



# PUBLICITY CHECKLIST

## *Lent 2023*

**SERIES THEME: *OUR GREATEST NEEDS***

What do you really need right now? To answer that question, one must first define what a “need” is. We understand that a “need” is greater than a “want.” If you lack something you want, life goes on just fine. If you lack something you need, that presents a problem. Thus, to correctly answer that question, “What do you really need right now,” ultimately one must understand their greatest problems.

Mankind’s greatest problems are universal. We all live under the curse of sin. That sin makes us utterly helpless in our natural state. Natural man is confused, unable to make sense of life. Left in sin, man is doomed to death, and not just physical death. After one’s heart stops comes another type of death that is infinitely worse, an eternal nightmare.

Lent is the season of the Church Year where we wrestle with our greatest needs. Lent also demonstrates that in Christ, all our greatest needs are met. Here is what the Spirit makes clear this season. If you lack Christ, you have nothing. If you have Christ, you have everything you truly need.

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

Date & Theme	Channel	Action	Wording
<p><b>Week of February 12 or 19</b> <i>Introduce Lent theme</i></p>	<p>Worship folder/newsletter blurb</p>	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include “Our Greatest Needs” logo graphic (multiple versions available)</li> </ul>	<p>What do you really need right now? To answer that question, one must first define what a “need” is. We understand that a “need” is greater than a “want.” If you lack something you want, life goes on just fine. If you lack something you need, that presents a problem. Thus, to correctly answer that question, “What do you really need right now,” ultimately one must understand their greatest problems.</p>

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	Facebook	<ul style="list-style-type: none"> <li>• Post “Our Greatest Needs” title Facebook graphic</li> <li>• Post “Our Greatest Needs” 1x1 video file <i>(available with or without WELS logo at end of video)</i></li> </ul>	<p>Lent is the season of the Church Year where we wrestle with our greatest needs. Lent also demonstrates that in Christ, all our greatest needs are met. Here is what the Spirit makes clear this season. If you lack Christ, you have nothing. If you have Christ, you have everything you truly need.</p> <p>Join us this Lent for our new series: Our Greatest Needs.</p>
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	Video	<ul style="list-style-type: none"> <li>• Post “Our Greatest Needs” 16x9 video file to YouTube or Vimeo <i>(versions available with or without WELS logo at end of video)</i></li> </ul>	<p>Lent is the season of the Church Year where we wrestle with our greatest needs. Lent also demonstrates that in Christ, all our greatest needs are met. Here is what the Spirit makes clear this season. If you lack Christ, you have nothing. If you have Christ, you have everything you truly need.</p>

		<ul style="list-style-type: none"> <li>• Show “Our Greatest Needs” 16x9 video file during this week’s worship announcements</li> </ul>	Join us this Lent for our new series: Our Greatest Needs.
	Website	<ul style="list-style-type: none"> <li>• Post theme information</li> <li>• Post link to “Our Greatest Needs” video on YouTube or Vimeo</li> <li>• Post “Our Greatest Needs” graphic</li> </ul>	<p>What do you really need right now? To answer that question, one must first define what a “need” is. We understand that a “need” is greater than a “want.” If you lack something you want, life goes on just fine. If you lack something you need, that presents a problem. Thus, to correctly answer that question, “What do you really need right now,” ultimately one must understand their greatest problems.</p> <p>Mankind’s greatest problems are universal. We all live under the curse of sin. That sin makes us utterly helpless in our natural state. Natural man is confused, unable to make sense of life. Left in sin, man is doomed to death, and not just physical death. After one’s heart stops comes another type of death that is infinitely worse, an eternal nightmare.</p> <p>Lent is the season of the Church Year where we wrestle with our greatest needs. Lent also demonstrates that in Christ, all our greatest needs are met. Here is what the Spirit makes clear this season. If you lack Christ, you have nothing. If you have Christ, you have everything you truly need.</p> <p>Join us this Lent for our new series: Our Greatest Needs.</p>
	Digital display graphics (4 slide options)	<ul style="list-style-type: none"> <li>• Art slide 1 (4x3 or 16x9)</li> <li>• Art slide 2 (4x3 or 16x9)</li> <li>• Blank slide (4x3 or 16x9)</li> <li>• Title slide (4x3 or 16x9)</li> <li>• Show on digital display screens before and after worship or during announcements</li> </ul>	Join us this Lent for our new series: Our Greatest Needs

<p><b>Wednesday, February 22</b> <i>Ash Wednesday</i></p>	<p>Worship folder template</p>	<p>Use "Our Greatest Needs" worship folder cover PDF</p>	
<p><b>Theme of the Day:</b> A Wholly Humbled Heart</p>	<p>Worship folder/newsletter blurb</p>	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include "Our Greatest Needs" logo graphic</li> </ul>	<p>To understand our greatest needs, we need to understand our greatest problems. So, here is the irony. One of our greatest problems is we do not think we have many problems at all. This can be especially true of those who are religious. We look to our religious activity—our regular time in prayer, our generous offerings, our volunteerism—as proof that we are just fine, certainly better than most. This belief is reinforced when others notice all the good we do and praise us for it.</p> <p>Ash Wednesday is the antidote to pride. If we are so good, then why are we slowly turning back into dirt? Ash Wednesday teaches the sobering truth that one day soon, people won't see the best version of ourselves, but the dead one. "Remember you are dust and to dust you shall return." That Ash Wednesday refrain echoes the funeral rite that will one day be spoken over us all: ashes to ashes, dust to dust.</p> <p>On this first day of Lent, God intends to give us what we badly need—a wholly humbled heart that looks to Christ in contrition and true repentance. Such a heart will produce piety without any of the posing and pomp that pride tries to inject.</p>
	<p>Facebook</p>	<p>Post "Our Greatest Needs" quote Facebook graphic</p>	<p>Ash Wednesday is the antidote to pride. It teaches us the sobering truth that one day soon, people won't see the best version of ourselves, but the dead one. "Remember you are dust and to dust you shall return."</p> <p>On the first day of Lent, God intends to give us what we badly need—a wholly humbled heart that looks to Christ in contrition and true repentance.</p>

	Social Media	Post “Our Greatest Needs” quote social post square graphic	<p>Ash Wednesday is the antidote to pride. It teaches us the sobering truth that one day soon, people won’t see the best version of ourselves, but the dead one. “Remember you are dust and to dust you shall return.”</p> <p>On the first day of Lent, God intends to give us what we badly need—a wholly humbled heart that looks to Christ in contrition and true repentance.</p>
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<b>Week of February 26</b> <i>1<sup>st</sup> Sunday in Lent</i>	Worship folder template	Use “Our Greatest Needs” worship folder cover PDF	
<b>Theme of the Day:</b> A Champion for the Defeated	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include “Our Greatest Needs” logo graphic</li> </ul>	<p>Our modern English word “champion” comes from an old English word that meant “warrior.” In ancient times, when two armies gathered to fight, sometimes as a prelude to the battle—and sometimes in place of the battle—each army would pick a mighty soldier, and these two men would fight each other. These elite warriors, these champions, would represent their people in battle. They would meet in the middle of the field. With everyone watching, they would fight to the death.</p> <p>Today we are reminded of an ancient war that began in Eden. The perfect peace and prosperity of Paradise was lost when a fallen angel convinced mankind to follow the demons in rebelling against their Creator. When Adam fell, he condemned the world to darkness and death. The enemy of God claimed that the children of men now belonged to</p>

			him. God was having none of it. He promised he would send forth his champion, his Son. And so, today we see a battle of champions. The demons send forth their strongest warrior—Satan. God sends forth the best of men, Jesus Christ. Jesus does what Adam and we could not. In crushing the devil, Jesus meets one of our greatest needs.
	Facebook	Post “Our Greatest Needs” quote Facebook graphic	Today we are reminded of an ancient war that began in Eden. When Adam fell, he condemned the world to darkness and death. The enemy of God claimed that the children of men now belonged to him. God was having none of it. He promised he would send forth his champion, his Son. And so, today we see a battle of champions. The demons send forth their strongest warrior—Satan. God sends forth the best of men, Jesus Christ. Jesus does what Adam and we could not. In crushing the devil, Jesus meets one of our greatest needs.
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<b>Week of March 5</b> <i>2<sup>nd</sup> Sunday in Lent</i>	Worship folder template	Use "Our Greatest Needs" worship folder cover PDF	
<b>Theme of the Day:</b> A Gift for the World	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include "Our Greatest Needs" logo graphic</li> </ul>	<p>When assessing the seriousness of need, one factor is how widespread that need is. A homeless individual needs food. During a famine, an entire nation needs food. It is substantially easier to meet the needs of the former than the latter! The more widespread a need, the greater the need.</p> <p>When Jesus said, "No one can enter the kingdom of God," he declared that the need for salvation is universal. He rightly condemned humanity as a whole. There is no one on the face of the earth who can make the case that they deserve God's blessing. Yet, ages ago, God declared that all nations would be blessed. God has declared his love for the world and promised he would save the world. God's gift of salvation is meant for all people.</p> <p>Some interpret this to mean that all people will be saved in the end. This is not true. The gift of salvation is meant for the world; however, it is received by faith. "Whoever believes in him..." the Gospel says. However, the good news is that faith is also God's gift, imparted through that gospel.</p>
	Facebook	Post "Our Greatest Needs" quote Facebook graphic	There is no one on the face of the earth who can make the case that they deserve God's blessing. Yet, ages ago, God declared that all nations would be blessed. God has declared his love for the world and promised he would save the world. Some interpret this to mean that all people will be saved in the end. This is not true. The gift of salvation is meant for the world; however, it is received by faith. However, the good news is that faith is also God's gift, imparted through the gospel.
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<b>Week of March 12</b> <i>3<sup>rd</sup> Sunday in Lent</i>	Worship folder template	Use "Our Greatest Needs" worship folder cover PDF	
<b>Theme of the Day:</b> Water for the Thirsty	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include "Our Greatest Needs" logo graphic</li> </ul>	<p>A person can survive between one and two months without food. But a person can survive only two to three days without water. Water is one of our greatest needs. Research shows that even slight dehydration will adversely affect your mood, memory, and motor coordination. Become seriously dehydrated, and life ends quickly. This helps us understand what Scripture means when it says things like, "My soul thirsts for God" (Psalm 42:2). If one is separated from God, he is adversely affected. If he remains separated from God, he will die an agonizing eternal death.</p> <p>Not all admit it; yet it remains true for all. Everyone has a deep spiritual thirst. In our heart of hearts, we all long for everlasting life. Unbelievers try to satisfy that deep thirst with worldly things, a strategy doomed for failure. Believers look to the One who has promised, "Whoever drinks the water I give them will never thirst." Jesus meets our</p>



			greatest needs. He alone possesses the water that satisfies those who are spiritually parched. He alone grants eternal life.
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<b>Week of March 19</b> <i>4<sup>th</sup> Sunday in Lent</i>	Worship folder template	Use “Our Greatest Needs” worship folder cover PDF	
<b>Theme of the Day:</b> Sight for the Blind	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include “Our Greatest Needs” logo graphic</li> </ul>	We know that unbelief will have consequences in the future—eternal separation from God. But unbelief also has consequences now. It makes you blind, in a sense. The unbeliever is unable to see the world as it really is. That which is harmful the unbeliever considers good; that which

			<p>is good he considers meaningless. The unbeliever cannot see the danger that lurks behind temptation. He cannot see the blessing contained in God's Word. The unbeliever cannot see the tragic fate that lies in his future, and he certainly cannot see the Savior.</p> <p>The Old Testament said that restoration of sight to the blind was one of the works of the Messiah. In his ministry, Jesus healed those who were physically blind. But even if our eyes work just fine, we still need Jesus to give us spiritual vision. Jesus said, "I am the light of the world." Christ comes to shine his light into our darkened eyes that we might see him and live. Jesus meets our greatest needs. He provides sight for the spiritually blind.</p>
	Facebook	Post "Our Greatest Needs" quote Facebook graphic	In his ministry, Jesus healed those who were physically blind. But even if our eyes work just fine, we still need Jesus to give us spiritual vision. Jesus said, "I am the light of the world." Christ comes to shine his light into our darkened eyes that we might see him and live. Jesus meets our greatest needs. He provides sight for the spiritually blind.
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<b>Week of March 26</b> <i>5<sup>th</sup> Sunday in Lent</i>	Worship folder template	Use "Our Greatest Needs" worship folder cover PDF	
<b>Theme of the Day:</b> Life for the Dead	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>Place blurb in print and electronic versions of worship folder and newsletter</li> <li>Include "Our Greatest Needs" logo graphic</li> </ul>	<p>The author and poet George Eliot once wrote, "Our dead are never dead to us, until we have forgotten them." The Roman philosopher Cicero said much the same. He wrote, "The life of the dead is placed in the memory of the living." What second-rate comfort! But that is the best the unbelieving world can offer—the sappy sentiment that our dead loved ones somehow "live on" in our memories. It is a sad way to attempt to cope as you walk through the cemetery.</p> <p>Jesus provides a better solution to death. He promises life. One day Jesus will give your faithful dead back to you—to love and to laugh and to hug and to dance. Body and soul, living and walking in the new heaven and the new earth. How do we know Jesus can and will keep that promise? Because the Son of God descended into the darkness of death himself and emerged on Easter Sunday as the first fruit of the resurrection of all God's people. In the creed we confess, "I believe in the resurrection of the body." Yet again, Jesus satisfies our greatest needs.</p>
	Facebook	Post "Our Greatest Needs" quote Facebook graphic	<p>The author and poet George Eliot once wrote, "Our dead are never dead to us, until we have forgotten them." What second-rate comfort! Jesus provides a better solution to death. He promises life. One day Jesus will give your faithful dead back to you—to love and to laugh and to hug and to dance. How do we know Jesus can and will keep that promise? Because the Son of God descended into the darkness of death himself and emerged on Easter Sunday as the first fruit of the resurrection of all God's people. Yet again, Jesus satisfies our greatest needs.</p>
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<b>Week of April 2</b> <i>Palm Sunday/Sunday of the Passion</i>	Worship folder template	Use “Our Greatest Needs” worship folder cover PDF	
<b>Theme of the Day:</b> A Greater Type of King	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include “Our Greatest Needs” logo graphic</li> </ul>	<p>Pick any head of state: the president, a prime minister, a king. Hopefully, they care about the people over whom they have authority. But even if they care, they live and operate above the people. The British royals live in a palace, not a three-bedroom ranch. The president does not fly coach. He sits in a recliner on Air Force One. There’s nothing wrong with this. Those offices are worthy of high respect. The point is these rulers live and operate above us. If a thief is breaking into your home, call 911 and see if your governor shows up. Your governor doesn’t even know your name! But, cut him some slack. He is only human.</p> <p>Jesus is not. Jesus is the King of kings, God and man in one person. He knows you intimately. More! He is willing to do absolutely anything necessary to serve and protect you. We</p>

			<p>see that this Holy Week. It begins with Jesus riding a donkey colt into Jerusalem—as the prophet foretold. As this week nears its end, Jesus is given a crown of thorns. He carries a cross out of Jerusalem and is nailed to it. Placed on his cross was this sign: “Jesus of Nazareth, King of the Jews.” The sign was partially right. Jesus is a king, just not of the Jews. He’s our King, infinitely mightier than any ruler in history, while also being infinitely humbler. King Jesus has come to save us. Those other heads of state can serve as blessings. But this is the greater type of king that we need most.</p>
	Facebook	Post “Our Greatest Needs” quote Facebook graphic	<p>Pick any head of state. Hopefully, they care about the people over whom they have authority. But even if they care, they live and operate above the people. Jesus is our King, infinitely mightier than any ruler in history, while also being infinitely humbler. King Jesus has come to save us. Those other heads of state can serve as blessings. But this is the greater type of king that we need most.</p>
	Social Media	Post “Our Greatest Needs” quote social post square graphic	<p>Pick any head of state. Hopefully, they care about the people over whom they have authority. But even if they care, they live and operate above the people. Jesus is our King, infinitely mightier than any ruler in history, while also being infinitely humbler. King Jesus has come to save us. Those other heads of state can serve as blessings. But this is the greater type of king that we need most.</p>
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<b>Thursday, April 6</b> <i>Holy Thursday</i>	Worship folder template	Use “Our Greatest Needs” worship folder cover PDF	

<p><b>Theme of the Day:</b> Blessed Communion</p>	<p>Worship folder/newsletter blurb</p>	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include “Our Greatest Needs” logo graphic</li> </ul>	<p>We often think of the word <i>communion</i> as a synonym for the Lord’s Supper. “I took communion” means “I received the Lord’s Supper.” Yet, the Latin word <i>communio</i> means “community” or “association” or “sharing.” (In the creed, we speak of “the communion of saints.”) When people come together and share their lives with one another, the result is blessing—a blessed communion. And when God comes to us and shares himself with us, the result is eternal life.</p> <p>But is that really possible? How can a holy God associate with people who sin every day? In a miraculous meal, God lets us share in his own flesh and blood, the very blood that was shed to atone for our sin. We celebrate this feast for the forgiveness of sins and restored unity with our Father—a blessed communion with God. But there’s more! As we share this meal together, the Lord who loved us unites us in love for one another—a blessed communion with our brothers and sisters in Christ.</p> <p>Community is often celebrated with food. When people love one another, they enjoy gathering around the dinner table. On this Holy Thursday, Jesus invites us to his table. He serves us Supper. He serves us himself. And in doing so, Jesus creates a blessed communion.</p>
	<p>Facebook</p>	<p>Post “Our Greatest Needs” quote Facebook graphic</p>	<p>Community is often celebrated with food. When people love one another, they enjoy gathering around the dinner table. On this Holy Thursday, Jesus invites us to his table. He serves us Supper. He serves us himself. And in doing so, Jesus creates a blessed communion.</p>
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<b>Friday, April 7</b> <i>Good Friday</i>	Worship folder template	Use "Our Greatest Needs" worship folder cover PDF	
<b>Theme of the Day:</b> The Perfect Sacrifice	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include "Our Greatest Needs" logo graphic</li> </ul>	<p>The Old Testament sacrificial system demonstrated both God's holiness and his mercy. God is holy. So when there was sin, there had to be punishment. Blood had to be shed. But God is merciful. So it wasn't the sinner's blood, but the blood of a substitutionary sacrifice. Throughout the Old Testament almost every time God describes the type of sacrifices he would accept, he includes the phrase "without defect or blemish." Sacrificial animals could not be sickly or deformed but were to be ideal specimens in the prime of their life. This was to illustrate an important truth of our salvation. Only someone who is perfectly sinless can save a sinner. A mother cannot pay for her daughter's sin, for that mother is not "without defect or blemish." That mother has sin of her own. Salvation requires a perfect savior.</p> <p>Though Jesus faced endless temptation, "He did not sin." Jesus was the first and only human being who lived a perfect life. Therefore, he is the only person who didn't deserve to die. Yet, today Jesus dies on a cross. "He was pierced for our transgressions," Scripture says. Note the singular "he" and the plural "our." If Jesus were just a perfect man, his sacrifice would only have been enough to</p>

			pay for the sins of one sinful man. But Jesus is more than a perfect man. He is the perfect Son of God. That is divine blood pooling at the foot of the cross. That makes his death valuable enough to pay for the sins of the entire world. Jesus looked at a world full of sinners. He saw that we needed mercy. He fulfilled our greatest need by becoming the perfect sacrifice.
	Facebook	Post "Our Greatest Needs" quote Facebook graphic	Jesus was the first and only human being who lived a perfect life. Therefore, he is the only person who didn't deserve to die. Yet, today Jesus dies on a cross. He is the perfect Son of God. That is divine blood pooling at the foot of the cross. That makes his death valuable enough to pay for the sins of the entire world. He fulfilled our greatest need by becoming the perfect sacrifice.
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	Digital display graphics (4 slide options)	<ul style="list-style-type: none"> <li>• Art slide 1 (4x3 or 16x9)</li> <li>• Art slide 2 (4x3 or 16x9)</li> <li>• Blank slide (4x3 or 16x9)</li> <li>• Title slide (4x3 or 16x9)</li> <li>• Show on digital display screens before worship or during announcements</li> </ul>	The Perfect Sacrifice
<b>Saturday, April 8</b> <i>Vigil of Easter (optional)</i>	Worship folder template	Use "Our Greatest Needs" worship folder cover PDF	
<b>Theme of the Day:</b> Sabbath Rest	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> </ul>	When God handed down the Law through Moses, he declared that no work was to be done on the seventh day of the week. Saturday was to be a day of sabbath (Hebrew for



		<ul style="list-style-type: none"> <li>• Include “Our Greatest Needs” logo graphic</li> </ul>	<p>“rest”). God knew that humans need periods of physical and mental rest. But our greater need is for spiritual rest. We need to pause other activity and listen to the gospel. We need to stop thinking about our work and instead think of the work Christ has done for us, work that makes it possible for us to have a loving relationship with our holy God in spite of our daily sins. This need is so great that God commanded us to keep the Sabbath Day holy, to let nothing interfere with our pursuit of that spiritual sabbath rest.</p> <p>In the early church, the Saturday of Holy Week was called the “Great Sabbath.” That day was used for meditation, fasting, and reflection in preparation for Easter. Since the days of Constantine (300 AD), believers would gather on holy Saturday evening in vigil. A vigil is defined as “the act of keeping awake at times when sleep is customary.” So, the great Easter Vigil acknowledges that we need spiritual rest infinitely more than physical rest. Tonight, we gather to bask in the warming light of God’s love, to hear the story of salvation told in the Scriptures, to remember the cleansing we received in Baptism, and to celebrate the feast Christ instituted on Holy Thursday. By these means, Christ drives away all our fears. He assures us of his presence and his love. Thus, he meets one of our greatest needs—the need for sabbath rest.</p>
	Facebook	Post “Our Greatest Needs” quote Facebook graphic	<p>In the early church, the Saturday of Holy Week was called the “Great Sabbath.” That day was used for meditation, fasting, and reflection in preparation for Easter. At our Easter Vigil, we gather to bask in the warming light of God’s love, to hear the story of salvation told in the Scriptures, to remember the cleansing we received in Baptism, and to celebrate the feast Christ instituted on Holy Thursday. By these means, Christ drives away all our fears. He assures us</p>

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