



Greetings, Pastor and Church Leaders!

John writes, “In this is love, not that we have loved God but that he loved us and sent his Son to be the propitiation for our sins” (1 JOHN 4:10). There is no greater love to be found anywhere than in Christ’s death on the cross for us. And it is our joy to share this Good News with others. To this end, LCMS President Rev. Dr. Matthew C. 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 Lent and Easter season. The items are designed to allow you to add an invitation to your Holy Week and Easter services. We invite you to use these resources to advertise your congregation or simply to generate opportunities for pastoral 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, Twitter and Instagram. Ten Bible verse graphics are included within each design theme: one for each week of Lent, three for Holy Week and one for Easter. Graphics are labelled 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.

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.

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 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)

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

Headline – Join us this Easter season!

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