



## Greetings, Pastor and Church Leaders!

As Christmas approaches, many people outside of the church notice the disconnect between the emptiness and sadness in their own lives and the festivities of the season. “He shall be their peace,” writes the prophet Micah (**MICAH 5:5**). We know that peace can only be found in one place: the Lord Christ, who came to earth to die for us. To help advertise and facilitate discussion surrounding Advent 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 Advent season. The items are designed to allow you to add an invitation to your Advent and Christmas services. You are invited to use these resources to advertise your congregation or simply to generate opportunities for pastoral conversations.

For many of the following resources, three design themes will be available for you to choose from: “Bethlehem,” “Christ Child” and “Behold.”

**Newspaper Op-Ed:** 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 and add your church’s worship times, address and contact information.

**Social Media Shareables:** These graphics can be shared on Facebook, Twitter or Instagram. Six Bible verse graphics are included within each design theme: one for each week of Advent, one for Christmas Eve and one for Christmas. Graphics are labelled by week and design. For example, if you are posting a graphic with the “Bethlehem” design on the first week of Advent, select the file “Bethlehem Week 1.” Use the caption portion on each social media platform to include an invitation with your church’s worship times, address and contact information.

**Postcards/Notecards:** These can be printed two or four to a page on cardstock using your church’s copier or printer. On the back side, 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 Advent service schedule. Select “Get More Website Visitors” when creating your ad.

Each ad has two 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** – Christ came for you. Come join us to receive His forgiveness, life and salvation.

**Headline** – Join us this Advent season!

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

