Stylebook &
Letter and Grammar Guidelines

Also Includes:

Postal Addressing Standards
Logo Guidelines
Telephone/Email Tips

(Revised April 2024)

Michigan District
The Lutheran Church-Missouri Synod

People of Hope ... Vigorously Making Known the Love of Christ

Introduction

This stylebook is to be used by writers and editors as a publishing guide. It contains answers to the most common grammar and punctuation questions, as well as proper usage of terms unique to the Michigan District of The Lutheran Church—Missouri Synod.

It is our hope that usage of this guide will provide consistency in communications and promote professionalism—both inside the District and to the general public—throughout its publications, publicity pieces, website, social media, and other avenues of information sharing such as email and correspondence. Professional church workers and congregations are encouraged to use this as an essential tool in their various communications (e.g. newsletters, bulletins, official minutes, reports, press releases, website, and social media posts).

The stylebook portion of this book generally lists exceptions to the current edition of *The Associated Press Stylebook* and *Webster's New World College Dictionary*. Additional information regarding letter and grammar guidelines, special terms, special congregational names, postal addressing standards, and telephone and email tips are included, as well as information about the Michigan District and LCMS logos.

For material not covered by this stylebook or to resolve any conflicts, consult the following references in the order listed:
- *The Associated Press Stylebook*
- *Webster's New World College Dictionary (Fourth Edition)*
- *The Gregg Reference Manual*

Communicators/editors may also find it helpful to refer to the following materials:
- *Handbook of Denominations in the United States*; Abingdon Press, Nashville, Tenn., and New York.
- *World Christian Encyclopedia*; Second Edition; Oxford University Press, New York, N.Y.

The Michigan District gives special recognition to the Communications Office of The Lutheran Church—Missouri Synod which permitted the Michigan District to adopt *The Official Stylebook and Letter and Grammar Guidelines of the LCMS* with a few revisions where common Michigan District terminology required alterations. It is also proper to thank the Michigan District, LCMS operations staff team who researched, developed, and reviewed various parts of this document throughout its production.

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Stylebook

General Rules of Capitalization

1. Capitalize the word Church as part of the formal name of a building, congregation, or denomination, or when referring to the body of Christ. Lowercase in other uses. Example: S*t. Paul Lutheran Church. The Church's one foundation is Jesus Christ her Lord. He believes in the separation of church and state.* See **church (congregation) names on p. 7.**

2. Department names. Capitalize department names but do not capitalize the word *department* unless it is part of the official name of the department. Example: *The Communications Department was very helpful. Our quarterly meeting includes members from all departments.*

3. School. Lowercase *school* unless it is part of a proper name: *day school, Sunday school, vacation Bible school, St. John Lutheran School.* NOTE: Preschool is a single, non-hyphenated word. See **school on p. 19.**

4. Institutions and organizations. Capitalize the names of companies, brand names, associations, societies, schools, churches, clubs, and other groups of public character. Example: *Do you go to Trinity Lutheran Church? The software for the Micron computer arrived today.*

5. Time periods. Capitalize the names of days, months, holidays, and specially designated days and weeks. Do not capitalize the seasons of the year unless they are personified. Example: *Autumn, sweet Autumn. Next Monday will be the first day of spring.*

6. Directions. The directions north, south, east, and west are capitalized when they refer to definite sections of the country, are used with other proper names, like Midwest, or in addresses. Otherwise, lowercase. Example: *He went south for the winter, but he lived in the North during the summer. The address is 123 South Main.*

7. Geographic terms. Proper names that are geographic terms begin with capital letters. A descriptive word preceding the proper name of a geographic term is not capitalized. Example: *We are going to take a canoe trip on the Ohio River. We saw the city of Chicago on the map.*

8. Nouns with numbers. Most nouns directly preceding a figure are capitalized. Common nouns, like page, line, sentence, and paragraph, should be lowercase. If an identifying noun precedes the figure, the abbreviation "No." is not necessary. Example: *Order 216. Room 27.*

9. Relatives. Capitalize a word that designates family relationship unless it is preceded by a pronoun, like "my." Always capitalize the word when it is followed by a proper name. Example: *I told Father about it. Then my father called me at work. Have you contacted Aunt Ann?*

10. Courses of study and subjects. Capitalize the names of specific course titles. However, do not capitalize names of subjects or areas of study, except for any proper nouns or adjectives

in such names. Example: *Fred has decided to major in American history. American History 201 meets on Tuesdays and Thursdays.*

11. a.m./p. m. Do not capitalize and do not leave a space before "m."

Please note: In the following pages you will find specific terms, phrases, and particular rules of capitalization as utilized by the Michigan District, LCMS.

A

abbreviation/acronym — For first reference, write out all words in the term and then list the abbreviation in parentheses: *International Lutheran Laymen's League (Int'l LLL), Church Extension Fund (CEF)*. On second reference, use: *Int'l LLL, CEF*. In cases where the communication is lengthy or a variety of abbreviations are used, it may be appropriate to repeat the name as needed.

Advent/advent — Capitalize when referring to the season; otherwise, lowercase: *the season of Advent; the advent of our Lord.*

Allah — Arabic word for *God.*

apocalypse — The sudden and violent end of the world in which good triumphs over evil, as predicted in the Scriptures, especially Revelation.

apostle — Lowercase: *the apostles, the apostle Paul, the 12 apostles;* but: *the Twelve, the Eleven.*

Apostles' Creed — See **creeds and confessions on p. 9.**

apostolic — Lowercase: *apostolic church, apostolic succession.* But capitalize *Apostolic Fathers.*

article — Capitalize when referring to individual articles of the Apostles' Creed: *the Second Article, the Third Article*. But: *this article.*

B

Baby Jesus

Baptism — See **Sacraments on p. 19.**

Beatitudes — The solemn blessings that mark the opening of the sermon on the Mount, the first of Jesus' sermons in the Gospel of St. Matthew (Matt. 5:1–2).

Bible — Capitalize all references to *the Bible,* including *Scriptures, God's Word, the Word,* etc. Do not capitalize the adjectives *biblical* and *scriptural*, however. Also, lowercase *scripture* when used as a general term for religious writings like *Buddhist scriptures.* See **Scripture(s) on p. 19.**

When citing chapter and verse with a quote, the citation should be in parenthesis following the closing quote mark and before the period: *"God is love" (1 John 4:16).* When references are used in an artistic manner (e.g., postcard cover art), use no punctuation. Always italicize Bible references.

Spell out the names of books of the Bible at the beginning of a sentence (in which case also spell out First, Second, or Third: *First Chronicles 3:12* says ...) and, when possible, in citations (*Genesis 1, 1 John 3:3).* You may only abbreviate the book name in a citation accompanied by chapter and verse (*Gen. 1:7),* though the preferred method is to spell them out. The following are acceptable abbreviations:

Old Testament	
Genesis	Gen.
Exodus	Ex.
Leviticus	Lev.
Numbers	Num.
Deuteronomy	Deut.
Joshua	Joshua
Judges	Judges
Ruth	Ruth
1 Samuel	1 Sam.
2 Samuel	2 Sam.
1 Kings	1 Kings
2 Kings	2 Kings
1 Chronicles	1 Chron.
2 Chronicles	2 Chron.
Ezra	Ezra
Nehemiah	Neh.
Esther	Esther
Job	Job
Psalms	Ps.
Proverbs	Prov.
Ecclesiastes	Eccl.
Song of Songs	Song of Songs
Isaiah	Is.
Jeremiah	Jer.
Lamentations	Lam.
Ezekiel	Ezek.
Daniel	Dan.
Hosea	Hos.
Joel	Joel
Amos	Amos
Obadiah	Obad.
Jonah	Jonah
Micah	Micah
Nahum	Nah.
Habakkuk	Hab.
Zephaniah	Zeph.
Haggai	Hag.
Zechariah	Zech.
Malachi	Mal.

New Testament	
Matthew	Matt.
Mark	Mark
Luke	Luke
John	John
Acts of the Apostles	Acts
Romans	Rom.
1 Corinthians	1 Cor.
2 Corinthians	2 Cor.
Galatians	Gal.
Ephesians	Eph.
Philippians	Phil.
Colossians	Col.
1 Thessalonians	1 Thess.
2 Thessalonians	2 Thess.
1 Timothy	1 Tim.
2 Timothy	2 Tim.
Titus	Titus
Philemon	Philemon
Hebrews	Heb.
James	James
1 Peter	1 Peter
2 Peter	2 Peter
1 John	1 John
2 John	2 John
3 John	3 John
Jude	Jude
Revelation	Rev.

NOTE: The final book of the Bible is Revelation, *not* Revelations.)

Bible translations — The English Standard Version (ESV) is the Bible translation generally used in LCMS publications and study materials. Some of the other popular Bible versions include:

American Standard Version (ASV)
King James Version (KJV)
New International Version (NIV)
New King James Version (NKJV)
New American Standard Version (NASV)
The Living Bible (TLB)

When citing a passage from a Bible, cite the translation using capital-letter abbreviations following the chapter and verse. (A website helpful for determining from which translation a passage is taken is *biblegateway.com*.)

For example: *The quote was from Matt. 18:19–20 (KJV). Or: Jesus said, "Verily I say unto you, Whatsoever ye shall bind on earth shall be bound in heaven; and whatsoever ye shall loose on earth shall be loosed in heaven" (Matt. 18:19 KJV).*

biblical events and concepts — In general, lowercase the names of biblical events and concepts: *the flood, the incarnation, the resurrection,* etc.

boards — Capitalize and spell out the name of the governing board on first reference: *Concordia Theological Seminary, Fort Wayne, Board of Regents* but the *seminary's board of regents.* On second reference, lowercase *board* except when referring to the LCMS Board of Directors, which is capitalized in all uses.

body of Christ

Book of Concord — The book, assembled and published in 1580, that includes the documents that present what Lutherans believe, teach, and confess.

bulleted items — Items in a bulleted list should begin with a capital letter and end with a period if the bulleted phrase is a complete sentence. If the bulleted phrase is *not* a complete sentence, follow one of the following two rules:

(1) Generally, end each bulleted item—except for the last and second to last item in the list—with a semicolon; end the second to last item with a semicolon and the word "and" (or "or," as appropriate); and end the last item with a period. Example:

> *The resource service is intended to:*
> • *connect those interested in missions;*
> • *equip leaders for outreach;*
> • *develop specific opportunities; and*
> • *serve as a hub for networking.*

(2) If most of the bulleted items are only a few words, punctuation is not mandatory. Example:

Items that are not reimbursed include:
- *toothpaste, toothbrushes, dental floss*
- *makeup, lipstick, eye cream*
- *perfume, body sprays, deodorants*
- *vitamins*

Bulleted or listed items should be parallel. (The first word of each bullet should be the same part of speech, i.e., verb, adjective, etc.)

bylaw, bylaws — Capitalize "bylaw" when a specific bylaw is cited: *According to Bylaw 5.01, circuits should have from seven to 20 congregations.* Capitalize "bylaws" when referring to the *Bylaws of The Lutheran Church—Missouri Synod*.

C

catechism — Capitalize but do *not* italicize when the Small Catechism or the Large Catechism is meant and not previously referred to. Lowercase in subsequent references after the Small Catechism or the Large Catechism is identified or previously referred to. Exception: Follow the guidelines under **titles (composition) on p. 20** when these books are named in publication titles. Example: *Luther's Small Catechism with Explanation*.

Lowercase when not referring to a specific catechism or when referring to more than one catechism: *the catechisms.*

catholic — The universal church. Capitalize when *the Roman Catholic Church* is meant.

chapter — Capitalize in references to specific chapters; otherwise, lowercase: *Chapter 3, the next chapter.*

children of Israel

Christ Child

Christlike

Church — see p. 3.

Church festivals — Capitalize Church festivals recognized on the Church calendar. Example: *Christmas, Easter, Lent, Ascension, Advent, Holy Week, Ash Wednesday.*

church (congregation) names — In a first reference to a Michigan District, LCMS congregation, use its name and city separated with a comma: *(Mount Calvary, Greenville).* In a first reference to a non-Michigan District, LCMS congregation, use the congregation's full name, constructed with its name, city, and the state in which it is found: *Mount Calvary Lutheran Church, Fargo, N.D.* (It generally is not necessary, however, to include "Evangelical" or "Ev."

in the congregation's name.) After the first reference, if only one congregation is mentioned, use the name alone: *Mount Calvary.*

Note that some congregations use the possessive form in their names: *St. John's, Ludington.* A full listing of congregations with name exceptions is listed on pp. 32–33.

churchwide

commandment — Capitalize when referring to one of the Ten Commandments; otherwise, lowercase*: the First Commandment, the Seventh Commandment, the commandments, a commandment.*

commas in a series — When three or more items are listed in a simple series and the last item is preceded by *and*, *or* or *nor*, place a comma before the conjunction. Example: *He attended a Lutheran church, a Methodist church, and an Episcopal church on Sunday.* Also place a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction or before a complex series of phrases. Example: *I had orange juice, toast, cereal, and bacon and eggs for breakfast. It is important to consider whether the students have memorized their Bible verses, whether they learned the authors of the verses in the context in which they were written, and whether they will be ready to recite the verses on Saturday.*

Communion — See **Sacraments on p. 19.**

Concordia Plans

Concordia seminaries — The LCMS operates two seminaries. The official names appear on the left, and an alternative use of the names appears on the right, which may be used if necessary.

Concordia Theological Seminary, Fort Wayne, Ind.	*Concordia Theological Seminary in Fort Wayne, Ind.*
Concordia Seminary, St. Louis, Mo.	*Concordia Seminary in St. Louis, Mo.*

On first reference, refer to the seminary exactly as it appears above. After first reference, you may refer to the seminary by combining *Concordia* and the city in which the seminary is found, set off with commas: *Dr. Brown has been on the faculty of Concordia, St. Louis, for five years.* If only one seminary is mentioned in the communication, *the seminary* may be used after first reference.

Lowercase when not referring to a specific seminary or when referring to more than one seminary: *the seminaries.*

Concordia University System (CUS) — The LCMS *Concordia University System* includes seven universities. The official names appear on the left, and an alternative use of the names appears on the right, which may be used if necessary.

Concordia University, Irvine, Calif.	*Concordia University in Irvine, Calif.*
Concordia University Chicago, River Forest, Ill.	*Concordia University Chicago in River Forest, Ill.*
Concordia University Ann Arbor, Mich.	*Concordia University Ann Arbor*
Concordia University, St. Paul, Minn.	*Concordia University in St. Paul, Minn.*

Concordia University Nebraska, Seward, Neb.   *Concordia University Nebraska, Seward*
Concordia University Texas, Austin   *Concordia University Texas, Austin*
Concordia University Wisconsin, Mequon   *Concordia University Wisconsin, Mequon*

On first reference, refer to the university exactly as it appears above (using either version where appropriate). After first reference, refer to the school by combining Concordia and the city (set off in commas) in which the college or university is found: *Concordia, Seward; Concordia, Irvine,* etc. If only one LCMS university is mentioned in the communication, *the university* may be used after first reference.

confessions — See **creeds and confessions below.**

confirmation

constitution — Capitalize *the LCMS Constitution.* But: *The constitution was referred to at the meeting.*

conventions — Conventions serve as the principal legislative assembly of the Michigan District and LCMS. On first reference of a Michigan District convention, use the following style: *99th Michigan District Convention.* On first reference of an LCMS convention, use the following style: *The 2010 Synod convention.* The more formal name may be used when appropriate: *The 64th Regular Convention of The Lutheran Church—Missouri Synod.* On subsequent references, you may use *the convention.*

covenant — Capitalize when used as a synonym for the Old or New Testaments; lowercase when used as a theological concept.

creation — See **biblical events and concepts on p. 6.**

creeds and confessions — Capitalize names of particular creeds and confessions: *the Apostles' Creed, the Nicene Creed, the Athanasian Creed, the Lutheran Confessions, the Augsburg Confession.*
Lowercase when not referring to a specific creed or confession (*creed, confession*) and when referring to more than one creed or confession (*creeds, confessions*).

Cross/cross — Capitalize *Cross* when the Gospel is meant: *the message of the Cross.* Otherwise, lowercase.

crucifixion — See **biblical events and concepts on p. 6.**

D

deaconess — Always spell out and capitalize *Deaconess* when used as a title before a person's name. If necessary, on a name tag, the abbreviation "Deac." may be used before a name. Never use "Dcs." See **titles on p. 20.**

Deaf — capitalize when referring to a person in the Deaf community and to the community itself.

Devil — capitalize when using as a proper noun referring to Satan.

disabilities (to use when speaking or writing about those with disabilities) — In the United States, 30 percent of the population has a physical disability such as blindness, deafness, developmental disabilities, learning disabilities, and mobility challenges. It is estimated that 95 percent of this group is unchurched. One of the reasons for this statistic is the unintentional use of archaic, demeaning, or ill-informed words and concepts as they relate to disabilities.

Knowing that such language is not helpful but rather derogatory and demeaning, we should avoid it in our writing and conversations. People who have physical disabilities already deal with earthly brokenness and pain. We do not want to add needlessly to their hardships. "People First" language uses phrases that affirm the person, not accentuate the handicap. This kind of language should be used when writing or speaking about those with disabilities. Examples of "People First" phrases include:

Preferred	*Not Preferred*
A man who is blind	A blind man
People who are blind	The blind
A man who is deaf	A deaf mute
People who are deaf	The deaf
A man who cannot walk	A cripple
A person who is not mobile	An invalid
A man who has learning disabilities	A dumb or stupid man
A man who has developmental disabilities	A mentally retarded man

District —the Michigan District should be referenced as either at first reference:

Michigan District of The Lutheran Church—Missouri Synod, or
Michigan District, LCMS

After first reference, you may use *the District*. Lowercase "the" if it precedes Michigan District, LCMS. *(I work for the Michigan District, LCMS.)*

References to all other district names begin with "LCMS." See the complete list below.

LCMS Atlantic District	*LCMS Kansas District*
LCMS California-Nevada-Hawaii District	*LCMS Mid-South District*
LCMS Central Illinois District	*LCMS Minnesota North District*
LCMS Eastern District	*LCMS Minnesota South District*
LCMS English District	*LCMS Missouri District*
LCMS Florida-Georgia District	*LCMS Montana District*
LCMS Indiana District	*LCMS Nebraska District*
LCMS Iowa District East	*LCMS New England District*
LCMS Iowa District West	*LCMS New Jersey District*

LCMS North Dakota District	*LCMS SELC District*
LCMS North Wisconsin District	*LCMS South Dakota District*
LCMS Northern Illinois District	*LCMS South Wisconsin District*
LCMS Northwest District	*LCMS Southeastern District*
LCMS Ohio District	*LCMS Southern District*
LCMS Oklahoma District	*LCMS Southern Illinois District*
LCMS Pacific Southwest District	*LCMS Texas District*
LCMS Rocky Mountain District	*LCMS Wyoming District*

doctor — See **titles on p. 20.**

doctrine

E

email addresses — Written italicized but not underlined in printed materials. Example: *debby.fall@michigandistrict.org*

English as a Second Language (ESL) — Hyphenate when using it as an adjective: *English-as-a-Second-Language classes*.

Epistle/epistle — Capitalize when referring to a part of the worship service. Lowercase in other uses.

ethnic — *Ethnic* should not be used to mean "different from me." Every person belongs to some ethnic group. Used correctly, *ethnic* refers to any group of people with common racial, national, tribal, religious, linguistic, or cultural origin and background: *ethnic minority* or *ethnic foods.*

Eucharist — See **Sacraments on p. 19.**

exile — See **biblical events and concepts on p. 6.**

exodus — See **biblical events and concepts on p. 6.**

F

fall — See **biblical events and concepts on p. 6.**

G

Garden of Eden — *the garden* may be used after a first reference.

Garden of Gethsemane — *the garden* may be used after a first reference.

GEO missionary — May use the phrase *GEO long-term missionary* to clarify. The GEO acronym stands for globally engaged in outreach, but it is not necessary to use the full phrase.

God — Capitalize *God* and any other nouns or pronouns that refer to Him (except when quoting from published materials, such as the ESV Bible, that do not capitalize such pronouns):

God	*Lord*	*Father*	*Yahweh*
Lord of lords	*King of kings*	*Alpha and Omega*	*He*
His	*Him*	*Thee*	

When God is modified by an adjective, lowercase the modifier: *almighty God, heavenly Father,* etc. Exception: *Triune God.*

When the modifiers referring to God stand alone, they should be capitalized: *the Almighty, the Most High.*

godly — Of or from God; divine. Also: devoted to God; pious; devout.

Good News — Capitalize when used as a reference to *the Gospel.*

Gospel — Capitalize all references to the message of salvation through faith in Christ and to Law/Gospel. Capitalize *Good News* when the Gospel message is meant.

H

Here We Stand **Campaign** — Capitalize and italicize when referring to the capital campaign

Holy — Capitalize when referring to a religious term or object: *Holy Bible, Holy Baptism, Holy Trinity, Holy Land*.

Holy Spirit — Capitalize when referring to the third person of God.

house — Lowercase when referring to a church: *house of God, house of the Lord.*

hymn — Capitalize when referring to a specific hymn; otherwise, lowercase: *Hymn 22, Hymn of Praise, Hymn of the Day, the hymn they sang.*

Hymnal — See **worship book on p. 21.**

I

incarnate — Capitalize when used in a title for God: *Incarnate Son*. Otherwise, lowercase: *The Son of God was made incarnate.*

incarnation — See **biblical events and concepts on p. 6.**

International Center — The building that houses the Synod staff in Kirkwood, Mo., is the *LCMS International Center (IC)* on first reference (not "Synod headquarters"). The abbreviation may be used on second reference.

J

Jesus Christ — Capitalize *Jesus Christ* and any other nouns or pronouns that refer to Him:

Anointed One	*Suffering Servant*
Good Shepherd	*Son of God*
High Priest	*Savior*
Messiah	*His*
Prince of Peace	*He*
Promised One	*Him*
Lamb of God	

Judgment Day — Also *Day of Judgment* or *Day of the Lord.* But *last judgment, final judgment.*

K

KFUO-AM, KFUO Radio

kingdom — Lowercase when modified, when the term is used generically, and in *of* constructions: *God's kingdom, kingdom of God, kingdom of glory*. However, capitalize (*the Kingdom*) when standing alone and referring to the kingdom of God.

L

Laborers For Christ

laity — When referring to the laity, use *laypeople, layperson, lay reader, lay worker* etc.; avoid *layman (laymen, laywoman, laywomen)* unless gender description is necessary for clarity.

Last Supper, (the)

Law — Capitalize when the opposite of *the Good News, the Gospel,* is meant: *God's Law, Law of God, the Law, First Table of the Law.* Lowercase Old Testament references to *the ceremonial law.*

layman, laywoman — See **laity on p. 13.**

LCMS — Abbreviation for The Lutheran Church—Missouri Synod. Typically used in second references or to identify an LCMS ministry.

    LCMS can stand alone without the definite article (*the*) only when it is used as an adjective: *LCMS officials encouraged volunteers to help hurricane victims in Florida.*

    When used as a noun, *LCMS* must be preceded by the definite article: *The LCMS is based in Kirkwood, Mo.*

    The possessive form is *the LCMS'.*
    Never use a hyphen or dash in this abbreviation.
    See **The Lutheran Church—Missouri Synod (p. 15)** and **LCMS ministries (below).**

LCMS ministries — Always spell out and capitalize the name of LCMS ministries that use a designation other than the name of their governing boards or commissions. On second reference, you may use the ministry's acronym, if appropriate. Never use abbreviations for the ministry name, but always precede the ministry name with *LCMS*.

    LCMS Board for International Mission (BIM)
    LCMS Board for National Mission (BNM)
    LCMS Commission on Constitutional Matters (CCM)
    LCMS Commission on Handbook (COH)
    LCMS Commission on Theology and Church Relations (CTCR)

In the case of the above ministries, use the name of the governing board or commission only when the board or commission, as such, is meant: *The Commission on Theology and Church Relations will meet next month.*

Lectionary

Lent

Lenten season

liturgical terms — Capitalize liturgical terms when the reference is to a part of a service of worship including:

Gradual	*Hymn of the Day*	*Responsive Prayer*
Collect	*Introit Collect*	*Sanctus*
Common Doxology	*Kyrie*	*Vespers*
Entrance Hymn	*Lesser Festivals*	*Words of Institution*
Hymn of Praise	*Propers*	*Litany*

    See **prayers and canticles on p. 18.**

livestream (not live stream)

living — Lowercase: *living Lord, living Word, living God.*

logo — See **Michigan District, LCMS logo guidelines** (p. 42) and **LCMS logo guidelines** (p. 43).

Lord — See **God on p. 12.** Also note: *Lord's Supper, Lord's Table, Lord's Prayer*.

Lutheran Church—Missouri Synod, The — The organization's full name should always be written properly, including *The* and an em dash, with no spaces, between the words *Church* and *Missouri*. (Also, *The Lutheran Church—Missouri Synod Foundation*.)

     The Missouri Synod, *the Synod* and *the LCMS* are acceptable short forms for the church body's name. (For use of the abbreviation or acronym *LCMS* and for use of the word *the* before the abbreviation, see **LCMS on p. 14.**) See also **LCMS ministries on p. 14.**

Lutheran entities – Always capitalize and spell out on first reference the names of other Lutheran church bodies, organizations, and partners: *Concordia Publishing House (CPH), Evangelical Lutheran Church in America (ELCA), Lutheran Bible Translators (LBT), Lutheran Services in America (LSA)*, etc.

Lutheran Hour, The — "*The Lutheran Hour*" when referring to the radio program, but: *the Lutheran Hour office, the Lutheran Hour speaker, the Lutheran Hour facilities,* etc.

Lutheran Malaria Initiative (LMI) — The name of the initiative to mobilize nearly eight million Lutherans in the United States in the global fight against malaria. It may be referred to as LMI (not italicized) after first reference. The LCMS is a partner in the initiative.

Lutherans For Life

Lutheran Service Book **(LSB)**

M

Messiah — A title for Jesus; **messiahship, messianic.**

Michigan District of The Lutheran Church—Missouri Synod — The organization's full name. See **district.**

Michigan District, LCMS tagline — *People of Hope ... Vigorously Making Known the Love of Christ*.

Missionary-at-Large

Muhammad — Not *Mohammed.*

Muslim — (Not *Moslem*). A follower of Islam. Avoid *Mohammedan.*

N

nativity — See **biblical events and concepts on p. 6.**

95 Theses

numerals — See **numbers on p. 24.**

O

Ongoing Ambassadors For Christ

P

Parable — capitalize only when referring to a specific parable: *the Parable of the Sower.*

partner/sister churches — The term refers to all church bodies with which the Synod is in altar and pulpit fellowship. Here is the list of the Synod's partner/sister churches worldwide listed by Office of International Mission (OIM) region. The church body's name in its native language is provided where applicable/available. Do not italicize the name in its native language.

> **AFRICA:**
> Evangelical Lutheran Church of Ghana (ELCG)
> Evangelical Lutheran Church in Kenya (ELCK)
> Evangelical Lutheran Church of Liberia (ELCL)
> Lutheran Church of Nigeria (LCN)
> Confessional Lutheran Church of South Africa (CLCSA)
> Free Evangelical Lutheran Synod in South Africa (FELSISA)
> Lutheran Church in Southern Africa (LCSA)
> Lutheran Church of Togo (ELT, Eglise Luthérienne du Togo)
>
> **ASIA:**
> China Evangelical Lutheran Church [located in Taiwan, Republic of China] (CELC)
> The Lutheran Church—Hong Kong Synod (LCHKS)
> Japan Lutheran Church (NRK, Nihon Ruteru Kyodan)
> Lutheran Church in Korea (LCK)
> Gutnius Lutheran Church [located in Papua New Guinea, Gutnius means "Good News"] (GLC)
> Lutheran Church in the Philippines (LCP)
>
> **EURASIA:**

Evangelical Lutheran Church in Belgium (ELKB, Evangelisch-Lutherse Kerk in België)
Evangelical Lutheran Free Church in Denmark (ELFCD, Den evangelisk-lutherske Frikirke i Danmark)
Evangelical Lutheran Church of England [Use "United Kingdom," rather than "England," to describe the church's location and where it works] (ELCE)
Evangelical Lutheran Church—Synod of France (EELSF, Église Évangélique Luthérienne Synode de France)
Independent Evangelical Lutheran Church [located in Germany] (SELK, Selbständige Evangelisch-Lutherische Kirche)
Evangelical Lutheran Church in Almaty [located in Kazakhstan] (ELCA)
Evangelical Lutheran Church of Latvia (LELB, Latvijas evaņģēliski luteriskā baznīca)
Evangelical Lutheran Church in Lithuania (ELCL, Lietuvos Evangelikų Liuteronų Bažnyčia)
India Evangelical Lutheran Church (IELC)
Lutheran Church in Norway (LKN, Den lutherske kirke i Norge)
Portuguese Evangelical Lutheran Church (IELP, Igreja Evangélica Luterana Portuguesa)
Evangelical Lutheran Church of Ingria [located in Russia] (ELCI)
Siberian Evangelical Lutheran Church (SELC)

LATIN AMERICA AND THE CARIBBEAN:
Evangelical Lutheran Church of Argentina (IELA, Iglesia Evangélica Luterana Argentina)
Evangelical Lutheran Church of Brazil (IELB, Igreja Evangélica Luterana do Brasil)
Evangelical Lutheran Church of Haiti (EELH, Eglise Evangelique Lutherienne D'Haiti)
Confessional Lutheran Church of Chile (ILCC, Iglesia Luterana Confesional de Chile)
Lutheran Church in Guatemala (ILG, Iglesia Luterana en Guatemala)
Lutheran Synod of Mexico (SLM, Sinodo Luterano de Mexico)
Evangelical Lutheran Church of Paraguay (IELPA, Iglesia Evangélica Luterana del Paraguay)
Lutheran Church of Uruguay (ILU, Iglesia Luterana del Uruguay)
Lutheran Church of Venezuela (ILV, Iglesia Luterana de Venezuela)

NORTH AMERICA:
Lutheran Church—Canada (LCC)
The American Association of Lutheran Churches (AALC)

passion — See **biblical events and concepts on p. 6.**

pastor — May be used as a title for a clergyman, but should be limited to ministers who lead congregations. See **titles on p. 20.**

periodicals — The official periodical of the Michigan District, LCMS is *Michigan In Touch* (use italics and capitalize *"In"*). The two official periodicals of The Lutheran Church—Missouri Synod are *The Lutheran Witness* (include *"The"*) and *Reporter* (no "the").

petition — Capitalize references to individual petitions of the Lord's Prayer: *First Petition.* Otherwise, lowercase.

Pharaoh

Pharisee — A member of the ancient Jewish sect that emphasized strict observance of Mosaic law.

phone numbers — Insert periods between all numbers. Use "ext." instead of "x." Example: 888.225.2111 ext. 201. No parenthesis around area codes. Do not use "1+" before the area code.

Praesidium — Composed of the LCMS president and the six vice presidents.

prayers and canticles — Capitalize the names of specific prayers and canticles: *the Gloria Patri, the Nunc Dimittis.* See **liturgical terms on p. 14.**

preschool — one word

President Emeritus — Title given to some former LCMS presidents by convention. Capitalize when used as a title before a name.

priesthood of all believers

Promised Land — But *land of promise.*

prophet — Lowercase when referring to a specific prophet: *the prophet Isaiah.*

Psalms — Capitalize when referring to the Old Testament book or a specific psalm: *The Book of Psalms, Psalm 8.* Lowercase when used as a general term: *this psalm.*

punctuation — See **punctuation on pp. 26–30.**

R

rabbinical — Of, relating to, or characteristic of rabbis or their teachings, learning, writings, or language.

Recognized Service Organization (RSO) — For a listing of RSOs, see *The Lutheran Annual*.

Reformation — Capitalize when referring to *the Protestant Reformation* of the 16th century. Otherwise, lowercase.

Reformation Day

reverend — See **titles on p. 20.**

S

sacramental

Sacraments — Capitalize *Baptism* when the Sacrament is meant; also: *Sacrament of Baptism, Sacrament of Holy Baptism* or *Holy Baptism; my Baptism, Jesus' Baptism, John's Baptism* (when referring to John the Baptist).

     Capitalize *Communion* when the Sacrament is meant; also *Holy Communion, the Sacrament of Holy Communion,* or *the Lord's Supper; Communion hymns, liturgy.* Lowercase *communion* when used as a general term: *The fellowship of believers is a sacred communion.*

     Uppercase *Sacrament* when used as a synonym for Holy Communion or as part of a title (the *Sacrament of Holy Communion; Word and Sacrament ministry*). Lowercase sacrament as follows: the Roman Catholic Church recognizes seven *sacraments*; Communion is a *sacrament.*

Sadducee — A member of a Jewish sect of the second century B.C. through the first century A.D. that retained the older interpretation of the written Mosaic law against the oral tradition and denied the resurrection of the dead.

Satan – Capitalize *Satan* and other proper names for him (*Lucifer, Beelzebub, Belial*). But do not capitalize the nouns *devil* and *demon* or the adjective *satanic.*

     Lowercase *of* constructions referring to Satan (*prince of darkness, prince of demons, prince of devils*).

school — Lowercase *school* unless it is part of a proper name: *day school, Sunday school, vacation Bible school,* but: *St. Paul Lutheran School.* NOTE: *preschool* is a single, non-hyphenated word.

     For the names of elementary, middle, secondary schools, and international schools, consult *The Lutheran Annual* or the Synod website, *www.lcms.org.*

Scripture(s) — Capitalize when referring to *the Bible.* Also *Holy Scriptures.* Lowercase when used as a general term for religious writings: *Buddhist scriptures.* See **Bible on p. 5.**

scriptural

Son — Capitalize when referring to the second person of the Trinity: *Son of God, Son of man, Son of Mary.*

Spirit — Capitalize when referring to the third person of the Trinity: *God's Spirit, Spirit of the Lord, Spirit of God, Holy Spirit.*

states — See **Postal Addressing Guidelines (pp. 39–41)** for state abbreviations for use in addresses. See **Abbreviations (pp. 22–23)** for state abbreviations in news stories, articles, and other correspondence.

Synod — Capitalize when referring to the LCMS: *the Synod convention* (always precede "Synod" with "the"), but lowercase synod-wide. Avoid use of *synodical, synodically.*

T

tabernacle

temple — The place of worship in ancient Jerusalem.

titles — ABBREVIATED TITLES: Use *Rev.* or *Dr.* (or both) before a clergyman's full name (when not in a direct quotation). Do not use *the* before *Rev.* Use only the last name (no title) on second reference except in obituaries. Example: *Dr. Dickinson is survived by his wife*. See **pastor on p. 17.**

COMPOSITION TITLES: Put book titles in italics and all other titles (movies, songs, television, poems) in quotes. Example: Margaret Mitchell wrote *Gone With the Wind*. Clark Gable starred in "Gone With the Wind.''

FORMAL TITLES: In general, confine capitalization to formal titles used directly before an individual's name: *LCMS President Dr. C.F.W. Walther*. Lowercase titles when they are used after an individual's name (*Dr. C.F.W. Walther, LCMS president).*

When referring to military chaplains, please use military titles as listed in *The Associated Press Stylebook* on first reference before the name. On second reference, use *Chaplain* before the last name. Example: *Navy Capt. Mark Schreiber is now serving in Iraq. Chaplain Schreiber hopes to return by Christmas.*

Do not capitalize *director of Christian education, director of Christian outreach, deaconess*, etc., unless used before a name: *Jim is a director of Christian education,* but *Jim is a DCE. He came for a visit along with Director of Christian Outreach John Schmidt and Deaconess Jane Carr.*

transfiguration — See **biblical events and concepts on p6.**

Trinitarian — Capitalize references to *Trinitarian* when used as a noun to refer to a believer in the doctrine of the Trinity and when used as an adjective pertaining to the Trinity. Otherwise, lowercase.

Trinity — Capitalize references to *Trinity* and the three persons of the Trinity: *Father, Son,* and *Holy Spirit* (preferred to *Holy Ghost)*. See **God (p. 2)** and **Jesus Christ (p. 13)** and **Spirit (p. 19).**

Triune God

U

undershepherd

V

verse — Abbreviate *v.* or *vv.* in parenthetical references. Never use *vs*, which is the abbreviation for *versus.*

Vespers — Do not use *Vesper Service.* See **liturgical terms on p. 14.**

vice president — Do not use a hyphen. Capitalize "Vice President" only when the complete title is used before a person's name. Example: *First Vice President Rev. Dean M. Davenport* or *Rev. Dean M. Davenport,* but: *first vice president.*

Virgin Mary

W

web addresses — Written italicized but not underlined. Example: *www.michigandistrict.org.*

Witness, Mercy, Life Together® — Emphasis of the LCMS under President Matthew C. Harrison. Note the punctuation as shown.

Word — Capitalize *Word* when referring to Christ, the Bible, or the whole of God's revelation to His people. Otherwise, lowercase.

worship book — *Lutheran Service Book, Lutheran Worship,* and *The Lutheran Hymnal* are more appropriately called worship books rather than hymnals, because they contain liturgical materials in addition to hymns. *Joyful Sounds* is a hymnal.

Abbreviations

1. The first time the name of our church body or related agency is used, it should be spelled out in full. The acronym should be typed immediately after the name in parenthesis: See **abbreviation/acronym (p. 4)**. Example:

   The Lutheran Church—Missouri Synod (LCMS)
   Church Extension Fund (CEF)
   International Center (IC)
   Concordia Publishing House (CPH)
   Concordia Historical Institute (CHI)

   After first reference, it is acceptable to use the acronym alone. NOTE: Acronyms have no periods, and "LCMS" has no dash or hyphen. See **Special Terms and Names on p. 31** for more acronyms.

2. The names of other Lutheran church bodies can be abbreviated after the first reference as follows:

   Evangelical Lutheran Church in America (ELCA)
   Wisconsin Evangelical Lutheran Synod (WELS)
   Evangelical Lutheran Synod (ELS)

3. Reverend (Rev.) and Doctor (Dr.) should be abbreviated before a name. Do not use "the" before "Rev." or "Dr." For someone who has the titles of both "Reverend" and "Doctor," you may use both or just the higher degree (e.g., Dr. John F. Johnson). On second reference, use only the last name. See **titles on p. 20.**

4. Abbreviate the word "evangelical" only in a church name for Lutheran audiences: Mount Calvary Ev. Lutheran Church.

5. Capitalize the abbreviations of academic degrees and degrees used after a person's name. Some well-known degrees and their meanings are shown below. See **titles on p. 20.**

M.D.	*Medical Doctor*	*R.N.*	*Registered Nurse*
Ph.D.	*Doctor of Philosophy*	*Th.D.*	*Doctor of Theology*
D.D.	*Doctor of Divinity*	*S.T.D.*	*Doctor of Sacred Theology*
LL.D.	*Doctor of Laws*	*D.Min.*	*Doctor of Ministry*
M.Div.	*Master of Divinity*	*D.M.A.*	*Doctor of Musical Arts*
M.A.	*Master of Arts*	*Litt.D.*	*Doctor of Letters or Doctor of Literature*
S.T.M.	*Master of Sacred Theology*	*Ed.D.*	*Doctor of Education*
J.D.	*Juris Doctor*		

When used after a name, an academic abbreviation is set off by a comma. Don't include both a person's title before the name and academic degree after the name. Use one or the other. Example: *Dr. John PP. mith* or *John PP. mith, LL.D.*

6. The following are acceptable abbreviations for months of the year when used with a specific date. Example: *Jan., Feb., Aug., Sept., Oct., Nov., Dec.* NOTE: Spell out when used alone or with only a year.

   Always spell out March, April, May, June, and July. When a phrase lists only a month and year, do not separate them with a comma. When a phrase refers to a month, day, and year, set off the year with commas. Example: *January 1999 was a cold month. Jan. 2 was the coldest day. Feb. 14, 2004, was the target date.*

   Dates should not be abbreviated with numbers (3/24/99) unless they are used in a chart. It is not necessary to type the year when referring to a date in a letter if the year is the same as the date of the letter.

7. Use the abbreviations *Ave., Blvd.,* and *St.* only with a numbered address: *He lives at 1600 Pennsylvania Ave.* (But: *He lives on Pennsylvania Avenue*). All similar words (alley drive, road, terrace, etc.) are always spelled out: *He lives at 240 Washington Road.*

8. In a letter, the word "and" should always be spelled out. Never use the "&" symbol unless it is part of an official name. Example: *Lutheran Child & Family Services of Michigan.* Do not use the @ symbol in place of the word "at" in text.

9. States. When using a state name only, spell out the state. When used with a city name, states should be abbreviated in body copy as follows:

Alabama - Ala.	Maryland - Md.	North Dakota - N.D.
Arizona - Ariz.	Massachusetts - Mass.	Oklahoma - Okla.
Arkansas - Ark.	Michigan - Mich.	Oregon - Ore.
California - Calif.	Minnesota - Minn.	Pennsylvania - Pa.
Colorado - Colo.	Mississippi - Miss.	Rhode Island - R.I.
Connecticut - Conn.	Missouri - Mo.	South Carolina - S.C.
Delaware - Del.	Montana - Mont.	South Dakota - S.D.
Florida - Fla.	Nebraska - Neb.	Tennessee - Tenn.
Georgia - Ga.	Nevada - Nev.	Vermont - Vt.
Illinois - Ill.	New Hampshire - N.H.	Virginia - Va.
Indiana - Ind.	New Jersey - N.J.	Washington - Wash.
Kansas - Kan.	New Mexico - N.M.	West Virginia - W.Va.
Kentucky - Ky.	New York - N.Y.	Wisconsin - Wis.
Louisiana - La.	North Carolina - N.C.	Wyoming - Wyo.

States never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah. NOTE: Use the two-letter abbreviation only when using complete address and ZIP code on an inside address and on envelopes and mailing labels. See **Postal Addressing Standards (p. 39)** for USPS abbreviations for states.

Numbers

1. Use Arabic (2) and not Roman (II) for books of the Bible. See **Bible on p. 5.**

2. At the beginning of a sentence or heading, spell out numbers. Better still, rephrase to avoid beginning with numbers. Example: *Three is the best number. Last week, we purchased two new typewriters.*

3. When typing a phone number in a letter or memorandum, use periods between the numbers. Example: *888.225.2111 ext. 201.* See **phone numbers on p. 18.**

4. Spell out numbers from one through nine; use figures for numbers above nine. Example: *The Volkswagen carried two men and three children. There were 13 people crowded into the Cadillac.*

5. Numbers in the millions or above may be expressed partially in words. Example: *Sales for November were $21 million.*

6. Exact amounts of money are written in figures; indefinite amounts of money are written in words. Example: *Jason was paid $1,000 for his work. He contributed several hundred dollars to charity. The prices quoted were $150.43, $175, and $176.25.*

7. Always use figures with a.m. and p. m. Avoid redundancies like "10 a.m. this morning." Example: *The plane will land at 3:12 p. m. today. Dinner will be served at 7 p. m. Club meetings are on Tuesdays at 8 p. m.*

8. Always use figures for an address number. Example: *9 Morningside Circle.*

9. Spell out and capitalize First through Ninth when used as street names; use figures with two letters for 10th and above. Example: *361 Fifth Ave., 100 21st St.*

10. When writing percentages, use figures. The percent sign (%) can be used in tables. The word "percent" is typed out in other correspondence. Example: *These items are selling at a 25 percent discount. The markup is 60 percent.*

11. When the day follows the month, use cardinal numbers only (1, 2, 3, etc.), not ordinal numbers (1st, 2nd, 3rd, 4th). Example: *Your letter of May 7 was not received. His birthday is Aug. 10.*

12. Use figures to express measurements and other numerical quantities. Example: *The dimensions of his office are 8 feet by 10 feet; the 8-by-10 office. The new baby weighed 9 pounds, 7 ounces. She had a 9-pound, 7-ounce boy. Her punch recipe was for 3 quarts.*

13. Avoid having two unrelated numbers come together in a sentence. If it is necessary, separate them with a comma. Example*: In 1970, 843 new customers were added. In 1970, five new customers were added.*

14. Always use figures for ages. Example: *The boy is 5 years old. The boy, 7, has a sister, 10. The woman is in her 30s.*

15. Ordinal numbers are not superscript: *101st* (not 101st); *2nd* (not 2nd).

Punctuation

SPECIAL

1. Bible references should be punctuated with a colon dividing the chapter and verse. Example: *Judges 21:25*. See **Bible on p. 4.**

2. Commas or periods are always placed inside closing quotes. Colons and semicolons, however, go outside the quotes. Question marks and exclamation marks are placed inside quotation marks if they are part of the quoted material, or after if they are not. Example: *John said the material was "super." Miss Smith exclaimed, "We are finally done!" Do you capitalize "Bible"?*

3. **Single space after all punctuation.** Single space before AND after ellipses.

4. Use a double, unspaced hyphen as a "dash." Example: *The report—a copy of which is attached—shows the figures.* **See Hyphens/Dashes on p. 29.**

COMMAS (See **commas in a series on p. 8**)

1. Conjunction: Independent clauses joined by one of these conjunctions (and, but, or, for, nor) are separated by a comma. (Exception: The comma may be omitted if both clauses are very short.) Example: *I came in late, but I will make up the time. She was glad she had looked, for a man was approaching the house. The meeting is important and I plan to attend.*

2. "And" omitted: Use a comma to separate two or more adjectives that modify the same noun. (If "and" cannot be substituted, no comma is needed.) However, the comma is not used if the first adjective modifies the combined idea of the second adjective plus the noun. Example: *He was a thin, old man. A cheap fur coat. She enclosed a self-addressed, stamped envelope.*

3. Essential clause: Must not be set off from the rest of a sentence by commas. Example: *Writers who do not read the guidebook should not criticize their editors.* (Suggests only one class of writers, those who do not read the guidebook, should not criticize their editors. If "who ... guidebook" is deleted, the meaning would be changed.)

4. Nonessential clause: Must be set off by commas. Example: *Writers, who do not read the guidebook, should not criticize their editors.* (Suggests all writers should not criticize their editors. If "who ... guidebook" is deleted, the meaning of the sentence would not be changed.)

5. Essential phrase: Must not be set off from the rest of a sentence by commas. Example: *We saw the critically acclaimed movie "Luther." They ate dinner with their daughter Julie.*

6. Nonessential phrase: Set off with commas. Example: *We saw the 2003 award winner for best religious movie of the year, "Luther." They ate dinner with their daughter Julie and her husband, Jeff.*

7. Introductory clauses and phrases: A comma is used to separate an introductory clause or phrase from the main clause. The comma may be omitted after a short introductory phrase if no ambiguity would result. Example: *After the director read the minutes of the meeting, he called for the financial report. During the service he listened to a long sermon.*

8. Introducing direct quotes: Use a comma to introduce a complete one-sentence quotation within a paragraph. Example: *Smith said, "I see a prosperous future for the company."* Do not use a comma at the start of an indirect or partial quotation. Example: *He said the victory put him "firmly on the road to a first-ballot nomination."*

9. Before attribution: Use a comma instead of a period at the end of a quote that is followed by attribution. Commas always go inside quotation marks. Example: *"We have a strict policy on abortion," the pastor said.* Do not use a comma, however, if the quote ends with a question mark or exclamation point. *"Why should I?" he asked.*

10. Dates: Use commas to set off the year when it follows the month and day. Use no comma when only a month and year are used. Example: *On Sunday, June 30, 1970, he returned from his trip abroad. We received* a *report for May 1985*. See **abbreviations on p. 22.**

11. Large figures: Use a comma for most figures greater than 999 (*He is asking $144,500 for his house*). The major exceptions are street addresses (*1234 Main St.*), broadcast frequencies (*1460 kilohertz*), room numbers, serial numbers, telephone numbers, and years.

12. With cities, states, and countries: Use commas to set off the name of a city, state, country, county, etc. Example: *He works at 20 Tremont St., Springfield, Mass. His journey will take him from Dublin, Ireland, to Fargo, N.D., and back. The Selma, Ala., group saw the governor.*

SEMICOLON

The semicolon usually indicates a stronger break than a comma requires, but less than what a period implies.

1. A semicolon is used to separate elements of a series when individual segments contain material that also must be set off by commas. Example: *He leaves a son, John Smith of St. Louis; three daughters, Jane Smith of Topeka, Kan., Mary Smith of Denver, and Susan, wife of William Kingsbury of Boston; and a sister, Martha, wife of Robert Warren of Omaha, Neb.*

2. A semicolon is used when a coordinating conjunction (such as and, but, or for) is not present. Example: *The package was due last week; it arrived today.*

3. If a coordinating conjunction is present, a semicolon is used before it only if extensive punctuation also is required in one or more of the individual clauses. Example: *They pulled their boats from the water, sandbagged the retaining walls, and boarded up the windows; but even with these precautions, the island was hard-hit by the hurricane.*

COLON

1. Use the colon at the end of a sentence that introduces lists, tabulations, texts, etc. Example: *He promised this: The company will make good on all the losses. Please keep the following items at your desk: pen, pencil, paper clips, and ruler.*

    NOTE: Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence. If the items are listed in column form, capitalize the first letter of each item.

2. Use the colon before a long or formal quotation. Example: *I am quoting George Washington, who said in his farewell address: "It is our true policy to steer clear of permanent alliance with any portion of the foreign world."*

3. Use the colon in such listings as biblical and legal citations (2 Kings 2:14; Missouri Code 3:245-260), time elapsed (1:31:074.2) and time of day (8:30 p. m.).

4. Use a colon for dialogue and for question-and-answer interviews. Example: *Q: Did you strike him? A: Indeed I did.*

APOSTROPHE

Apostrophes can be used in a number of different ways. The possessive form is used not only to show possession (John's football), but also to show origin or source (America's businessmen), kind or type (a man's hat) and many other relationships (Barbara's red hair, Grandmother's cooking skill, etc.).

1. To form the possessive of a singular noun not ending in "s" or an "s" sound, add the apostrophe and "s" ('s) to the noun. Example: *The boy's coat was left in the room.*

2. To form the possessive of a singular common noun that ends in "s," add 's unless the next word begins with s. Example: *the hostess's invitations; the hostess' seat.*

    To form the possessive of a singular proper name that ends in "s," use only an apostrophe. Example: *Achilles' heel; Agnes' book; Dickens' novels*. NOTE: The possessive form of LCMS is LCMS'.

    In forming the possessive of any noun ending in "s," always place the apostrophe at the end of the original word, never within it. Example: *She signed Mr. Hodges' application (not: Mr. Hodge's application).*

3. To form the possessive of a regular plural noun, add only an apostrophe. To form the possessive of an irregular plural noun, add an apostrophe and "s." Example: *The attorneys' offices were located on Main Street. Children's shoes will go on sale July 1. We celebrated Bosses' Day by going out to lunch.*

4. Never use an apostrophe with the possessive "its" or with "hers, his, yours, theirs, ours" or "whose" since the apostrophe is actually forming a contraction. Example: *What is its significance? Whose turn is it? (not "Who's turn" which would mean "Who is")*

5. Add an apostrophe and "s" to the last word in a compound. Example: *It was somebody else's fault. My father-in-law's business is closed today.*

6. Use your judgment when determining whether to use an apostrophe for the possessive of a proper noun or an inanimate term; in many cases it is unnecessary or inappropriate. Example: *The Board of Directors meeting was held yesterday. The missions staff was very helpful. Where is the meeting of the Concordia Plans staff?*

7. Class graduation years and well-known years in history may appear in abbreviated form by using an apostrophe. Example: *The class of '04 will be required to pass a computer literacy test.*

8. Centuries and decades are expressed without apostrophes. *Example:* Office automation was definitely a part of the 1990s.

HYPHENS/DASHES

Hyphens (-), en dashes (–), em dashes (—)

Hyphens (-) join words (no spaces). Example: *fast-paced*

En dashes (–) convey a range of numbers (no spaces). Examples: *"44–47," "John 15:1–5," "Matthew 26:10–27:5," "1979–1986."* Exceptions: zip codes, phone numbers, and resolution numbers.

Em dashes (—) set apart a phrase in a sentence. Also used in "The Lutheran Church—Missouri Synod," with no spaces.

A string of three em dashes denotes a subsequent citation of the same author in the bibliography (———.).

Inclusive numbers

• 1–99: Use all digits. Examples: "2–10," "44–47," "99–121."
• 100 or multiples of 100: Use all digits. Examples: "100–107," "1200–1222."
• 101 through 109, 201 through 209, etc.: Use changed part only. Examples: "201–7," "707–22," "1202–8."
• 110 through 199, etc.: Use two digits, unless more are needed to include all changed parts. Examples: "111–17," "1077–88," "1387–511."

Years

Repeat all four digits (e.g., "1967–1999," "1989–2010," "2001–2011").

Other uses for hyphens

Use hyphens to avoid ambiguity or to form a single idea from two or more words.

1. When a compound modifier—two or more words that express a single concept—precedes a noun, use hyphens to link all the words in the compound, except the adverb "very" and all adverbs that end in "-ly." When an expression that would ordinarily be hyphenated follows the noun, no hyphens are necessary. Examples: *"He is a well-known writer"* (but *"The writer is well known"*). "Her full-time employment began in June" (but *"She was employed full time in June"*). *"The typewriter was in first-class condition." "You have a know-it-all attitude." "He is having a very good time." "This is an easily remembered rule."*
2. When an expression that would ordinarily be hyphenated follows the noun, no hyphens are necessary. Example: *The dress, a bluish green, was attractive on her. His attitude suggested that he knew it all.*
3. But when a modifier that would be hyphenated before a noun occurs instead after a form of the verb "to be," the hyphen usually must be retained to avoid confusion. Example: *The man is well-known. The woman is quick-witted.*
4. Do not use a hyphen to designate dual heritage (e.g., *"Italian American," "Mexican American," "French Canadian"*).
5. Avoid duplicated vowels and tripled consonants by using hyphens. However, double "e" combinations usually don't get a hyphen. Examples: *"anti-intellectual," "shell-like," "semi-intellectual," "reelected."*
6. When spelling out numbers used as the first word in a sentence, use a hyphen in compound numerals from *"twenty-one"* through *"ninety-nine"* and for fractions. Examples: *"sixty-seven," "one hundred and thirty-eight," "one-third."*
7. Use hyphens to separate figures in odds, ratios, scores, and vote tabulations.
8. When a noun is separated from several modifiers that each require the use of a hyphen, the suspension hyphen is used. Examples: *"Here are the new rates for first-, second- and third-class mail." "The new program will have both short- and long-range effects." "The board discussed both pre- and post-retirement benefits."*
9. Do not use hyphens following the prefixes "inter," "non," "semi" and "sub" unless they are used with proper nouns. Examples: *"interchange," "interoffice memorandum," "nonprofit," "non-Christian."*
10. The prefixes "self" and "half" take hyphens. Examples: *"a self-made man," "a half-empty bottle," "self-respect."*

Special Terms and Names

1. When using acronyms (initials in place of a full name), do not separate the letters with periods or hyphens. Always spell out the acronym the first time it is used and type the abbreviation immediately afterward in parenthesis. Examples:

    Acts 2 Enterprise (A2E)
    Church Extension Fund of the Michigan District, LCMS (CEF)
    Michigan District Commission on Church Worker Care (CCWC)
    International Center (IC)
    Commission on Deacon Qualification (CDQ)
    Concordia Historical Institute (CHI)
    Concordia Publishing House (CPH)
    Lutheran Church Extension Fund (LCEF)
    Commission on Theology and Church Relations (CTCR)
    Concordia Plans (CP)
    General Services (GENS)
    Concordia University System (CUS)
    LCMS Foundation (FND)
    Human Resources (HR)
    Information Technology (IT)
    Accounting (ACCT)
    Internal Audit (INTA)
    Executive Offices (EXEC)
    Lutheran Laymen's League (LLL)
    Lutheran Women's Missionary League (LWML)
    Lutheran Hour Ministries (LHM)
    Lutheran Immigration and Refugee Services (LIRS)
    Lutheran World Relief (LWR)
    Lutheran Education Association (LEA)
    Lutherans For Life (LFL)
    Laborers For Christ (LFC)

2. When using an acronym preceded by "a" or "an," be guided by the sound of the first letter of the acronym. For example, LCMS sounds like it starts with an "e" so use the article "an" in front of it. Example: *Rev. Smith is an LCMS pastor. A CHI staff member joined the meeting.*

3. It is always *the LCMS SELC District*. Do not separate SELC with periods.

Special Congregation Names

Congregations that include an apostrophe.

City	Church Full Name
Burr Oak	St. John's Evangelical Lutheran Church
Centreville	St. Paul's Lutheran Church
Colon	St. Paul's Lutheran Church
Eastpointe	St. Peter's Lutheran Church
Hale	St. Paul's Lutheran Church
Hillsdale	St. Paul's Lutheran Church
Ludington	St. John's Lutheran Church
Mancelona	St. Matthew's Lutheran Church
Midland	St. John's Lutheran Church
New Boston	St. Paul's Lutheran Church
Richmond	St. Peter's Lutheran Church
Richville	St. Michael's Lutheran Church
Shelby	St. Stephen's Lutheran Church
Shelby Township	Shepherd's Gate Lutheran Church
Taylor	St. John's Lutheran Church
Three Rivers	St. Peter's Lutheran Church
Traverse City	St. Michael's & All Angels Lutheran Church
West Bloomfield	St. Mark's Lutheran Church

Congregations that include "s" but do not have an apostrophe.

City	Church Full Name
Belleville	Open Arms Lutheran Church
Brighton	Shepherd Of The Lakes Lutheran Church
Cedar	St. Pauls Ev. Lutheran Church (Good Harbor)
Detroit	St. Philips Evangelical Lutheran Church
Huntington Woods	Huntington Woods Lutheran Church
Troy	All Nations Lutheran Church
Whittemore	Good News Ministries Lutheran Church

Congregations that capitalize "of," "the," and "in."

City	Church Full Name
Addison	Lutheran Church Of The Lakes
Bloomfield Hills	Cross Of Christ Lutheran Church
Brighton	Shepherd Of The Lakes Lutheran Church
Buchanan	Trinity Ev. Lutheran Church Of Glendora
Clare	Prince Of Peace Lutheran Church
Farmington Hills	Prince Of Peace Lutheran Church
Flint	Christ The King Lutheran Church
Flint	United In Christ Lutheran Church

Holland	Christ Our Savior Lutheran Church
Kincheloe	St. Paul Lutheran Church Of Kinross
Lambertville	Christ The King Lutheran Church
Livonia	Christ Our Savior Lutheran Church
Ludington	Peace Lutheran Church Of Ludington
Mecosta	Chapel Of The Lakes Lutheran Church
Midland	Lord Of New Life Lutheran Church
Newport	Christ Our Shepherd Lutheran Church
North Branch	New Life In Christ Lutheran Church
Ortonville	Prince Of Peace Lutheran Church
Quincy	Prince Of Peace Lutheran Church
Rochester Hills	Crown Of Life Lutheran Church
Saline	Christ Our King Lutheran Church
South Lyon	Cross Of Christ Lutheran Church
Southgate	Christ The King Lutheran Church

Congregations that do not capitalize "of" or "the."

City	Church Full Name
Birmingham	Lutheran Church of the Redeemer
Birmingham	Our Savior Lutheran Church of the Deaf
Brooklyn	St. Mark Lutheran Church of the Irish Hills
Byron Center	Journey of Faith Lutheran Church
Detroit	Family of God Lutheran Church
Grand Rapids	Family of Christ Lutheran Church
Howell	Heart of the Shepherd Lutheran Church
Imlay City	Family of Christ Lutheran Church
Marysville	Light of Christ Lutheran Church
Ray Township	Living Hope of the Bay Lutheran Church
Rochester Hills	Lutheran Church of the Incarnate Word
Romulus	Tabernacle of Praise Lutheran Church
Saginaw	Immanuel Lutheran Church of Frankentrost
Westland	Lutheran Church of Our Saviour

Congregation contains an ampersand (&).

City	Church Full Name
Traverse City	St. Michael's & All Angels Lutheran Church
Ypsilanti	Cross & Resurrection Lutheran Church

Letters

1. Either abbreviations or full spelling are permissible in the inside address of a letter.

2. A clergy executive will frequently use the salutation "Dear Brother" or "Dear Brother _____." He may also use closings of a more spiritual nature, such as "Yours in Christ," "Fraternally," "In Him." Otherwise, the following are suggested: *Dear Mr. Smith, Dear Mrs. Herrin, Dear Rev. Doe, Dear Pastor Jones,*

   Use a comma following the salutation in informal letters. For formal letters, use a colon.

   Use a comma following the closing phrase. In a two-word closing, only the first word is capitalized. Example: *Sincerely yours, Cordially yours*,

3. If you are unsure of the title or gender of the person you are writing to, use "M. Terry Jones." If you know you are writing to a female, but don't know if she is a Miss or Mrs., use "Ms."

4. Be sure to include the date above the inside address. Spell out months (January 1, 2011 or January 2011)

5. If the letter is being mailed in a special manner—other than first-class mail—type this in capitals, underline it and place it a double space above the inside address. Example:

   SPECIAL DELIVERY

   Mr. John D. Doe
   123 Main St.
   St. Louis, MO 63138

6. If the letter is to be marked "Personal" or "Confidential," type this in capitals, underline it and place it a double space above the inside address.

7. Type reference initials at the end of a letter, a double space below the dictator's name and title. Both the dictator's and the typist's initials can be typed or just the typist's initials, lower case, can be typed—either is acceptable. Check with your supervisor to determine which he/she prefers. Example:

   Sincerely,   or   *Sincerely yours,*
   John J. Doe   *John J. Doe*
   Executive Secretary   *Executive Secretary*

   JJD:az or JJD/az   *az*

8. If enclosures are being sent with a letter, type the word "Enclosure" or "Enclosures" immediately below the reference initials. Never abbreviate the word "Enclosure." Some people prefer that the number of enclosures also be indicated: *Enclosures 3*

You might want to consider actually typing the names or description of what is enclosed on the actual letter behind the word "Enclosures." Check with your supervisor or use your own judgment in determining whether this is advisable.

Another suggestion is that, if the enclosures are not listed or described in the letter, you should indicate what enclosures were sent on the file copy of the letter (for future reference purposes). There may be either a single space or double space between the initials and the "Enclosure" or a "cc" notation.

9. Type "cc," to note that a copy(ies) is being sent. Type this notation below the reference initials and, if applicable, the enclosure notation. Leave two spaces before typing the name. Example: *cc: Rev. George Doe*

    For multiple copies, line up the names:

    cc: Rev. George Doe
    *   Mrs. Ellen Smith*
    *   Mrs. Patricia Davis*

10. When a blind copy is to be sent, type or write "bcc" only on the file copy and the copy of the letter to whom the blind copy is being sent.

11. When typing a postscript (PP. .) on a letter, it should be typed a double space below the last item typed, whether it be the reference initials, an enclosure notation, or a copy notation.

12. A subject line alerts the recipient to the nature of the letter, and also provides an easy way to file the copy in the right place. All important words in a subject line are capitalized. Or, if you prefer, the line may be underlined or written in all capital letters. The subject line is placed two lines below the salutation. Example:

    Mr. James F. Prentice
    New Haven Bank & Trust Company
    1234 Main St., Suite 1700
    New Haven, CT 06502

    Dear Mr. Prentice:

    RE: Estate of William Rogers

    NOTE: Any of the following are correct for a subject line: *RE: Re: SUBJECT Subject:*

13. The correct use of an attention line is to indicate that the letter may be opened, if necessary, by someone other than the person whose name is mentioned. The attention line may be formatted in its traditional position, which is a double space below the inside address, or typed as the first line of the address. Example:

General Services   *or*   *Attention: Mr. John Hill*
The Lutheran Church—Missouri Synod   *St. John Lutheran Church*
1333 S. Kirkwood Road   *123 Main Street*
St. Louis, MO 63122–7295   *St. Louis, MO 63122*

Attention: Mr. David Fiedler

Ladies and Gentlemen:

SAMPLE LETTER

June 1, 2011

Rev. John Jones
St. Paul Lutheran Church
2110 W Main St
Ann Arbor MI 48111–5067

Dear Pastor Jones,

This letter is typed in block style. All lines start at the left margin. The block style is the most frequently used business-letter style. Its advantage is that the mechanical process of indenting opening lines, paragraphs, and closing lines is eliminated. This practice saves typing time as well as space.

Since the dictator's name is typed in closing lines, only the typist's initials need to be shown in the reference notation.

As you can see, the block-style letter gives good placement appearance and helps to increase letter production rates. It is the letter style we recommend (but not require) for use at the Michigan District office.

Sincerely,

Samuel Wright
Director

ds

Memorandums

1. Memos within any department or between departments are more informal and should be typed on plain white paper rather than letterhead. NOTE: Always use a letter, not a memo, to correspond with parties outside the organization.

2. If the memorandum is addressed to more than one person, you may either type all the names or just type the word "Memorandum" in place of the addressee's name.

3. Memorandums should be signed or initialed, just like a letter, but usually after the "from" line.

SAMPLE MEMORANDUM

Michigan District of The Lutheran Church—Missouri Synod
Business Department

TO: Administrative Assistants

FROM: John Doe

DATE: September 1, 2011

SUBJECT: Company Correspondence

Correspondence within the District can be typed in memo format on plain white paper. The following points describe the features of an interoffice memo:

1. Space twice after "SUBJECT:" to set the tab for typing the heading items.

2. The left margin should align with the beginning of the headings. Both margins should be of equal distance from the edge of the paper.

3. Full addresses, the salutation, the complimentary close, and the signature are omitted.

4. Triple space (two blank lines) between the headings and message. Single space the paragraphs, but double space between them.

5. Reference initials, enclosure notation, and copy notation are included.

jd

cc: Executives

Minutes

1. Above all, minutes should be precise and concise.

2. Strictly speaking, minutes ought to record the formal actions taken by a group. This includes common consents officially arrived at by the chair to which all agreed. The secretary writing the minutes must be cautious of instances of seeming concurrence. These need to be handled very carefully. Simply because someone made a statement at a meeting does not mean that the meeting agreed, and that action can follow on the basis of that statement.

3. The minutes should state the name of the group, the date and time of the meeting (beginning and end), and the location.

4. An early paragraph should state who was present, absent, excused, or a guest.

5. Reference should be made to the opening devotion.

6. The approval of the previous minutes should be one of the first items on the agenda. Even though minutes are primarily intended to record the definite actions taken, meetings sometimes are of a consultative nature where no decisions are reached, but where matters are merely discussed. At such times it may be necessary for the secretary to give a concise summary of the discussion.

7. Motions may be recorded in several different ways. Example:

   It was moved, seconded and carried.
   The Board decided . . .
   The Board resolved . .
   By formal action the Board . . .

8. Important subjects should be cast in formal resolution form. The style to be used:

   WHEREAS, The _____*; and*
   *WHEREAS, Many*_____*; therefore be it*
   *Resolved, That*_____*; and be it further*
   *Resolved, That*_____*; and be it finally*
   *Resolved, That*_____*.*

   If there are only two resolves, the last one is introduced by "further" instead of "finally."

9. When inside minutes, resolutions should be indented and in block form; when standing alone, resolutions should use indented paragraphing.

Postal Addressing Standards

(Adapted from the USPS Postal Addressing Standards - http://pe.usps.gov/text/pub28/PUB28C2.html)

1. **Main Format**
   - Format all lines of the address with a uniform left margin.
   - Using lowercase letters in addressing is acceptable and preferred.
   - We will use abbreviations following USPS standards.
   - Use the ZIP+4. If you do not know the last four digits, look them up at *usps.com.*
   - Put two spaces before the zip code.

2. **Punctuation**
   - We will continue to use punctuation in names and organizations.
   - We will not use punctuation in the street address, PO Box, CSZ, etc, except for the hyphen in the Zip+4.

   Example: *Mr. John Doe, Sr.*
   Michigan District, LCMS
   1237 Geddes Rd Ste 100
   Ann Arbor MI 48105-3098
   (note one space between city and state and two spaces between state and zip code)

3. **Address Unit Designators** — Secondary address unit designators, such as "apartment" or "suite*,"* should be used when known. The preferred location is at the end of the address line.* The pound sign (#) should not be used as a secondary unit designator if the correct designation, such as "Apt" or "Ste," is known. Some common designators are:

Apartment	*Apt*
Building	*Bldg*
Floor	*Fl*
Suite	*Ste*
Unit	*Unit*
Room	*Rm*
Department	*Dept*

   If you do have to use the pound sign (#), there must be a space between the pound sign and the secondary number.

   * If the entire address cannot fit above the City/State/Zip (CSZ) code, then place the secondary address information on the line immediately above the address line.

   Example: *Rev. Dr. Peter E. Smith*
   Apt C
   1234 Springfield Gardens Cir
   Ann Arbor MI 48108–1234

4. **Attention Line** — The attention line is placed above the name of the organization to which the mail is directed.

> *Example:*   *Rev. David A. Davis*
> *Michigan District, LCMS*
> *3773 Geddes Rd*
> *Ann Arbor MI 48105–3098*

5. **Dual Addresses** — Since many of our congregations and schools exist in outlying areas, we will keep both their address and PO Box in their address listing as they are in our database. If only a PO Box exists, that is fine to use on its own. Please keep in mind that **the post office reads from the bottom up**, so the PO Box would be placed directly above the CSZ.

> *Example:*   *Rev. John E. Smith*
> *Trinity Lutheran Church*
> *1201 Broad St E*
> *PO Box 1001*
> *Falls Church VA 22062–1001*

6. **Spelling of City Names** — Spell city names in their entirety. When abbreviations must be used due to labeling constraints, use approved abbreviations.

> Example: Preferred: *West Stockbridge or Newberry Township*
>   Acceptable: *W Stockbridge or Newberry Twp*

7. **Abbreviations** — Primary Street Suffix Names should be abbreviated and have no punctuation. Common suffixes and their preferred abbreviations are below:

Alley	*Aly*		*Drive*	*Dr*
Avenue	*Ave*		*Lane*	*Ln*
Boulevard	*Blvd*		*Parkway*	*Pkwy*
Bridge	*Brg*		*Place*	*Pl*
Circle	*Cir*		*Road*	*Rd*
Court	*Ct*		*Shore*	*Shr*
Creek	*Crk*		*Street*	*St*
Crest	*Crst*		*Trail*	*Trl*

Directional abbreviations are as follows: N, S, E, W, NE, NW, SE, SW

> *Examples:*   *N Bay St*
> *E End Ave*
> *Bay Dr W*
> *NE Main St*

Exception – When North-South and East-West are used as consecutive words:

Examples: *Maple Ct East W*
              N South Oak St

Exception – When two suffixes are used as consecutive words:

Examples: *789 Main Avenue Dr*
              4513 3ʳᵈ Street Cir W
              1000 Avenue E

Use the two-letter abbreviations for states in the United States in an address.

AL Alabama	*MT Montana*
AK Alaska	*NE Nebraska*
AZ Arizona	*NV Nevada*
AR Arkansas	*NH New Hampshire*
CA California	*NJ New Jersey*
CO Colorado	*NM New Mexico*
CT Connecticut	*NY New York*
DE Delaware	*NC North Carolina*
DC District of Columbia	*ND North Dakota*
FL Florida	*OH Ohio*
GA Georgia	*OK Oklahoma*
HI Hawaii	*OR Oregon*
ID Idaho	*PA Pennsylvania*
IL Illinois	*RI Rhode Island*
IN Indiana	*SC South Carolina*
IA Iowa	*SD South Dakota*
KS Kansas	*TN Tennessee*
KY Kentucky	*TX Texas*
LA Louisiana	*UT Utah*
ME Maine	*VT Vermont*
MD Maryland	*VA Virginia*
MA Massachusetts	*WA Washington*
MI Michigan	*WV West Virginia*
MN Minnesota	*WI Wisconsin*
MS Mississippi	*WY Wyoming*
MO Missouri	

Visit *www.usps.com* for more information or to use the address look-up feature.

Michigan District
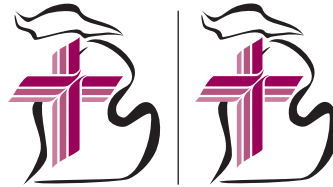## The Lutheran Church—Missouri Synod

Logo Guidelines

The following information gives practical guidelines for using the Michigan District, LCMS logo. When used correctly, the logo identifies our church body—here in Michigan and on a national level. Through this logo and its proper use—and with the Holy Spirit's guidance—we speak in a clear, unified, and recognizable voice about God's love in Jesus Christ to all the world.

If you have any questions about the graphic standards or logo use, please contact Debby Fall, Assistant to the President - Communications at 734.665.3791 ext. 240 or debby.fall@michigandistrict.org.

How To Use The Logo

The logo may be used in two ways: as a standalone logo (right) or with the District's name as shown on the far right. The Michigan District, LCMS logo contains the official LCMS cross; for additional guidelines on its use, visit www.lcms.org/logos.

Michigan District
The Lutheran Church—Missouri Synod

Required Colors

The official LCMS cross color is burgundy and the Michigan outline is black. The logo may also be used as displayed below:

Burgundy
• Pantone: 228
• CMYK: 40c 100m 42y 23k
• RGB: 135r 1g 80b
• Hexachrome: 8A004B

Black
• Pantone: Black
• CMYK: 0c 0m 0y 100k
• RGB: 0r 0g 0b
• Hexachrome: 000000

Official   Grayscale   1-color black   Reverse - white on dark background

Typography

Franklin Gothic is the required typeface for the Michigan District logo.

Michigan District—Franklin Gothic Demi Condensed
The Lutheran Church—Missouri Synod—Franklin Gothic Book

Who May Use This Logo

LCMS member congregations and schools (including pastors, teachers, and other rostered staff), and Synod agencies and auxiliaries may use the Michigan District logo in conformance with the above logo guidelines. Any exceptions to these guidelines must be approved by the Communications Department of the Michigan District, LCMS.

Who May Not Use This Logo

The logo may not be used by websites other than those of organizations mentioned above. Unofficial websites, though operated by LCMS laypeople or rostered LCMS pastors or other professional church workers, may not use the logo unless their sites carry the official endorsement of an LCMS district, congregation, or group of congregations.

Private businesses may not use this logo; nor may LCMS congregational members use the logo for business or personal use. Rare exceptions may be made only after consultation with, and securing the permission of, the Communications Department of the Michigan District, LCMS.

The Michigan District, LCMS logo is available for download on the Michigan District website at www.michigandistrict.org/logos or by calling 734.665.3791.

LCMS Logo Guidelines

When used correctly, the LCMS logo identifies our church body and links the many Synod ministries as belonging to one church body. Through this logo and its proper use—and with the Holy Spirit's guidance—we speak in a clear, unified, and recognizable voice about God's love in Jesus Christ to all the world.

In order to preserve its integrity and maintain its trademark rights, the logo must be used with the registration mark, unless otherwise approved.

Use the official colors: burgundy, black, gray, or reversed (white cross on colored background). The font is Goudy.

The logo may be used as a cross alone or with the church name—sometimes referred to as the nameplate logo—in either a horizontal or vertical format as shown below.

Maintaining the visual consistency of The Lutheran Church—Missouri Synod corporate logo is vital to preserving its integrity, recognition, and trademark protections. The logo may be used only in the colors and following the graphic standards as outlined in the LCMS Graphic Standards Quick Reference Guide, which is posted online at *www.lcms.org/logos*.

You may not change the colors (only, as noted, for certain approved exceptions), alter the image, or combine this image with other images. Also, avoid photocopying an already photocopied logo. Be certain to retain the exact proportions of the logo—don't lengthen or shorten the arms of the cross and don't "square off" the gentle curves or eliminate the diagonal ends of the arms.

In addition to the LCMS Graphic Standards Quick Reference Guide, LCMS logo files are also available for download at *www.lcms.org/logos*.

NOTE: For usage guidelines of other LCMS corporate logos, which may or may not be trademark protected, please contact the department that oversees the logo.

For additional information for using the LCMS logo, see the LCMS Brand Manual at *lcms.org/brand*.

Telephone/Email Tips

TELEPHONE

1. When your telephone rings, answer as soon as possible.

2. Be courteous, even when the person calling is not (and *especially* when the person calling is not!). If the caller is angry or upset, let the person talk. Then deal with him or her in a kind and courteous manner.

3. Record telephone messages promptly and accurately. Don't trust your memory. Always be prepared to take notes; have a pen and paper handy.

4. Screen calls skillfully. Abrupt questions like, "Who is calling?" or "Who is this?" are rude. It is best to ask, "May I tell Mr. Jones who's calling, please?" or "May I ask who is calling, please?"

5. If you must put a caller on hold, explain why and ask if it is acceptable. Don't keep callers hanging on indefinitely.

6. Don't transfer calls at random. If you transfer a call to someone, wait until he or she answers, then announce the transfer. If you're not sure what department the call should be transferred to, don't guess. Offer to take the person's name and number and call back when you have the information requested.

7. Talk clearly and simply. Avoid using slang expressions. Remember to use "please" and "thank you." Do not answer the telephone while you are eating.

8. Try to convey friendly and intelligent interest. Speak in a normal voice but avoid a monotonous tone. Visualize the person on the other end of the line. Speak directly to that person, not at the telephone.

9. Speak directly into the telephone transmitter; don't let the phone drift from its position.

10. Avoid rushing the caller or leaving the impression by the tone of your voice that the call is an intrusion.

11. Remember—when you answer the phone, you are representing the Michigan District, LCMS and The Lutheran Church—Missouri Synod. You might be the only contact this person may have with us. This is your opportunity to make it a good experience.

EMAIL ETIQUETTE

Recipients

- Add emails in the "To" field only to those who need to act.
- Use the "Cc" field for those who only need to have knowledge of the content but do not have a specific task or need to respond to the email.
- Use the "Bcc" for a large group, adding your own email in the "To" field to reduce the readers having to scroll through replies and to keep recipients email private. Note: use of Constant Contact or other email service for over 50 addresses to avoid becoming SPAM or being blocked by an email server.

Subject

- Use a clear, professional, direct, and short subject line. Six words or fewer.
- Pre-header field can be used for less important information or to define the content.

Content

- Be as brief as possible in your message.
- The first sentence should share the news or request.
- If a lengthy explanation is needed, consider handling it via a phone call.
- Use bullet points for skimmers and task-related items.
- Provide a clear call to action.
- When sending an email to multiple people in the "To" File, be specific about the action you'd like each one of them to take individually.
- Be very selective when using ALL CAPS and never write the entire email in ALL CAPS.
- Bold the words you'd like to stand out.
- Be mindful of mobile users when using formatting (ex: tabs, indents, tables, and other design elements)
- Limit emoji use to inside organization business correspondence.

Before Hitting Send

- Proofread every email before you send.
- Check spelling and grammar.
- Double check that you are sending the email to the correct recipient.

Replying to an Email

- Use "reply all" only as needed.
- Reply to your emails.