**PROMOTIONAL BLURBS**

FOR BULLETIN ANOUNCEMENTS, E-MAILS, CHURCH WEB SITE, SOCIAL MEDIA POSTS

*These are meant to be examples. You will need to produce more. Edit these to fit your situation.*

*Use wisdom in determining what platform is right for each message. Some of these describe* Welcome Home *in terms of the joy of trying to have a packed church for worship. The goal is 100% attendance. Others state the sub goal: providing members who are drifting away from church the opportunity to “come on home,” i.e. to become an active member of your Christian community again.*

*For example, some of these announcements are meant to be read by anyone, including non-members. They explain that* Welcome Home *includes a special service that focuses on the blessings of Christian family. They might include information about corresponding fellowship activities your church is planning for* Welcome Home*: a cookout, potluck, games for kids, etc. Everyone could see that.*

*However, with other announcements, it would probably be wise to share them only with members. For example, one of the following announcements encourages members to think of someone they know is drifting away from church. It encourages them to invite that individual to come to* Welcome Home *Sunday.*

*It might even be wise, in some cases, to send some of these messages to some members. Some, for example, are intended for people who have strayed from regular worship attendance. Do you want to send that to every member? Perhaps that would be fine in your context. Perhaps it might offend some regularly attending members who think they are being accused of being delinquent. Again, pray for wisdom and then use your best judgement.*

*It is a best practice to run these early and often. Start sharing these blurbs ten to twelve weeks before your* Welcome Home *Sunday. Share them every week. Use multiple methods.*

*WELCOME HOME* SUNDAY

You should have received information in the mail about our upcoming *Welcome Home* Sunday on October 20th. Our goal is to have 100% of the members of \_\_\_\_\_\_\_\_\_\_ Lutheran Church worship together on this special day. Please do everything possible to set that date aside so that we can pack the house that day. *If you are going to have some sort of extra fellowship that day, e.g. a potluck or cookout, include that information here.*

SAVE THE DATE FOR *WELCOME HOME* SUNDAY: OCTOBER 20TH

Worshiping our God—listening to him speak to us in his Word and responding with our praise—is always special. However, it can be especially joyful when the house is packed. Think of the singing on Christmas Eve… or the way we need to set up chairs on Easter Sunday. Yet, even on those days, we have members who are out of town.

The goal of *Welcome Home* Sunday is to have a day when everyone that is part of our Christian family comes together. After all, church is supposed to be a home, and believers are kin. Our focus of worship on this day is the blessing of Christian community. Thus, we want 100% of our members there.

Please do everything possible to set that date aside so that we can pack the house that day. *If you are going to have some sort of extra fellowship that day, e.g. a potluck or cookout, include that information here.*

*WELCOME HOME* SUNDAY: OCTOBER 20TH. WHOM WILL YOU REACH?

It happens for a variety of reasons. Christians stop going to church. Do you know one of the reasons people cite for not coming back to church? Fear. They are afraid they are going to be judged or someone is going to make a joke about their being gone.

*Welcome Home* Sunday is intended to be a celebration of the blessing of Christian community our God gives to us. He intends his church to be just like a home: a safe place where we can live without fear. He intends believers to love and treat one another as kin. Our goal is to have 100% of our members in attendance on that Sunday. Thus, it is the perfect Sunday for someone who has been away from church for a while to come back.

Do you know someone like that? Maybe it’s a sister or a son or a friend. They used to come, but for whatever reason, stopped. Reach out to them. Offer to pick them on that day. If they are afraid, assure them that is unnecessary. We are all sinners. We are all redeemed. And we are all family. On that day, everyone receives a warm “Welcome home!”

*WELCOME HOME* SUNDAY: THE BLESSING OF “HOME”

There’s something about home. Home is where you relax after a long day of work. Home is where you can let your hair down, because you know the people there will love you, even with your quirks and flaws. Home is where you feel most safe, in a world which is anything but.

Jesus intended for his church to be more than a school where we learn about God’s Word. He intended it to be more than a cathedral where we praise our Creator. Jesus intended for church to be a home, a place where we gather with Christian family and enjoy all the blessings of home.

On October 20th, we are celebrating *Welcome Home* Sunday. We will talk about the importance of having the support of a Christian community. One major goal for this Sunday? We want to have 100% of our members in attendance. Let’s pack the house! Let’s see what that looks like, when *every* member comes together. Please do everything possible to set that date aside so you can join your brothers and sisters in Christ.

*If you are going to have some sort of extra fellowship that day, e.g. a potluck or cookout, include that information here.*

*WELCOME HOME* SUNDAY: WHY STRIVE FOR 100% ATTENDANCE?

You have heard that on October 27th, we are having our *Welcome Home* Sunday. The goal is to have 100% of our members in worship that day. One might ask, “Why is that a worthy goal?”

Have you ever been to a family reunion? Large families get pulled in a million different directions. It becomes hard for everyone to get together. Even on major holidays like Christmas it can be a challenge. So, periodically, families designate a time in the future when they will make it a priority to get together… to have a *reunion.* When a family plans a reunion, the goal isn’t to get a quarter of the family together. You don’t just want half of the family to show up. You want 100% of the family to do all they can to try and be there. It’s a reunion.

God says the Church is a family. Scripture calls believers “brothers and sisters” constantly. It frequently refers to “the family of believers.” The Holy Spirit is not a sloppy speaker. When he says something again and again, he is telling us, “People, *this* is what you are!”

*Welcome Home* Sunday is a spiritual family reunion. It is hard for all our members to get together. Even at Christmas or Easter, members travel to be with biological family. So, we have picked October 27th as a day for the \_\_\_\_\_\_\_\_\_\_\_\_ Lutheran family to get together. Because it is a family reunion, our hope is not to have a quarter of our members show up. We want more than half. All. 100%. Because we are family. It’s time to have our reunion.

If you have been to a family reunion, you know how wonderful they can be. Uplifting. *Welcome Home* Sunday will be no different. It will be a chance to catch up with friends you perhaps have not seen in a while. Best of all, your Brother has already promised he is going to be there.

*WELCOME HOME*: GOD SPEAKS AND REALITY RESULTS

“God said, ‘Let there be light’” (Genesis 1:3). God wasn’t simply expressing a wish, like walking into a dark home and saying, “Let’s turn some lights on.” God was calling a new reality into existence. *“And there was light.”* When God speaks, reality results.

When God tells you that you are a saint, you might want to say, “But, I sin every day!” True enough, but God has spoken. He sent his Son to live, die, and rise for you, creating a new reality. In your baptism, God himself spoke to you, telling you that you are pure and blameless. And when God speaks, reality results.

Throughout Scripture, God refers to believers as a family. That is more than metaphor. That is God calling a new reality into existence. Our privilege and responsibly is to seize the power given us through our baptism and live out that reality. We are called by Christ to show the same level of love and self-sacrifice that would show to biological kin.

On October 20th, we will be holding *Welcome Home* Sunday. *Welcome Home* Sunday is a celebration of this reality. On that day, we praise God for giving a spiritual family… a spiritual home. Our goal for that Sunday is to make it into something of a spiritual family reunion. We want to have 100% of our members in attendance. Why? Because God has told us we are family. And when God speaks, reality results. Please, set aside that date and join your brothers and sisters in Christ!