



PRESS RELEASE

North American Lutheran Church Appoints Maddie Benson as Director of Development



Bedford, Texas, February 23, 2024 — The North American Lutheran Church (NALC) proudly welcomes Maddie Benson as the newly appointed Director of Development. This pivotal role has been established to spearhead the development and fundraising strategies for both the NALC and the North American Lutheran Seminary (NALS). In addition, the role entails fostering robust relationships with churches and congregants and facilitating direct engagement through strategic travel.

Benson's formative years were spent in the Upper Arlington Lutheran Church in Columbus, Ohio, which played a crucial role in the development and fostering of her faith. Benson previously served the NALC from 2016 to 2021 under two bishops, the Rev. John Bradosky and the Rev. Dr. Dan Selbo. Her journey with the NALC started in an administrative capacity within the Ohio office, later transitioning to a communications role working with the Rev. Dcn. Andrew S. Ames Fuller. In 2021, Benson transitioned to a purely contracted role as she and her husband launched a creative video production company called Yellow Tent Nomads. Currently, Benson is completing a Master of Public Administration degree with a concentration in nonprofit management. She resides with her husband in Longmont, Colorado.

“It is an honor to serve the NALC as the Director of Development, and I am energized by the opportunity to lead our denomination's development strategy,” said Benson. “The potential to deepen and broaden our faithful witness is vast, and I am committed to illuminating these opportunities and engaging our community in support of God's work through the North American Lutheran Church.”

This role demands a visionary leader with proven expertise in crafting and executing development strategies, exceptional communication skills, a collaborative spirit, and the ability to make decisive choices.





“The appointment of a Director of Development marks a significant milestone for our NALC staff, and we are profoundly grateful for God’s guidance in bringing Maddie Benson into this ministry,” expressed Bishop Dan Selbo. “Her array of gifts, fervent passions, potential for further growth, along with her contagious love for the Lord Jesus and His Church, assure me that she will make a lasting impact.”

Maddie Benson is set to commence her service with the NALC staff on March 4.

The North American Lutheran Church (NALC) is a growing Christian church in the Lutheran tradition, uniting more than 142,500 Lutherans from 490+ congregations across the United States and Canada. The NALC embodies the theological center of Lutheranism in North America and stands firmly within the global Lutheran mainstream. The NALC is a church family committed to the authority of the Bible as the inspired Word of God, and, in keeping with the Lutheran Confessions, believes all doctrines should and must be judged by the teaching of Scripture.

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