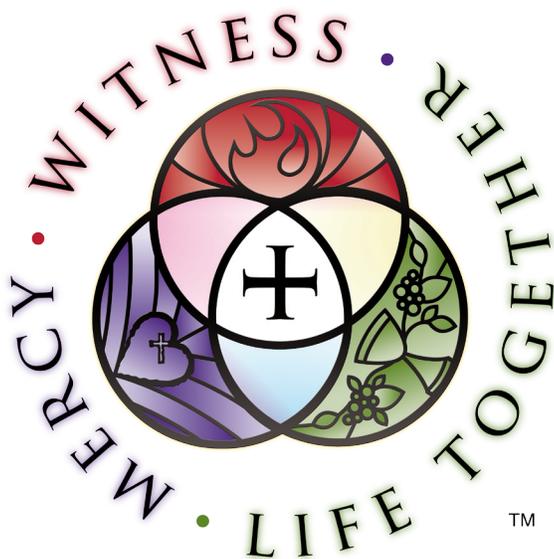


Mission Statement

“In grateful response to God’s grace and empowered by the Holy Spirit through Word and Sacraments, the mission of The Lutheran Church—Missouri Synod is vigorously to make known the love of Christ by word and deed within our churches, communities and the world.”



In Christ, for the Church and the World.

A new emphasis and a new look for the church

In July 2010 The Lutheran Church—Missouri Synod adopted a number of resolutions that mandated the reorganization of the system of structure and governance of our church body. Since that time, a number of changes have taken place at the LCMS International Center. Offices and departments have been restructured and activities have been unified.

Under the leadership of LCMS President Matthew C. Harrison and his executive team, we have worked prayerfully and diligently to implement these changes. The underlying focus of all of our efforts has been to proclaim the Gospel while being good stewards of our resources and maintaining vital ministries.

Owing to the historic and dramatic scope of change we’ve undergone, we have undertaken a program to help communicate how the church is now organized and what we do. This program will touch every aspect of communications. New ways of presenting our image have been developed to simplify our communications and help our members and constituents understand what has changed.

In marketing terminology, The Lutheran Church—Missouri Synod is refreshing its brand. Much of what has been our brand image – the shape of the LCMS cross, our church body’s name and how it is used – will remain the same. However, our new communication strategies are meant to help draw members closer to our mission and attract new believers.

As President Harrison pondered his new role and the task of restructuring the national office, he focused on the foundational principles that define and direct the work of the church and offered a new expression and visual representation of the concept *Witness, Mercy, Life Together*, which would guide the work of the reorganization of the ministries headquartered at the LCMS International Center. Our new communication strategies integrate the message of the emphasis for the church with the other logos, graphics and nomenclature used to identify the LCMS.

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