



A SAVIOR IS BORN

PUBLICITY CHECKLIST

Christmas 2022

SERIES THEME: A SAVIOR IS BORN

The first Christmas sermon was preached to a small congregation consisting entirely of shepherds. The preacher was an angel. The message of his sermon? “Today in the town of David a Savior has been born to you.”

That is a heavy word: Savior. It says as much about us as it does about this child. If the angel had said “a teacher has been born” or “a mentor has been born,” it would mean that within us exists the potential to fix all that is wrong with the world. It would mean we just need a bit of help: a coach, a mentor, a source of inspiration. But the angel said, “A Savior has been born.” If one needs saving, it means he is totally helpless—completely lost—doomed, without outside intervention. That is how God the Father viewed us: helpless, lost, doomed. So, he sent more than a coach. He sent his only Son to be our Savior.

After December 25 the secular world is done with Christmas. But for the Church, the season of Christmas has just begun. For twelve glorious days—The Twelve Days of Christmas—we will ponder the nativity of the Son of God. We will celebrate what that nativity means. A Savior is born!

NOTE: In a worship folder, it might be wise to list all the themes, highlighting each successive week’s theme. This lets people see the larger arc of the series.

- A Savior Is Born to Change the World
- A Savior Is Born to Dwell Among Us
- A Savior Is Born to Be the True Son
- A Savior Is Born for All the Nations

NEW! *Praise and Proclaim*

New this year is the opportunity to partner with *Praise and Proclaim Ministries* to design and deploy a digital outreach effort using social media to reach the unchurched in your community. Find out how it works and what is included [here](#). The deadline to sign up is October 1.

NOTE: Some publicity materials are available in both English and Spanish.

Date & Theme	Channel	Action	Wording
Prior to October 25	<ul style="list-style-type: none"> • Postcards • Business cards • Road banners 	Order outreach materials from Echt Printing by October 25	
	Door hangers	Interested congregations can have door hangers printed locally	
December <i>Introduce theme for several weeks prior to Christmas</i>	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “A Savior Is Born” logo graphic 	<p>The first Christmas sermon was preached to a small congregation consisting entirely of shepherds. The preacher was an angel. The message of his sermon? “Today in the town of David a Savior has been born to you.”</p> <p>That is a heavy word: Savior. It says as much about us as it does about this child. If the angel had said “a teacher has been born” or “a mentor has been born,” it would mean that within us exists the potential to fix all that is wrong with the world. It would mean we just need a bit of help: a coach, a mentor, a source of inspiration. But the angel said, “A Savior has been born.” If one needs saving, it means he is totally helpless—completely lost—doomed, without outside intervention. That is how God the Father viewed us: helpless, lost, doomed. So, he sent more than a coach. He sent his only Son to be our Savior.</p> <p>After December 25 the secular world is done with Christmas. But for the Church, the season of Christmas has just begun. For twelve glorious days—The Twelve Days of Christmas—we will ponder the nativity of the Son of God. We will celebrate what that nativity means. A Savior is born!</p>
	Adobe Illustrator logo files	Use these files if you wish to create your own social media and promotional graphics and include	

		your church or worship information	
	Facebook	<ul style="list-style-type: none"> • Post “A Savior Is Born” title Facebook graphic • Post “A Savior Is Born” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>The first Christmas sermon was preached to a small congregation consisting entirely of shepherds. The preacher was an angel. The message of his sermon? “Today in the town of David a Savior has been born to you.” If one needs saving, it means he is totally helpless without outside intervention. That is how God the Father viewed us. So, he sent his only Son to be our Savior.</p> <p>Join us for a new series: A Savior Is Born.</p>
	Social Media	<ul style="list-style-type: none"> • Post “A Savior Is Born” title social post square graphic • Post “A Savior Is Born” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>The first Christmas sermon was preached to a small congregation consisting entirely of shepherds. The preacher was an angel. The message of his sermon? “Today in the town of David a Savior has been born to you.” If one needs saving, it means he is totally helpless without outside intervention. That is how God the Father viewed us. So, he sent his only Son to be our Savior.</p> <p>Join us for a new series: A Savior Is Born.</p>
	Video	<ul style="list-style-type: none"> • Post “A Savior Is Born” 16x9 video file to YouTube or Vimeo (<i>available with or without WELS logo at end of video</i>) • Show “A Savior Is Born” 16x9 video file during worship announcements in the weeks leading up to Christmas 	<p>The first Christmas sermon was preached to a small congregation consisting entirely of shepherds. The preacher was an angel. The message of his sermon? “Today in the town of David a Savior has been born to you.” If one needs saving, it means he is totally helpless without outside intervention. That is how God the Father viewed us. So, he sent his only Son to be our Savior.</p> <p>Join us for a new series: A Savior Is Born.</p>
	Website	<ul style="list-style-type: none"> • Post theme information • Post link to “A Savior Is Born” video on YouTube or Vimeo • Post “A Savior Is Born” graphic 	<p>The first Christmas sermon was preached to a small congregation consisting entirely of shepherds. The preacher was an angel. The message of his sermon? “Today in the town of David a Savior has been born to you.”</p>

			<p>That is a heavy word: Savior. It says as much about us as it does about this child. If the angel had said “a teacher has been born” or “a mentor has been born,” it would mean that within us exists the potential to fix all that is wrong with the world. It would mean we just need a bit of help: a coach, a mentor, a source of inspiration. But the angel said, “A Savior has been born.” If one needs saving, it means he is totally helpless—completely lost—doomed, without outside intervention. That is how God the Father viewed us: helpless, lost, doomed. So, he sent more than a coach. He sent his only Son to be our Savior.</p> <p>After December 25 the secular world is done with Christmas. But for the Church, the season of Christmas has just begun. For twelve glorious days—The Twelve Days of Christmas—we will ponder the nativity of the Son of God. We will celebrate what that nativity means. A Savior is born!</p>
	Digital display graphics (4 slide options)	<ul style="list-style-type: none"> • Blank slide (4x3 or 16x9) • Logo slide (4x3 or 16x9) • Title slide (4x3 or 16x9) • Nativity slide (4x3 or 16x9) • Show on digital display screens before and after worship or during announcements in the weeks leading up to Christmas 	Join us for a new series: A Savior Is Born
Saturday, December 24 <i>Nativity of Our Lord—Christmas Eve</i>	Worship folder template	Use “A Savior Is Born” worship folder cover PDF	
Theme of the Day: A Savior Is Born to Change the World	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “A Savior Is Born” logo graphic 	Families cherish their Christmas traditions. Year after year, they decorate the tree with the same ornaments, play the same music, bake the same Christmas cookies. Without asking, family members know when they will open presents. If you try to change your family’s Christmas traditions, you just might pick a

			<p>fight! When it comes to family Christmases, people generally don't like things to change.</p> <p>Because our celebration of Christmas is so steeped in unchanging traditions, it might be easy for us to miss that the Nativity of the Son of God meant radical change for the world. The birth of the Christ child meant that nothing in the world would ever be the same. We even divide history into the events that occurred "Before Christ" (BC) and after "Anno Domini" (AD), Latin for "Year of our Lord."</p> <p>Christmas traditions are wonderful. But make no mistake about it. Christmas is all about change. The Lord God came to change the world by becoming part of the world. Because we are part of the world, that means Christmas changes us too. This Christmas Eve, we see how.</p>
	Facebook	Post "A Savior Is Born" quote Facebook graphic	Families cherish their Christmas traditions. When it comes to family Christmases, people generally don't like things to change. Christmas traditions are wonderful. But make no mistake about it. Christmas is all about change. The Lord God came to change the world by becoming part of the world. Because we are part of the world, that means Christmas changes us too. This Christmas Eve, join us to see how.
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		<ul style="list-style-type: none"> • Show on digital display screens before worship or during announcements 	
Sunday, December 25 <i>Nativity of Our Lord— Christmas Day</i>	Worship folder template	Use “A Savior Is Born” worship folder cover PDF	
Theme of the Day: A Savior Is Born to Dwell Among Us	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “A Savior Is Born” logo graphic 	<p>For centuries on Christmas Day the Church has read chapter one of St. John’s Gospel. There, in just a few simple words, Scripture describes the indescribable: “The Word became flesh and made his dwelling among us” (John 1:14). The word God had spoken in the Garden, promising to send a Savior who was part of mankind, came true. God himself became flesh and blood—to be born under law, to suffer, and to die that he might redeem us.</p> <p>The Greek word translated “made his dwelling” can also be translated “pitched his tent.” That word describes a temporary dwelling place. God came into our broken world to dwell for a time, so that one day we might go to God’s perfect home and dwell for all eternity.</p> <p>Unlike those Christmas Eve shepherds, we cannot see Christ with our eyes. Yet still he dwells among us. For he is the Word made flesh. As we listen to the Word today, we truly are hearing the voice of Christ. As we celebrate the Lord’s Supper, we partake of his true body and blood. In Word and sacrament, still today, our Savior dwells among us, feeding our faith, preparing us for our true home.</p>
	Facebook	Post “A Savior Is Born” quote Facebook graphic	<p>Unlike the Christmas Eve shepherds, we cannot see Christ with our eyes. Yet still he dwells among us. For he is the Word made flesh. As we listen to the Word today, we truly are hearing the voice of Christ. As we celebrate the Lord’s Supper, we partake of his true body and blood. In Word and sacrament, still today, our</p>

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Sunday, January 1 <i>1st Sunday after Christmas</i>	Worship folder template	Use “A Savior Is Born” worship folder cover PDF	
Theme of the Day: A Savior Is Born to Be the True Son	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “A Savior Is Born” logo graphic 	<p>Christmas holidays mean family time. Extended family travel and visits. Meals are prepared, gifts given, memories are made. The memories might not all be good. Sometimes, Christmas dinners end in fights. Sometimes, hurt feelings keep family from coming together during the holidays. The painful reality is that we sinners fail our families, and our families fail us.</p> <p>God knows what that’s like. He, too, wanted his children to be everything he hoped for them to be. But he was sorely disappointed. That’s why he made a plan. God the Father sent Jesus to be the son that he always wanted—reciprocal in love, perfect in obedience, unwavering in devotion. Jesus came to be everything that God wanted from us.</p>

			By coming to be the true Son of the Father, Jesus gives us rights to be redeemed sons and daughters—sons just like Jesus with the rights, the relationship, and the privileges of heirs.
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Friday, January 6 <i>Epiphany of Our Lord</i>	Worship folder template	Use “A Savior Is Born” worship folder cover PDF	
Theme of the Day: A Savior Is Born for All the Nations	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “A Savior Is Born” logo graphic 	The twelve days of Christmas culminate with the celebration of the Epiphany of our Lord. We commemorate the day when magi from afar worshiped the Christ Child. Before that day, Jesus had been worshiped by individuals of Jewish descent: the shepherds, elderly Simeon, the prophetess Anna. But Scripture said the coming Savior would be God’s gift to all nations. Epiphany proves that God keeps his promises, as he

			<p>miraculously led foreigners to worship their Savior. Thus, Epiphany is sometimes called the Gentile Christmas. (The celebration of Epiphany likely precedes that of Christmas. Evidence of the Festival of Epiphany dates to Clement of Alexandria at the end of the second century.)</p> <p>Epiphany continues to play out to this very day. God worked through a special star to bring the magi into the presence of their Savior—for Christ’s glory and the magi’s blessing. Likewise, God has controlled time and space to bring you into the presence of your Savior—for Christ’s glory and your blessing. Thus, the magi were only the first in a long line of Gentiles who would join Israel in worshiping Jesus as King. Indeed, a Savior is born for all the nations! Come, let us adore him!</p>
	Facebook	Post “A Savior Is Born” quote Facebook graphic	<p>The twelve days of Christmas culminate with the celebration of the Epiphany of our Lord. We commemorate the day when magi from afar worshiped the Christ Child. Epiphany continues to play out to this very day. God worked through a special star to bring the magi into the presence of their Savior—for Christ’s glory and the magi’s blessing. Likewise, God has controlled time and space to bring you into the presence of your Savior—for Christ’s glory and your blessing. Indeed, a Savior is born for all the nations! Come, let us adore him!</p>
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