

CELEBRATING THE CENTENNIAL

Thoughts and Ideas for Year 100

The ELCA Campus Ministry Centennial Celebration can be more than one grand event on one particular evening. It can be planned as a year-long series of events and emphases, beginning now and culminating in June, 2007. Here are some ideas that will create energy and interest around your Celebration.

LOCAL COMMUNICATION

Make connections to spread the word about the Centennial

- Create a calendar listing all of the celebratory events for the year and include ways alums can participate. Use a spectrum of photos throughout the calendar that highlight different times in the ministry.
- Send a message to alums, asking them for pictures from their time on campus. Ask them to write a paragraph of memories. Inquire if they have a favorite recipe that was served when they were students. Use this information at the Celebration event.
- Schedule visits to area churches with a worship/music team from your campus ministry.
- Send out a special edition of your newsletter, highlighting Centennial events. Publish some historic photos. Use memory pieces sent in by alums.
- Ask the campus newspaper to do a feature article on your campus ministry, with a focus on the Centennial. Check with your community newspapers as well.
- Make an effort to visit area churches with a worship/music team from your campus ministry.
- Redecorate the campus ministry center. Put a new sign in front. Refresh the paint. Have an artist paint a mural on the wall. Purchase new altar paraments. Plant new trees or renew the landscaping.
- Modify the timeline on the ELCA Campus Ministry Centennial Web site by adding your local milestones and photos. Publish it on your local Web site and display a print at your center.
- Use Centennial graphics for the year on your letterhead, in your newsletter, and on your Web site.
- Save your Centennial contacts to your permanent database for on-going communication.
- Check periodically on the ELCA Web site to learn what other ministries are doing across the country for the Centennial.

Remember to publicize your major events, especially those open to the greater public. Design a simple press kit to inform the local media and invite them to all events.

LOCAL EVENTS

Plan a variety of local community events to celebrate the Centennial

- Do a series of studies on important religious/cultural issues during the past century.
- Sponsor a day-long symposium to discuss faith-based issues of interest to the campus and wider community. Ask prominent professors to give their “last lecture,” focusing on what they have determined to be important in life.
- Hold a film festival, showing films that provoke good discussion of faith issues. Invite people from campus and community to lead the discussions.
- Do 100 hours of community service over the course of the year. Invite area alums and members of congregations to join in.
- Sponsor a run/walk for charity or for the campus ministry. Hold a picnic at the end of the event to thank participants. Provide Centennial T-shirts.
- Sponsor a food drive in the community. Ask 100 sites, such as churches, to collect 100 pounds of food. Get the media involved on the day when each site brings their collection to a central receiving area.
- Have a million penny drive.
- Hold a 100 hour prayer vigil, praying for people, current issues, the church, and the ongoing ministry of the campus center.
- Organize a number of “Time of Your Life” dinners, each one reflecting an historic time over the last 100 years. Example, a Roaring Twenties dance, a 50s sock hop, or a disco party. Invite alums. Hold a buffet and provide typical snack foods from the era.
- Make a time capsule that can be opened at another historic milestone in the future.
- Hold an afternoon tea for women, celebrating the advances women have made in the church and in society in the past 100 years.
- Take a 100 mile bike or canoe trip. Invite alums to participate. Wear Centennial T-shirts. Stop at churches along the way. Invite the media to cover the event.
- Hold a special auction with quality items donated by ministry supporters, congregations, local merchants, and artisans. Provide snacks and drinks. Perhaps hold a wine-tasting event in connection with the auction.
- Sponsor a golf outing to raise funds for your campus ministry.
- If you have a dairy store on campus, ask them if they will commission a special Centennial flavor which they will sell for a month—and which you get to name.
- Compile research on important religious/cultural issues during the past century and present a seminar.
- Do 100 hours of community service over the course of the year. Invite area alums and congregations to join in.

HOMECOMING

Incorporate the Celebration into your campus Homecoming activities.

- Decorate your campus ministry center with Centennial photos and posters. Dig through those old scrapbooks and bring out pictures of yore. Ask visitors to identify people and activities in the photos.
- Build a special Homecoming Centennial float.
- Hold a cookout or picnic to gather alums, or hold a champagne brunch.
- Plant a Centennial garden.
- Promote a service project over the weekend and invite alums to participate.
- Hold a worship service, using a liturgy and hymns that would have been used in 1907, or whenever your ministry began.

REGIONAL CONNECTIONS

In addition to local activities, regional events can expand the excitement to a larger geographical area. More alums and supporters will be able to participate if you provide ways for them to become involved.

- Prepare a Centennial worship resource that is shared with congregations in the synod or throughout the area. Include a songbook of hymns and songs from the past 100 years of campus ministry. Use worship and study resources provided on the Centennial Web site.
- Establish an Internet bulletin board of events and activities, so that alums and other ministries can see what is going on around the area. Be sure to invite everyone to all events. Open events to campus ministry alums from other institutions now residing near you.
- Create a resolution for your synod assembly to lift up the Centennial.
- Hold a special regional event, such as a retreat or trip.
- Plan a progressive activity, such as a sports event or a lecture series, which would move each week from one ministry to another in the state.
- Produce a state-wide or area-wide newsletter for use in synod assemblies and other larger church events.
- Invite former campus ministry staff residing in the area to participate in events and/or preach and lead worship.
- Invite area pastors who are campus ministry alums to participate in your celebrations.
- Ask area congregations to hold a “Campus Ministry Sunday,” inviting members to fill in printed cards (supplied by you) if they have connections to campus ministry as an alum, parent of a student, or other. Supply a “Grace Note” or “Mission Moment” to be presented on that Sunday. Get permission, if possible, for an offering to be received for campus ministry.