



Greetings, Pastor and Church Leaders!

This year's Advent services focus on the theme "Rejoice: The Lord Is at Hand," following Philippians 4:4–5. To this end, 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 Advent and Christmas 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. Six Bible verse graphics are included within each design theme: one for each week of Advent, one for Christmas Eve and one for Christmas Day. Graphics are labeled by week and design. Use the caption portion on each social media platform to include an invitation with your church's worship times, address and contact information.

Social Media Reels: Two versions of each theme have been produced as short format, vertical video content (Reels/TikToks/Shorts). The full version may be downloaded and used on your congregation social media channels as is without changes. The "template" version can be downloaded and customized by adding your own music and an invitation with your church's worship times, address and contact information. To customize it use video editing software like iMovie or Final Cut Pro, or use a service like Canva.com or Adobe Express. Be sure you have secured permission to use the music you include. Each reel can be downloaded from this Vimeo playlist:

<https://vimeo.com/showcase/11411231>.

Postcards/Note Cards: 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.

Facebook Advertisement: Pay for a Meta Image Ad campaign. Use the image provided here. Meta will resize and adjust it as needed for ad placement. We suggest using the ad to point people to the page on your church website that includes your congregation's 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 when displayed in the newsfeed)
- Headline – 25 characters (below the image when displayed in the newsfeed)

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 – Rejoice: The Lord Is at Hand. Come join us to receive His forgiveness, life and salvation.
- Headline – Join us this Advent season!

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.

