

Floor Committee #6: Ministry of Christian Giving and Communication Services

Subject: WELS brand refresh and wels.net redesign

Reference: *Book of Reports and Memorials*, p. 33

Report No. 04

Communication Services has announced an intention to refresh the WELS brand and to redesign **wels.net**. We encourage Communication Services to clearly communicate to the synod the need, the cost, and the potential blessings that will come from these efforts. We note the value of WELS having a clear and consistent identity, both for our members and for prospects. We also note that **wels.net** receives 3.7 million site visits per year; therefore we encourage Communication Services to make it as user-friendly as possible.

Pastor Geoffrey Kieta, chairman
Teacher Greg Milbrath, secretary