



Evangelical Lutheran Church in America

God's work. Our hands.

ELCA landmark frequently asked questions

I hear reference to “speaking with one voice” on behalf of the ELCA. What does that mean and why is it important? It is important to find key communication elements which will strengthen our messaging and clearly articulate what it means to be a part of the ELCA. We are already implementing the use of key messages. This strategy, along with a consistent stationery system for all churchwide units, will help strengthen our identity as a unified church both internally and externally.

When should I start using the stationery? It's available now through the mailroom on 6th floor.

How can I order stationery? The mailroom will have an inventory of letterhead and envelopes. You will need to fill out an order form. Units will be charged back for their orders at the end of the month along with other copy center services.

Where can I get the order form? It is available on the table outside the mailroom or on the Intranet under the forms link. If you have any other questions, please contact Donald Davis at ext. 2938.

How do I order business cards? Contact the designated staff person in your unit and they will take care of ordering for you.

Why are we using a general letterhead? As mentioned above, the ELCA churchwide organization seeks to speak in a unified voice. This allows us to be better positioned as one church as we do God's work. In addition, this standardization of the ELCA stationery system will allow the churchwide organization to operate efficiently and effectively and result in cost savings from printing in bulk with less staff time to manage multiple orders.

What do I do if we have an upcoming event and need a large supply of stationery?

Complete the order form available on the table outside the mailroom, but be sure to give the mailroom 7-10 business days to process your order.

Does this affect separately incorporated ministries, like Women of the ELCA or Mission Investment Fund? No. Separately incorporated ministries will utilize the customized landmark or in some cases their own logos. They will continue to order their materials through publishing services as they have done in the past.

What about synods and congregations? What do they use? Synods will continue to operate under customized ELCA landmarks. All congregations will be encouraged to identify themselves as ELCA congregations and are encouraged to use the customized landmark.