

BECOME AN AMBASSADOR



Mission Statement

Bringing Christ to the Nations—and the Nations to the Church

For nearly 100 years Lutheran Hour Ministries has equipped churches and laypeople with the resources needed to share the love of Jesus Christ with their communities. We know Christians are passionate about sharing the Gospel and understand the importance of outreach, but don't always feel confident or adequately equipped for the Great Commission (Matthew 28-16-20).

One of Lutheran Hour Ministries' strategic priorities is to **Energize, Equip, and Engage Laity for Outreach**. To achieve that outcome, LHM is dedicated to serving as the congregation's critical partner in equipping its members. To help facilitate that partnership, LHM recruits congregation members to serve as Ambassadors.

Who is an Ambassador?

An Ambassador is a member of a congregation who helps build and nurture a relationship between Lutheran Hour Ministries and other members of the congregation.

Through the relationship that the Ambassador builds, Lutheran Hour Ministries provides the tools and resources that congregation members want in order to be equipped for effective outreach, both in the congregational settings and throughout their communities.



Ambassadors play a pivotal role in helping outreach happen at the local level:

- >> Assess the equipping needs of their congregations
- >> Encourage participation with LHM outreach training and resources
- >> Help Christians develop confidence and skills for effective witness

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APPLY ONLINE AT LHM.ORG/AMBASSADOR

Qualifications:

- A love for Jesus and a passion for outreach
- Strong communication skills
- Commitment to the task of building relationships between church members and LHM
- Willingness to recruit, motivate, and coordinate others to assist with programs and activities
- Internet access and ability to use email and other common computer files and applications (videos, PDFs, Microsoft Word, and PowerPoint)

Your role as an Ambassador:

- Pray for LHM on behalf of your church; pray for your church, its leaders and members as they engage in outreach
- Understand the congregation's needs regarding ministry support and outreach efforts; guide members to LHM resources, materials, and ministry areas
- Collaborate with your pastor, congregation (and/or school) leaders and members
- Learn about LHM through the website and other support materials
- Become a resource expert to the church's members on topical information, new materials, activities in the mission field, and events hosted by LHM
- Ask for philanthropic support (time, talent, and treasure) that will advance the mission partnership of your congregation and Lutheran Hour Ministries
- Educate and inform your church's leaders and members about all that LHM has to offer

In partnership with LHM, you will:

- Serve as a liaison between Lutheran Hour Ministries and your congregation
- Recommend LHM tools and resources to help meet the needs of your church
- Assist in engaging individuals in the congregation who desire to support Lutheran Hour Ministries
- Recruit and refer others who are interested in serving
- Participate in LHM conferences and other events
- Become familiar with and utilize LHM resources in order to speak knowledgeably about them with others (Project Connect, LHM Learn, devotions, podcasts, etc.)
- Help strengthen the Ambassador community across North America through your involvement and leadership

We praise God for your willingness to consider serving as a Lutheran Hour Ministries Ambassador! Your partnership in our mission of Gospel outreach is a great blessing to the church and to LHM. We pray that it will be a blessing to you also.

Join other Ambassadors around the country to equip your church with LHM resources.

**Register today at
lhm.org/ambassador**