

Pastor and Church Leaders,

The Christmas season is an opportunity to invite people to your church, where they can learn the full meaning of this sacred time. To help advertise your congregation's Christmas services, President Harrison, in coordination with 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 Christmas season. The items are designed to allow you to add your invitation and details about your congregation's Christmas services. You are invited to use these resources to advertise your congregation or simply to generate opportunities for pastoral conversations in your community.

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 during the last week of Advent and add worship times, church address and contact information.

Social Media Advertisements: Shareable content for Facebook, Twitter and Instagram is included. Use the caption portion of each social media platform to include an invitation with worship times, church address and contact information. We recommend that you schedule these posts beginning a week before Christmas.

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 Christmas service schedule. Select "Get More Website Visitors" when creating your ad.

Postcards/Notecards: Easy to print on your church copier or printer using cardstock, these can be printed two-up or four-up and cut. On the back side, include an invitation with worship times, your church 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 to community members they know.

Advent Graphic: Download the Advent graphic files to create your own Advent and Christmas banners and posters.



CHRIST CAME FOR YOU.

Come join us to receive His forgiveness,
life and salvation.