



Greetings, Pastor and Church Leaders!

This year's Lenten services focus on the theme "Christ's Passion," following Luke 22 and 23. LCMS President Rev. Dr. Matthew C. Harrison, in coordination with LCMS Worship, 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 services. We invite you to use these resources to advertise your congregation or simply to generate opportunities for conversations.

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, X and Instagram. Eleven Bible verse graphics are included within each design theme: one for Ash Wednesday; one for each Wednesday of Lent; and one each for Palm Sunday, Holy Thursday, Good Friday, Easter Vigil and Easter. Graphics are labeled by day. 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 paper 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.

Printable 36 x 24 sign: Add your service times to this sign and have it printed for display at your church.

Stylebook/Branding Document: Here you will find information about the media kit graphic standards. If you have any questions regarding our branding or use of our logo, please contact the LCMS Church Information Center by calling 888-THE-LCMS (843-5267) or emailing help@lcms.org.

