

The Lutheran Disaster Response System Vision *“How we work together”*

In times when the network is responding to disasters, the LDR system has resources to commit to support long term recovery:

expertise, funds, relationships, services, system clout, durability, reliability, people, preparedness

In times between responding to disasters, the LDR system cultivates a culture of resilience, readiness, and preparedness:

- Action plans for disaster response
- Resource development plan
- Clearinghouse of information
 - Simple and easy to use resources
 - Communications, internal and external to the network
 - Awareness of long term recovery
- Develops and maintains key relationships
- Maintains an asset map of resources
- Maintains continuity through long term recovery operations

Shared strategies for accomplishing the LDR system vision:

- ❖ *Network Strengthening/Positioning/Capacity Building for the Future*
- ❖ *Communicating to the Community*
- ❖ *Partnerships/Relationships*
- ❖ *Educating Others*
- ❖ *Developing Funding Resources*

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Network Strengthening/Positioning/Capacity Building for the Future:

- Build simple action plan templates for affiliates, synods, and congregations
- Define mutual expectations for being part of the LDR system as specified in the LDR Affiliate Agreement
- Create and maintain the system asset map (including leadership)
- Provide a volunteer management “toolkit”
- Develop and maintain “just in time” training opportunities for disaster response
- Define responsibility for maintaining key relationships
- Integrate network positioning strategies into a new branding and marketing plan.
- Create a multi-level affiliate system that recognizes regional differences in disaster frequency, the capacity of adjacent social ministry organizations, and the capacity of local Lutheran communities to support disaster response.
 - Affiliate system:
 - 1st level – Primary response entities, regularly responding to disasters with full time capacity and responding in multiple ways
 - 2nd level – Secondary response entities, responding less regularly with call up staff, and responding with one or two specialties
 - 3rd level – Irregularly responding entities, with limited capacity, knowledge, and ability to respond
- Draw upon other examples of best practices

Communicating to the Community

- Utilize technology to communicate within the LDR network, reaching the broad mix of internal stakeholders
- Reinvent communications with judicatories
- Create simple and easy resources to disseminate information to affiliates, synods, and congregations
- Create a new plan for media relations across the network
- Strategize a new branding and marketing plan for the network, integrated with fundraising plans, and implemented jointly between affiliates and the LDR national office

Partnerships/Relationships

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- Create new engagement plans that clarify relationship with or clarify roles and responsibilities with:
 - Other Lutheran systems like health care, long term care, other SMO's that are not LDR affiliates
 - Synods, clarifying expectations for both sides on the 2-way relationship
 - Districts
 - Thrivent Chapters
 - National VOAD and other national disaster response organizational offices
 - Other regional and local disaster organizations like VOADS, Red Cross, The Salvation Army, FEMA, HHS, HUD, local level organizations, long term recovery committees
 - LSA
 - Ecumenical partners – such as in the Church World Service partnership.
 - LIRS
 - Media organizations
 - Education institutions

Educating Others

- Teach preparedness for individuals, families, congregations, SMOs, and judicatories.
- Train volunteers
- Improve the website to develop capacity for members of the LDR network to update portions of content themselves.
- Utilize new social networking opportunities
- Provide briefings/initial training on disaster preparedness to synod bishops and provide follow-up support to bishops and staff during disaster response.
- Engage congregations in preparedness training and responding to disasters
- Engage Thrivent at the national and local level in preparing and responding to disasters as part of the network
- Create an education program for school age young people to build awareness and action

Developing Funding Resources

- Provide a transparent LDR national fiscal strategy for un-designated and designated funds that includes:



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- A pool of readiness response funds available for immediate disaster response needs that is replenished by undesignated contributions
- A pool of funds to support targeted strategic affiliate capacity
- A pool of funds to support the national LDR capacity
- Funds designated by donors for specific disasters and needs
- Develop a coordinated national/affiliate fund development strategy:
 - Explore ELCA sources who may contribute as part of mission
 - Identify philanthropic sources to support the network
 - Build relationships with private sector for in-kind services/products or sponsorship opportunities
 - Engage affiliates' leadership to get on board with the direction and invest in preparedness and capacity building.
 - Create coordinated national/affiliate fundraising plans following the new Branding and Marketing directions
 - Organize pursuit of government funding opportunities, esp. for federal contracts that can be leveraged to benefit one, some, or all affiliates most directly.