



Dear Pastors and Congregations,

People need the church — Word and Sacrament ministry — as much as ever. In an increasingly secular society, pastors face the continual challenge of gathering their flocks together each Sunday and reaching out to their communities.

We have created resources to aid you in welcoming both members and the greater community to church each Sunday. Feel free to mix and match these resources in whatever way suits your congregation best.

These resources, as well as examples of how they can be customized for your congregation, are available at lcms.org/welcome-kit. Here are instructions on how to use each of the resources included:

Exterior church banners: These can be customized with dates and times to let your community know your Sunday morning schedule of service(s), Sunday school, and Bible study. These designs are formatted in standard sizes and should be printable at your local office supply store.

Interior church banners and posters: These can be placed inside to welcome your congregation to God's house.

Postcards: These can be printed two or four to a page on cardstock paper using your church's copier or printer and can be mailed to congregation members or passed out to members of your community. Include an invitation on the back detailing your church's service times, address and contact information, and additional information about Sunday school and Bible study.

Social media shareables: Content for Facebook, Twitter and Instagram is included. Churches can share these graphics on social media with their announcements about service times.

Yard signs: These smaller signs can be customized to include service times. They can be printed at your local office supply store and placed in your church's yard. .

Newspaper advertisement: Purchase ad space in your local newspaper and add your church's service times, address and contact information.

Kit icon graphics: These are included with the kits for those wanting to create their own social media ads and other items.