

## **Memorial to the Oregon Synod, ELCA Requesting Educational Materials Regarding The Word and Service Roster**

WHEREAS, the Evangelical Lutheran Church in America (ELCA) has recognized the significant role of Deacons in the ministry of Word and Service within the Church, serving as vital leaders and advocates in areas such as education, social justice, and pastoral care; and

WHEREAS, Deacons are called to serve within a unique and important ministry that directly engages with both the church and the broader community, yet the role of the Deacon is often not as widely understood or clearly communicated within the ELCA; and

WHEREAS, there is a lack of clear, comprehensive, and easily accessible materials—both in electronic and print formats—that communicate the roles, responsibilities, and opportunities for Deacons within the ELCA. The absence of effective communication regarding the roster of Word and Service (Deacon) results in confusion and a lack of awareness among the wider church community, including both current and prospective members of the Deacon roster, as well as those in leadership positions within congregations and synods; and

WHEREAS, the Churchwide Assembly ensures that all rostered leaders, including Deacons, are recognized and supported in their ministries and that adequate resources are made available to promote these ministries;

THEREFORE, BE IT RESOLVED, that the Oregon Synod Assembly requests the Churchwide Assembly of the ELCA request the Churchwide organization to create and disseminate comprehensive and user-friendly materials, both electronic and in-print, that outline the role, ministry, and responsibilities of the roster of Word and Service (Deacon); and be it further

RESOLVED, that these materials should be designed to be accessible and understandable for all members of the ELCA, including congregations, synods, seminaries, and churchwide staff, to ensure that the role of the Deacon is well understood and appreciated across the church; and be it further

RESOLVED, that these materials be made accessible and understandable in any applicable languages used within the ELCA, to ensure inclusivity for all members; and be it further

RESOLVED, that these resources be regularly updated and evaluated for effectiveness in meeting the needs of the church and be made available in a variety of formats to accommodate different learning preferences and technological access; and be it further

RESOLVED, that the funding for the implementation of this memorial will be derived from the regular staffing resources of the Churchwide Staff. Additionally, a printing and dissemination budget of \$700 to \$1,500 with a further translation budget of \$500 per language translated would be requested of the Churchwide Annual Budget; and be it further

RESOLVED, that this be addressed at the earliest opportunity and resolved by the next Churchwide Assembly, and that a report be made to the Synods regarding its progress.

Submitted by:

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## Cost Considerations For Print Materials

### 1. Design and Content Creation

- **Design Costs:** If professional design services are needed (e.g., graphic design, layout), this could range from **\$500 to \$3,000** depending on the complexity of the brochure. ●
- **Content Creation:** Writing and editing costs for the brochures can vary, but if this is handled by in-house staff, the cost could be minimal (mainly labor hours).

### 2. Printing Costs

- **Quantity:** The cost per brochure decreases with larger print runs. For example:
  - **500 brochures** could cost between **\$100 - \$300**.
  - **1,000 brochures** could range from **\$200 - \$500**.
  - **5,000 brochures** might be between **\$600 - \$1,500**.
- **Paper Quality:** The choice of paper will impact the cost. Standard paper (e.g., 20 lb. bond paper) is cheaper than glossy or higher-quality papers.
  - **Standard brochures** (e.g., 3-fold or 4-panel) printed on regular paper would be more affordable than ones printed on glossy, high-quality stock.
- **Color vs. Black and White:** Full-color brochures will be more expensive than black-and-white ones.
  - **Full-color printing** typically ranges from **\$0.30 to \$0.75 per brochure** for larger quantities.
  - **Black-and-white printing** would be much cheaper, around **\$0.10 to \$0.20 per brochure**.
- **Printing Method:** In-house printing (if the ELCA already has equipment like a high-quality color printer or copier) may be more cost-effective, with costs for ink and

paper as primary expenses.

- **In-house printing costs** would likely range from **\$0.05 to \$0.20 per page**, depending on the quality of the printer, and the number of pages in the brochure.

### 3. Other Associated Costs

- **Shipping/Handling:** If materials are printed externally and shipped, this could add to the cost, ranging from **\$50 - \$200**, depending on the volume and location.
- **Distribution:** If the brochures are mailed out or distributed at events, this could incur additional costs, such as postage, packaging, and labor for distribution.

### Rough Estimation for In-House Printing:

For **1,000 full-color, 4-panel brochures** with standard paper quality, the total cost would likely range from:

- **Design and content creation:** \$500 to \$1,000 (if done professionally).
- **Printing (in-house):** \$200 to \$500 (for 1,000 copies).
- **Total Estimated Cost:** **\$700 to \$1,500** for the entire project, depending on design, printing quality, and other factors.

### Conclusion:

The cost will vary based on the factors mentioned above, but for in-house printing, the ELCA can expect to spend approximately **\$700 to \$1,500** for the design, creation, and printing of 1,000 educational brochures regarding the Word and Service Roster.

If you need more specific information or additional details, feel free to ask!