodia and New York City as well as stepping up our efforts in places where we have already begun to make a difference like St. Louis city and Belize.

What if we don't reach the full \$5 million goal?

We are confident that through sacrifice, hard work and prayer, we will reach our goal of \$5 million, but if we don't we will still undertake the *Launch* objectives on a percentage basis with 20% for strengthening the base, 60% for securing the future and 20% for serving others as we go. And if we knock it out of the park and go over our goal, we will allocate the overage using the same percentages.

What is Ablaze!?

Ablaze! is an ambitious evangelization initiative by the Lutheran Church-Missouri Synod to reach 100 million people with the Gospel by 2017, which is the 500th anniversary of the Reformation. You can find out more about *Ablaze!* at www.lcms.org and click on *Ablaze!*

Why is individual participation so important?

We want everyone to participate in *Launch* because we believe that everyone from children to grandparents can be blessed by learning to give generously and trusting God to provide for our needs. We are excited about moving our ministry forward and want everyone to be included in this momentum and have some "skin in the game." Furthermore, encouraging everyone to participate helps us all to share in the efforts rather than relying on the same group of people to make *Launch* a success. Everyone can do something, just not the same thing. We ask you to talk with God about what you can do.

How do I find out more?

All of our *Launch* literature can be found on our website at www.stjstl.net, along with information about our ministry here at St. John. You can also contact our staff *Launch* Coordinator Becky Pagel at 636.779.2384 or bpagel@stjstl.net.



Just like this brochure, here is a sampling of some of the visual work created right here at St. John.



NATIONAL
BLUE
RIBBON
SCHOOL

Faith
MATTERS

sevenwonders

Oasis

Divine
Intervention

JULY 4th AT
ST. JOHN



Family **LIVE!**
WORSHIP AND GROW TOGETHER

LAUNCH
THE MOMENT WE'VE BEEN WAITING FOR

“ I always thank God for you because of His
grace given you in Christ Jesus. ”

1 Corinthians 1:4



Thank You.

We thank you for making *Launch* and the bright future of St. John possible. No matter how you serve, or what gifts you give, your efforts here, at home, in the community and in the world are making an impact and growing the Kingdom of God. We pray you are blessed by your participation in *Launch* and continue to move forward on your LIFEjourney with Jesus. It's never too late to join the *Launch* effort. Whether your situation has changed or you're new to St. John, your financial gifts are always needed, always welcomed and always appreciated. Use the enclosed pledge card to get started.



“ Believe and act as if it were impossible to fail. ”

Charles Kettering, inventor of the electric ignition



ST. JOHN
AT THE INTERSECTION OF FAITH AND LIFE

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