

The ELCA is Coming to **LISTEN** to you.

Innovation Listening Tour — June 28–July 1, 2025

No agenda. No ask. Just a genuine desire to learn from the people who know our contexts and communities best... you!

The ELCA Innovation Lab of the Churchwide Organization is hitting the road across the Southwestern Texas Synod. And they are coming with ears open and notebooks ready! They want to hear your ideas, your hopes, and your wildest “what if” dreams for the future.

So who exactly is the Innovation Lab?

The ELCA Innovation Lab is a team of design-thinkers embedded within the ELCA Churchwide Office, trained to listen deeply, identify possibilities, and then actually come back with resources tailored to your community's specific situation. Not a one-size-fits-all program. Your place. Your dream. Our shared resources.

Because what works in Minnesota or in Washington doesn't always work in South Texas. We know that. They know that. That's why they're coming.

How It Works

- **They listen first:** Design thinking starts with you, in your community, in your local context, and what's already alive here.
- **Then they share what they hear:** The team aggregates what they hear, and share back to us as a synod.
- **Then they resource:** Potential responses are custom-built around where the Spirit is stirring new things for the sake of mission. These are not generic programs off a shelf.
- **Rooted in place:** Your neighborhood. Your people. Your particular vision.
- **Real support:** Recent partnerships have included research, seed funding, and prototyping new forms of community.

What This Has Looked Like Elsewhere

- **Northern TX–Northern LA Synod:** The Lab partnered to prototype a virtual reality community space for connection and worship.

- **Salem Radio Station (new mission congregation):** The Lab supported this congregation by:
 - Providing listener-focused research and interviews during the planning stages
 - Granting startup funds to help create a recording studio space

Tour Schedule

Date	Location
Sunday, June 28 4 pm-6 pm	Austin Area (St. Martin's, Austin)
Monday, June 29 10 am to noon 2 pm to 4 pm	Hill Country (Zion, Fredericksburg) San Antonio Area (MacArthur Park, San Antonio)
Tuesday, June 30 9am to 11 am 5 pm to 7 pm	Eagle Pass (Iglesia San Lucas) Rio Grande Valley (Our Savior McAllen)
Wednesday, July 1 11 am to 1 pm	Corpus Christi & Neighboring Congregations (St. John, Robstown)

Specific times and locations may change. Watch for updates from the synod office.

Start Dreaming Now.

What would you try if you had creative partnership and real resources behind you? What's the "crazy idea" your congregation has been quietly dreaming? What would it mean for your community if someone with resources showed up and said, "Tell us more"?

This event is for both LAY and CLERGY

That moment is almost here. We hope to see you there!

REGISTER [HERE](#)

Questions? Contact the Synod Office dem@swtsynod.org · (830) 379-9900