



2025 Omaha Convention **GIFTS FROM THE HEART IS GOING GREEN!**

Hello District Presidents and Vice Presidents,

The LWML Gospel Outreach Committee is asking for your help in announcing an update and change to the way that we collect Gifts from the Heart (GFTH) for LWML conventions. We are advancing into the online age, using Amazon Wish Lists to shop for physical items for our three recipients, instead of packing boxes and hauling them across the country. We want to work a little smarter and not quite so hard during the days of convention.



Gifts from the Heart is Getting a Makeover for Omaha!

WHAT DOES THIS MEAN? Change. Yes, change. Positive and necessary change.

The days of packing and hauling boxes across the country are over!

Please help us get Lutheran Women in Mission excited about this “new way” to think about Gifts from the Heart gatherings, not only for our LWML Convention, but also, at your district events. We know how creative you are; we saw the “What’s Your 80?” responses. Let’s make this GFTH makeover just as much fun! Maybe youth groups can help link more mature LWML women with the shopping website? Maybe a tech savvy YWR can set up a “Let’s Shop for GFTH” day? Maybe a congregation can take a special offering for the Omaha Gifts from the Heart gathering and use that money for their shopping day?

What is this GFTH Makeover?

Each recipient has selected their top nine physical item needs and put them on an Amazon Wish List. The 10th item for each recipient is Visa gift cards — any dollar amount. GFTH Shopping will open on February 1, 2025, and remain open through the convention. No more packing huge boxes and hauling them across the country. We lessen the burden on volunteers at convention and for our GFTH recipients.



WHAT WILL WE DO INSTEAD?

Utilize Amazon Wish Lists

- ◆ Shop online and ship directly to our recipients in the months before the convention.
- ◆ Select items from an Amazon Wish List of each recipient's top needs.
- ◆ Use the online link provided.
- ◆ Shop individually, or make it a group event.

Will we still accept physical items at the convention?

The answer is yes — we will still have a GFTH drop-off room. We will still have volunteers ready to assist with physical items that are brought to convention. Our hope is that we can cut the number of physical items by about half for Omaha.

Why the change?

Over the last decade, GFTH gifts have continued to increase overwhelmingly. We praise God for all of the generous Lutheran Women in Mission. But the physical burden for the Gospel Outreach Committee, other volunteer helpers, and the recipients themselves has become a burden. Recipients are thankful and blessed by the truck loads of items. But dealing with transportation to their facility, along with unpacking and storing so many items received at one time can be difficult. This new GFTH system will provide them with their top needs over the course of several months during 2025 and not all in one weekend.

The Gospel Outreach Committee thanks you for helping to be the message proclaimers for the GFTH Makeover.

Serving in Joy,
Lynn Batchelder
Dianna Just
Dr. Melissa Salomón
Anne Hartman, Chairman