

Greetings, Pastor and Church Leaders!

Easter is still popular. People might even consider coming to church. But 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 a 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 your invitation and local details about 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 in your community.

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 Shareable: 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. We recommend that you schedule these posts beginning the Saturday before Palm Sunday and post several times during Holy Week.

Post/Note Card: These can be printed two 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 send or hand deliver them to community members they know.

Facebook Advertisement: Pay for a Facebook Single Image Ad. Use the image provided. 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.

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