



Come, Lord Jesus!

PUBLICITY CHECKLIST

Advent 2022

Please Note: All publicity materials (except videos) are available in both English and Spanish.

SERIES THEME: *COME, LORD JESUS!*

The Latin word *adventus* means “coming.” The last words in Scripture are “Come, Lord Jesus!” Thus, the season of Advent begins with the end in mind. We enter a new Church Year with our eyes fixed on the End—capital “E”—when Jesus Christ will come and destroy this sin-broken world.

If that is what Jesus and his angels are coming to do—destroy the universe with fire (2 Peter 3)—why would we cry out, “Come, Lord Jesus”? Because we know that Jesus has come into our world once before. The Son of God became the Son of Man. From the manger to the cross, Jesus did everything necessary to redeem mankind. As this new Church Year walks us through the entire life of Christ, we see God’s promises of deliverance fulfilled . . . God’s plan of salvation completed. And so, when Christ comes again, while the universe will be destroyed, we know God’s people will be ushered into a new, glorious, everlasting kingdom.

Advent is necessary to prepare us for Christmas. It enables us to understand the true significance of Christmas. For Advent allows us to see that because of what Christ did when he came the first time, believers need not fear when he comes again. Instead, we yearn for it. Come, Lord Jesus!

Date & Theme	Channel	Action	Wording
Week of November 20 <i>Introduce theme</i>	Worship folder/newsletter blurb	<ul style="list-style-type: none"> Place blurb in print and electronic versions of worship folder and newsletter Include “Come, Lord Jesus!” logo graphic 	<p>The Latin word <i>adventus</i> means “coming.” The last words in Scripture are “Come, Lord Jesus!” Thus, the season of Advent begins with the end in mind. We enter a new Church Year with our eyes fixed on the End—capital “E”—when Jesus Christ will come and destroy this sin-broken world.</p> <p>If that is what Jesus and his angels are coming to do—destroy the universe with fire (2 Peter 3)—why would we cry out, “Come, Lord Jesus”? Because we know that Jesus has come into our world once before. The Son of God</p>

			<p>became the Son of Man. From the manger to the cross, Jesus did everything necessary to redeem mankind. As this new Church Year walks us through the entire life of Christ, we see God’s promises of deliverance fulfilled . . . God’s plan of salvation completed. And so, when Christ comes again, while the universe will be destroyed, we know God’s people will be ushered into a new, glorious, everlasting kingdom.</p> <p>Advent is necessary to prepare us for Christmas. It enables us to understand the true significance of Christmas. For Advent allows us to see that because of what Christ did when he came the first time, believers need not fear when he comes again. Instead, we yearn for it. Come, Lord Jesus!</p>
	Facebook	<ul style="list-style-type: none"> • Post “Come, Lord Jesus!” title Facebook graphic • Post “Come, Lord Jesus!” 1x1 video file <i>(available with or without WELS logo at end of video)</i> 	<p>Advent is necessary to prepare us for Christmas. It enables us to understand the true significance of Christmas. For Advent allows us to see that because of what Christ did when he came the first time, believers need not fear when he comes again. Instead, we yearn for it.</p> <p>Join us for a new series: Come, Lord Jesus!</p>
	Social Media	<ul style="list-style-type: none"> • Post “Come, Lord Jesus!” title social post square graphic • Post “Come, Lord Jesus!” 1x1 video file <i>(available with or without WELS logo at end of video)</i> 	<p>Advent is necessary to prepare us for Christmas. It enables us to understand the true significance of Christmas. For Advent allows us to see that because of what Christ did when he came the first time, believers need not fear when he comes again. Instead, we yearn for it.</p> <p>Join us for a new series: Come, Lord Jesus!</p>
	Video	<ul style="list-style-type: none"> • Post “Come, Lord Jesus!” 16x9 video file to YouTube or Vimeo <i>(available with or without WELS logo at end of video)</i> 	<p>Advent is necessary to prepare us for Christmas. It enables us to understand the true significance of Christmas. For Advent allows us to see that because of what Christ did when he came the first time, believers need not fear when he comes again. Instead, we yearn for it.</p>

		<ul style="list-style-type: none"> • Show “Come, Lord Jesus!” 16x9 video file during this week’s worship announcements 	Join us for a new series: Come, Lord Jesus!
	Website	<ul style="list-style-type: none"> • Post theme information • Post link to “Come, Lord Jesus!” video on YouTube or Vimeo • Post “Come, Lord Jesus!” graphic 	<p>The Latin word <i>adventus</i> means “coming.” The last words in Scripture are “Come, Lord Jesus!” Thus, the season of Advent begins with the end in mind. We enter a new Church Year with our eyes fixed on the End—capital “E”—when Jesus Christ will come and destroy this sin-broken world.</p> <p>If that is what Jesus and his angels are coming to do—destroy the universe with fire (2 Peter 3)—why would we cry out, “Come, Lord Jesus”? Because we know that Jesus has come into our world once before. The Son of God became the Son of Man. From the manger to the cross, Jesus did everything necessary to redeem mankind. As this new Church Year walks us through the entire life of Christ, we see God’s promises of deliverance fulfilled . . . God’s plan of salvation completed. And so, when Christ comes again, while the universe will be destroyed, we know God’s people will be ushered into a new, glorious, everlasting kingdom.</p> <p>Advent is necessary to prepare us for Christmas. It enables us to understand the true significance of Christmas. For Advent allows us to see that because of what Christ did when he came the first time, believers need not fear when he comes again. Instead, we yearn for it. Come, Lord Jesus!</p>
	Digital display graphics (3 slide options)	<ul style="list-style-type: none"> • Blank slide (4x3 or 16x9) • Title slide (4x3 or 16x9) • Icon slide (4x3 or 16x9) • Show on small screens (4x3) or digital display screens (16x9) before and after worship or 	Join us for a new series: Come, Lord Jesus!

		during announcements this week	
Sunday, November 27 <i>First Sunday in Advent</i>	Worship folder template	Use “Come, Lord Jesus!” worship folder cover PDF	
Theme of the Day: Come, Lord Jesus! – As King	Worship folder/newsletter blurb	<ul style="list-style-type: none"> Place blurb in print and electronic versions of worship folder and newsletter Include “Come, Lord Jesus!” logo graphic 	<p>Why would the Church Year begin with a gospel reading that describes an event near the very end of Jesus’ life—his entry into Jerusalem at the start of Holy Week? Because the events of Palm Sunday serve as a perfect summary of the entire plan of salvation.</p> <p>It is an odd sight, this man riding into Jerusalem on a baby donkey, to cheers and the celebratory waving of palm branches. Understandably, many asked, “Who is this?” The answer: This is not just a rabbi. This is the King of all creation. This is God Almighty wrapped in flesh. Yet, he does not enter Jerusalem with all his glory and power on display. The King hides all that and rides into Jerusalem so that he might also be our priest and sacrifice.</p> <p>This is a King unlike any other ruler who has ever lived. For he is infinitely greater than all other kings, while simultaneously being infinitely humbler. This King is willing to trade his golden crown for one made of thorns. This King comes not demanding our service but to serve us. You look at how good, how loving is this King, and you ask that question upon which eternity hinges. “Who is this?” As we march through this new Church Year, the answer becomes crystal clear. This King is the Savior of the nations.</p>
	Facebook	<ul style="list-style-type: none"> Post “Come, Lord Jesus!” quote Facebook graphic 	<p>Jesus is a King unlike any other ruler who has ever lived. You look at how good, how loving is this King, and you ask that question upon which eternity hinges. “Who is this?” As we march through this new Church Year, the answer becomes crystal clear. This King is the Savior of the nations.</p>

			Join us to learn about Jesus as King.
	Social Media	<ul style="list-style-type: none"> • Post “Come, Lord Jesus!” quote social post square graphic 	<p>Jesus is a King unlike any other ruler who has ever lived. You look at how good, how loving is this King, and you ask that question upon which eternity hinges. “Who is this?” As we march through this new Church Year, the answer becomes crystal clear. This King is the Savior of the nations.</p> <p>Join us to learn about Jesus as King.</p>
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Sunday, December 4 <i>Second Sunday in Advent</i>	Worship folder template	Use “Come, Lord Jesus!” worship folder cover PDF	
Theme of the Day: Come, Lord Jesus! – As Judge	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Come, Lord Jesus!” logo graphic 	<p>When Jesus comes back as judge, everyone will face a binary outcome. Either they will be judged righteous and experience the peace and joys of Paradise. Or they will be judged wicked and suffer unquenchable fire (Matthew 3).</p> <p>John the Baptist’s job was to point to the only way to prepare for a judgment, one where the stakes are that high. Repent! And look to the Lord Jesus. For when Jesus came into our world the first time, it was not as judge, but as Savior. All those whose faith is in Christ have already been judged righteous.</p> <p>Please, take these words to heart: the reign of God draws near, and his judgment is inevitable. As John the Baptist once said, “All people will see God’s salvation.” The only</p>

			question is if one sees Christ's second coming with joy or regret. For those who fail to repent, the coming of the Judge brings certain doom. But his people will see that Judge like a banner on the hilltop, rallying us to his glorious side.
	Facebook	<ul style="list-style-type: none"> • Post "Come, Lord Jesus!" quote Facebook graphic 	<p>The reign of God draws near, and his judgment is inevitable. The only question is if one sees Christ's second coming with joy or regret. For those who fail to repent, the coming of the Judge brings certain doom. But his people will see that Judge like a banner on the hilltop, rallying us to his glorious side.</p> <p>Join us to learn about Jesus as Judge.</p>
	Social Media	<ul style="list-style-type: none"> • Post "Come, Lord Jesus!" quote social post square graphic 	<p>The reign of God draws near, and his judgment is inevitable. The only question is if one sees Christ's second coming with joy or regret. For those who fail to repent, the coming of the Judge brings certain doom. But his people will see that Judge like a banner on the hilltop, rallying us to his glorious side.</p> <p>Join us to learn about Jesus as Judge.</p>
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Sunday, December 11 <i>Third Sunday in Advent</i>	Worship folder template	Use "Come, Lord Jesus!" worship folder cover PDF	
Theme of the Day: Come, Lord Jesus! – As Messiah	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter 	Humanity wants a made-to-order Messiah. We want the Savior we want. The Jews wanted a political Messiah who would remove Roman oppression and re-establish the kingdom of Israel. The generic Christian of today wants a

		<ul style="list-style-type: none"> • Include “Come, Lord Jesus!” logo graphic 	<p>Messiah who is a good teacher and an inspiration for brotherly love.</p> <p>Even faithful Christians face the temptation of a made-to-order Messiah. We want a Messiah who isn’t bothered by the sin that keeps cropping up in our life, who doesn’t call for total dedication but is fine if we only want a relaxed association with him. We want a Messiah who dispenses blessings liberally, to ensure that our life is blessed, as we would like to define it.</p> <p>That is not the Messiah who came. Jesus defies the expectations of Israel, the world, and us. Jesus reminds us that “blessed” is a term that he defines, and it begins with not rejecting the Messiah because he fails to meet our expectations. One proof that Jesus is the Messiah is that he fulfilled every prophecy. Therefore, blessed people respond to adverse circumstances with patient waiting and confidence that, at just the right time, their Messiah will fix all that is broken in their lives.</p>
	Facebook	<ul style="list-style-type: none"> • Post “Come, Lord Jesus!” quote Facebook graphic 	<p>Humanity wants a made-to-order Messiah. Even faithful Christians face the temptation of a made-to-order Messiah. We want a Messiah who dispenses blessings liberally, to ensure that our life is blessed, as we would like to define it. Jesus reminds us that “blessed” is a term that he defines. Blessed people respond to adverse circumstances with patient waiting and confidence that, at just the right time, their Messiah will fix all that is broken in their lives.</p> <p>Join us to learn about Jesus as Messiah.</p>
	Social Media	<ul style="list-style-type: none"> • Post “Come, Lord Jesus!” quote social post square graphic 	<p>Humanity wants a made-to-order Messiah. Even faithful Christians face the temptation of a made-to-order Messiah. We want a Messiah who dispenses blessings liberally, to ensure that our life is blessed, as we would like to define it.</p>

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Sunday, December 18 <i>Fourth Sunday in Advent</i>	Worship folder template	Use “Come, Lord Jesus!” worship folder cover PDF	
Theme of the Day: Come, Lord Jesus! – As Immanuel	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Come, Lord Jesus!” logo graphic 	<p>This time of year it is so easy to get caught up in the beautiful trappings of Christmas and forget why this birth had to take place. Mankind fell into sin. Sin brings an awful burden. Hatred and oppression. Suffering and pain. Guilt and shame. The devastation of death. These are all natural consequences of sin. And what can we do about any of it? Nothing of substance. We can numb ourselves to pain, but we cannot avoid it. We can fill our life with distractions in an attempt to forget about our guilt. But our conscience is always nagging. And death . . . no one avoids that.</p> <p>Man can do nothing to shake off the burden of sin. Therefore, the Church prays that God would come in power to remove that burden for us. Since the Garden, there has been only one plan to do that: God would take on flesh and blood. To do what mankind could not do—remove all the burdens of sin—God became man. When you look into the manger, what do you see? A baby? Yes. But, more. That is</p>

			Immanuel, "God-with-us." The Son of God became Mary's son, so that he could do for us what we could not do for ourselves.
	Facebook	<ul style="list-style-type: none"> • Post "Come, Lord Jesus!" quote Facebook graphic 	<p>This time of year it is so easy to get caught up in the beautiful trappings of Christmas and forget why this birth had to take place. Mankind fell into sin and can do nothing to shake off its burden. Since the Garden, there has been only one plan to do that: God would take on flesh and blood. To do what mankind could not do—remove all the burdens of sin—God became man.</p> <p>Join us to learn about Jesus as Immanuel.</p>
	Social Media	<ul style="list-style-type: none"> • Post "Come, Lord Jesus!" quote social post square graphic 	<p>This time of year it is so easy to get caught up in the beautiful trappings of Christmas and forget why this birth had to take place. Mankind fell into sin and can do nothing to shake off its burden. Since the Garden, there has been only one plan to do that: God would take on flesh and blood. To do what mankind could not do—remove all the burdens of sin—God became man.</p> <p>Join us to learn about Jesus as Immanuel.</p>
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