



# Synod COMMUNICATIONS

## 2025 Report



### The Goal

Promote the unity of the synod in our common mission of sharing the gospel of Jesus Christ by sharing ministry stories and opportunities for service.



### The Method

The synod's website ([uss-elca.org](http://uss-elca.org)), Facebook and Instagram (@usselca), email newsletter Headwaters, the print-ready newsletter, USS Ark, and media releases.



### The Audience

People in the pews, rostered and other leaders, the general public. They responded to a survey and shared what would be more effective and adjustments were made.



### Highlighted Ministries

Authorized Lay Worship Leaders, Camp Mount Luther, Companion Synods, ELCA Youth Gathering, Global Health Ministries, Lutheran World Federation, Mission Mall, Seafarers International, Synod Assembly, Young Adults in Global Mission, Youth Ministry Initiative.

In 2025, we hope to unveil a new synod logo, present on congregational communications at the spring A Variety of Gifts event and continue to strive to promote our common unity.

--Chad Hershberger, Director of Communications