



Dear Pastors and Congregations,

As society begins to reopen in the wake of the COVID-19 crisis and its lockdowns, people need the church — in-person Word and Sacrament ministry — as much as ever. Pastors who have just adjusted to livestreaming services now face the new challenge of reopening: gathering their flocks back together and reaching out to their communities with the message that, in the face of death and sadness, the church offers life and hope in Jesus.

We have created resources to aid you and your congregation in getting the message about your reopening out to your members and community. The resource kit contains elements intended for different audiences: welcoming back your church's members, inviting your community and those who may be watching your livestream, and generally inviting both members and non-members. 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-back. 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 when you will resume in-person services. 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 back 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 members or passed out to members of your community. Include an invitation on the back detailing when you will resume in-person services, as well your church's worship times, address and contact information, and any important details about precautions or procedures related to reopening.

Social media shareables: Content for Facebook, Twitter and Instagram is included. Churches can share these graphics on social media with their announcements about reopening. Include dates and times as well as any other important information in the caption.

Yard signs: These smaller signs can be customized to include reopening dates and 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 either shortly before or after your reopening date, and add your church's worship 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.