

Greetings, Pastor and Church Leaders!

Throughout history, humans have sought a way to overcome death. Yet despite all our efforts, death is inevitable. At Easter, we celebrate the only One who is stronger than death: God's Son, Jesus Christ, who graciously offers us forgiveness of sins and eternal life through Him. It's a message that should resonate with our culture, yet most people don't know the full story. To help advertise and facilitate discussion surrounding Holy Week and Easter services, LCMS President Rev. Dr. Matthew Harrison, in coordination with LCMS Worship and LCMS Communications, has developed this congregational media kit.

We are pleased to make the following items available for you and your congregation to use in reaching out to your community this Lenten season. The items are designed to allow you to add an invitation to your Holy Week and Easter services. You are invited to use these resources to advertise your congregation or simply to generate opportunities for pastoral conversations.

Opinion Editorial: Add your pastor's name and the name of your congregation together with President Harrison's and submit to your local newspaper.

Newspaper Advertisement: Purchase ad space in your local newspaper the Saturday before Palm Sunday and add your church's worship times, address and contact information.

Social Media Shareables: Content for Facebook, Twitter and Instagram is included. Use the message portion of each social media platform to include an invitation with your church's worship times, address and contact information.

Post/Note Cards: These can be printed two or four to a page and are easy to print on cardstock paper using your church's copier or printer. On the backside, include an invitation with your church's worship times, address and contact information. Send one to visitors who have attended your church in the past year, and encourage members to deliver them to community members they know.

Facebook Advertisement: Pay for a Facebook Single Image Ad. Use the image provided here. It is already formatted to the proper dimensions for this kind of ad. We suggest using the ad to point people to the page on your church website that includes your congregation's Holy Week service schedule. Select "Get More Website Visitors" when creating your ad.

Each ad has 2 areas for copy with very limited character counts:

Text – 90 characters (located above the image)

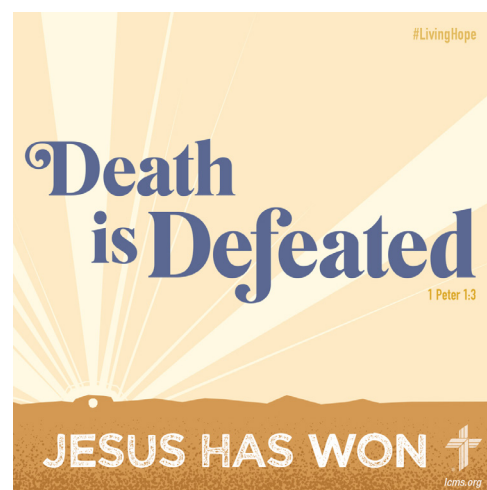
Headline – 25 characters (below the image)

We suggest the following text for each copy area, but you are free to customize it to your needs and preferences. Just make sure to stay within the character count restrictions.

Text – We have a living hope through the resurrection of Jesus Christ from the dead!

Headline – Join us this Easter

Facebook Profile Frames: Use any one of the four available frames with your Facebook profile picture. Your friends will see it and they, too, can use it as their own frame.



HOW TO USE THE WEEKLY SOCIAL MEDIA POSTS

The following is a suggested schedule for posting the shareables, as well as an explanation of how each verse fits the overall theme and progression toward Easter Sunday. The theme rationale is there to help you understand what the shareable means and how it can be used. Congregations and individuals are welcome to adapt the text for use with their social media posts.



Shareable 1

◀ Date to post: Ash Wednesday

Theme rationale: Lent is a season of repentance. As we begin on Ash Wednesday, we consider our place before God. Who are we? We are nothing. We bring nothing to God. We have nothing to offer. We are sinful and evil. God is justified to judge us guilty.



Shareable 2

◀ Date to post: First Sunday in Lent

Theme rationale: The blessedness of the season is the forgiveness of sins we receive, NOT our repentance. This is the point of Lent.



Shareable 3

◀ Date to post: Second Sunday in Lent

Theme rationale: In the midst of recognizing our sin, we also recognize that our help comes only from the Lord, and from no one and nothing else.



Shareable 4

◀ Date to post: Third Sunday in Lent

Theme rationale: Our God forgives us. He helps us. And in response, we worship Him. This is the confession of the Old Testament covenant: He IS our God. He has placed His name on us. When did He place His name on us? In Baptism.



Shareable 5

◀ Date to post: Fourth Sunday in Lent

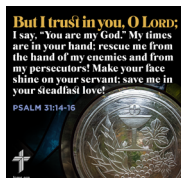
Theme rationale: Our repentance continues as we cry for mercy. And the Lord is the right one to cry out to. We are confronted with our own sin as we cry out in a confession of trust in Him. We trust He will have mercy because He has promised to do so.



Shareable 6

◀ Date to post: Fifth Sunday in Lent

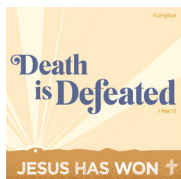
Theme rationale: Christ is God's steadfast love. In Christ there is plentiful redemption. God has more grace in Christ than we have sins. Thus, we are forgiven and set free.



Shareable 7

◀ Date to post: Palm Sunday

Theme rationale: Repentance. Trust. Confession of sin and faith. It all comes together here in this psalm. God's steadfast love is Christ on the cross and in the Supper. Forgiveness of sins. For you.



Shareable 8

◀ Date to post: Easter Sunday

Theme rationale: We rejoice that Christ has defeated death and sin. The season of repentance culminates in Christ's ultimate victory for us. We trust in Him and have a living hope through the resurrection of Jesus Christ from the dead.