



PUBLICITY CHECKLIST

Tell Us a Story 2023

Please note: Materials are available in both English and Spanish.

SERIES THEME: TELL US A STORY

Much of what Jesus has to say to you and me is contained within his parables. Parables are simple little stories that contain profound truths about life and eternity. For the believer, a parable takes a challenging spiritual fact and makes it clear. However, since the parable conveys spiritual truth, for someone without faith, the story remains only that—a story. Therefore, our prayer for this worship series is that Christ would send us his Holy Spirit, so that we might receive the peace and power Jesus offers us in his parables. Tell us a story, Jesus!

Date & Theme	Channel	Action	Wording
Week of September 17 <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 “Tell Us a Story” logo graphic 	<p>Much of what Jesus has to say to you and me is contained within his parables. Parables are simple little stories that contain profound truths about life and eternity. For the believer, a parable takes a challenging spiritual fact and makes it clear. However, since the parable conveys spiritual truth, for someone without faith, the story remains only that—a story. Therefore, our prayer for this worship series is that Christ would send us his Holy Spirit, so that we might receive the peace and power Jesus offers us in his parables. Tell us a story, Jesus!</p> <p>Join us next week for a new series—<i>Tell Us a Story</i>.</p>
	Facebook	<ul style="list-style-type: none"> Post “Tell Us a Story” title Facebook graphic 	<p>Much of what Jesus has to say is contained within his parables—simple stories that contain profound truths about life and eternity. For the believer, a parable takes a challenging spiritual fact and makes it clear. But for</p>

		<ul style="list-style-type: none"> • Post “Tell Us a Story” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>someone without faith, the story remains only a story. Our prayer for this worship series is that Christ would send us his Holy Spirit, so that we might receive the peace and power Jesus offers us in his parables. Tell us a story, Jesus!</p> <p>Join us next week for a new series—<i>Tell Us a Story</i>.</p>
	Social Media	<ul style="list-style-type: none"> • Post “Tell Us a Story” title social post square graphic • Post “Tell Us a Story” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>Much of what Jesus has to say is contained within his parables—simple stories that contain profound truths about life and eternity. For the believer, a parable takes a challenging spiritual fact and makes it clear. But for someone without faith, the story remains only a story. Our prayer for this worship series is that Christ would send us his Holy Spirit, so that we might receive the peace and power Jesus offers us in his parables. Tell us a story, Jesus!</p> <p>Join us next week for a new series—<i>Tell Us a Story</i>.</p>
	Video	<ul style="list-style-type: none"> • Post “Tell Us a Story” 16x9 video file to YouTube or Vimeo (<i>versions available with or without WELS logo at end of video</i>) • Show “Tell Us a Story” 16x9 video file during this week’s worship announcements 	<p>Much of what Jesus has to say is contained within his parables—simple stories that contain profound truths about life and eternity. For the believer, a parable takes a challenging spiritual fact and makes it clear. But for someone without faith, the story remains only a story. Our prayer for this worship series is that Christ would send us his Holy Spirit, so that we might receive the peace and power Jesus offers us in his parables. Tell us a story, Jesus!</p> <p>Join us next week for a new series—<i>Tell Us a Story</i>.</p>
	Website	<ul style="list-style-type: none"> • Post theme information • Post link to “Tell Us a Story” video on YouTube or Vimeo • Post “Tell Us a Story” website graphic 	<p>Much of what Jesus has to say to you and me is contained within his parables. Parables are simple little stories that contain profound truths about life and eternity. For the believer, a parable takes a challenging spiritual fact and makes it clear. However, since the parable conveys spiritual truth, for someone without faith, the story remains only that—a story. Therefore, our prayer for this worship series is that Christ would send us his Holy Spirit, so that we might</p>

			<p>receive the peace and power Jesus offers us in his parables. Tell us a story, Jesus!</p> <p>Join us for a new series—<i>Tell Us a Story</i>.</p>
	Digital display graphics (3 slide options)	<ul style="list-style-type: none"> • Blank slide (4x3 or 16x9) • Small logo slide (4x3 or 16x9) • Title slide (4x3 or 16x9) • Show on small screens (4x3) or digital display screens (16x9) before and after worship or during announcements 	Join us next week for a new series— <i>Tell Us a Story</i> .
Sunday, September 24 <i>Seventeenth Sunday after Pentecost—Proper 20</i>	Worship folder template	Use “Tell Us a Story” worship folder cover	
Theme of the Day: A Story of Perplexing Generosity	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Tell Us a Story” logo graphic 	<p>Give a single bag of M&Ms to two four-year-olds and tell them to share. You will witness counting done with accountant-like precision. Each child will get an equal amount of candy because that is fair. Human beings have an incredibly strong sense of fairness. That is why it can be so perplexing when we see how God dispenses blessing and grace. We see people who mock God who are more prosperous than believers. We see people who convert on their deathbed, and Scripture tells us they obtain the same salvation as someone who has been Christian all his life. How is that fair?</p> <p>Through a simple story, Jesus teaches us a profound truth. We need to stop expecting God to be fair. God is not fair. He does not give us what we deserve, and that’s called mercy. In fact, he gives us what we don’t deserve, and that’s called grace. No, God is not fair. He is breathtakingly generous.</p>
	Facebook	<ul style="list-style-type: none"> • Post “Tell Us a Story” quote Facebook graphic 	Human beings have an incredibly strong sense of fairness. That is why it can be so perplexing when we see how God

		<ul style="list-style-type: none"> • Post “Tell Us a Story” 1x1 video file <i>(available with or without WELS logo at end of video)</i> 	<p>dispenses blessing and grace. We see people who mock God who are more prosperous than believers. How is that fair? Through a simple story, Jesus teaches us a profound truth. We need to stop expecting God to be fair. He does not give us what we deserve, and that’s called mercy. In fact, he gives us what we don’t deserve, and that’s called grace. No, God is not fair. He is breathtakingly generous.</p>
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Sunday, October 1 <i>Eighteenth Sunday after Pentecost—Proper 21</i>	Worship folder template	Use “Tell Us a Story” worship folder cover	
Theme of the Day: A Story of Spiritual Insincerity	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Tell Us a Story” logo graphic 	<p>You have maybe heard the accusation or perhaps even made it yourself: “He’s so fake!” That charge claims someone’s friendliness or kindness is a sham. Such insincerity bothers us. We would generally rather someone be honest about how they feel about us than be fake.</p> <p>Through a story Jesus teaches us that God feels the same. God doesn’t want us to simply go through religious motions like some sort of show. He sees right through that. God’s desire is that our repentance would demonstrate sincere sorrow over sin. God wants us to see the grace and forgiveness he has shown us in Christ, and in response, to love him back deeply and sincerely.</p>
	Facebook	<ul style="list-style-type: none"> • Post “Tell Us a Story” quote Facebook graphic • Post “Tell Us a Story” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>You have maybe heard the accusation or perhaps even made it yourself: “He’s so fake!” We would generally rather someone be honest about how they feel about us than be fake. Through a story Jesus teaches us that God feels the same. God doesn’t want us to simply go through religious motions like some sort of show. God wants us to see the grace and forgiveness he has shown us in Christ, and in response, to love him back deeply and sincerely.</p>
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Sunday, October 8 <i>Nineteenth Sunday after Pentecost—Proper 22</i>	Worship folder template	Use “Tell Us a Story” worship folder cover	
Theme of the Day: A Story of Reckless Patience	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter 	<p>Patience is a virtue. But can too much patience be a vice? If you are too patient, waiting to see if that pain in your stomach goes away with time, you might make a problem worse. If you are too patient with an incompetent</p>

		<ul style="list-style-type: none"> • Include “Tell Us a Story” logo graphic 	<p>employee, you will lose productivity before the inevitable—his firing—occurs anyway. Too much patience would seem not to be a virtue, but reckless behavior.</p> <p>Yet that is exactly what God demonstrates to a rebellious human race—reckless patience. Through a story Jesus teaches exactly what God’s patience means for us.</p>
	Facebook	<ul style="list-style-type: none"> • Post “Tell Us a Story” quote Facebook graphic • Post “Tell Us a Story” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>Patience is a virtue. But can too much patience be a vice? If you are too patient, waiting to see if that pain in your stomach goes away with time, you might make a problem worse. Too much patience would seem not to be a virtue, but reckless behavior. Yet that is exactly what God demonstrates to a rebellious human race—reckless patience. Through a story Jesus teaches exactly what God’s patience means for us.</p>
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Sunday, October 15 <i>Twentieth Sunday after Pentecost—Proper 23</i>	Worship folder template	Use “Tell Us a Story” worship folder cover	
Theme of the Day: A Story of Insane Rejection	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Tell Us a Story” logo graphic 	<p>There are invitations we might be tempted to reject: an invitation to an event you are not interested in, an invitation to a party that takes place at the same time as something else you want to do. There are other invitations that people would say you’ve lost your mind to reject: an invitation to go on a free tropical vacation, an invitation to go backstage and meet your favorite musical group, an invitation to the Super Bowl. We get so many invitations. Some we accept; others we reject.</p> <p>Where does God’s invitation to participate in his heavenly banquet rank? Scripture often pictures eternal life as a joyful party, full of friends and family, laughter, and the finest foods. Through a story Jesus teaches us how insane it would be to reject God’s gracious invitation to that eternal celebration. More, Jesus tells us what we need to get into that best of all banquets.</p>
	Facebook	<ul style="list-style-type: none"> • Post “Tell Us a Story” quote Facebook graphic • Post “Tell Us a Story” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	We get so many invitations in life. Some we accept; others we reject. Where does God’s invitation to participate in his heavenly banquet rank? Scripture often pictures eternal life as a joyful party, full of friends and family, laughter, and the finest foods. Through a story Jesus teaches us how insane it would be to reject God’s gracious invitation to that eternal

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