



PUBLICITY CHECKLIST

The Holy Ministry

2023

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

SERIES THEME: *THE HOLY MINISTRY*

“Ministry” simply means “service.” Throughout history, God has called individuals to serve God’s people by sharing God’s Word. Many today feel they do not need to be part of a church, do not need Christian preaching and teaching. “I can be a believer without any of that.” Well, if that is true, then why does Jesus bother to keep calling ministers to share his gospel: pastors, teachers, missionaries, etc.? Clearly, Jesus himself believes ministry is necessary. He knows what we need better than we do.

We call it “holy ministry” because the Holy Spirit does his work through his ministers. As ministers proclaim God’s Word, the Spirit unleashes his power. We also call it “holy ministry” because through gospel ministry our faith is sustained, which is what makes us holy in God’s eyes.

Date & Theme	Channel	Action	Wording
Week of June 4 <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 “The Holy Ministry” logo graphic 	<p>“Ministry” simply means “service.” Throughout history, God has called individuals to serve God’s people by sharing God’s Word. Many today feel they do not need to be part of a church, do not need Christian preaching and teaching. “I can be a believer without any of that.” Well, if that is true, then why does Jesus bother to keep calling ministers to share his gospel: pastors, teachers, missionaries, etc.? Clearly, Jesus himself believes ministry is necessary. He knows what we need better than we do.</p> <p>We call it “holy ministry” because the Holy Spirit does his work through his ministers. As ministers proclaim God’s Word, the Spirit unleashes his power. We also call it “holy</p>

			<p>ministry” because through gospel ministry our faith is sustained, which is what makes us holy in God’s eyes.</p>
	Facebook	<ul style="list-style-type: none"> • Post “The Holy Ministry” title Facebook graphic • Post “The Holy Ministry” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>“Ministry” simply means “service.” Throughout history, God has called individuals to serve God’s people by sharing God’s Word. Many today feel they do not need to be part of a church, do not need Christian preaching and teaching. Well, if that is true, then why does Jesus bother to keep calling ministers to share his gospel: pastors, teachers, missionaries, etc.? Clearly, Jesus himself believes ministry is necessary. He knows what we need better than we do.</p> <p>Join us for a new series—<i>The Holy Ministry</i>.</p>
	Social Media	<ul style="list-style-type: none"> • Post “The Holy Ministry” title social post square graphic • Post “The Holy Ministry” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>“Ministry” simply means “service.” Throughout history, God has called individuals to serve God’s people by sharing God’s Word. Many today feel they do not need to be part of a church, do not need Christian preaching and teaching. Well, if that is true, then why does Jesus bother to keep calling ministers to share his gospel: pastors, teachers, missionaries, etc.? Clearly, Jesus himself believes ministry is necessary. He knows what we need better than we do.</p> <p>Join us for a new series—<i>The Holy Ministry</i>.</p>
	Video	<ul style="list-style-type: none"> • Post “The Holy Ministry” 16x9 video file to YouTube or Vimeo (<i>versions available with or without WELS logo at end of video</i>) • Show “The Holy Ministry” 16x9 video file during this week’s worship announcements 	<p>“Ministry” simply means “service.” Throughout history, God has called individuals to serve God’s people by sharing God’s Word. Many today feel they do not need to be part of a church, do not need Christian preaching and teaching. Well, if that is true, then why does Jesus bother to keep calling ministers to share his gospel: pastors, teachers, missionaries, etc.? Clearly, Jesus himself believes ministry is necessary. He knows what we need better than we do.</p> <p>Join us for a new series—<i>The Holy Ministry</i>.</p>
	Website	<ul style="list-style-type: none"> • Post theme information 	<p>“Ministry” simply means “service.” Throughout history, God has called individuals to serve God’s people by sharing</p>

		<ul style="list-style-type: none"> • Post link to “The Holy Ministry” video on YouTube or Vimeo • Post “The Holy Ministry” website graphic 	<p>God’s Word. Many today feel they do not need to be part of a church, do not need Christian preaching and teaching. “I can be a believer without any of that.” Well, if that is true, then why does Jesus bother to keep calling ministers to share his gospel: pastors, teachers, missionaries, etc.? Clearly, Jesus himself believes ministry is necessary. He knows what we need better than we do.</p> <p>We call it “holy ministry” because the Holy Spirit does his work through his ministers. As ministers proclaim God’s Word, the Spirit unleashes his power. We also call it “holy ministry” because through gospel ministry our faith is sustained, which is what makes us holy in God’s eyes.</p> <p>Join us for a new series—<i>The Holy Ministry</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 this week 	Join us for a new series— <i>The Holy Ministry</i> .
Sunday, June 11 <i>Second Sunday after Pentecost—Proper 5</i>	Worship folder template	Use “The Holy Ministry” worship folder cover	
Theme of the Day: The Holy Ministry Is Filled with Sinners Called by God	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “The Holy Ministry” logo graphic 	They never forgot their past. Moses never forgot how, in a fit of anger, he killed a man. Paul never forgot how he had savaged the Church of God, overseeing the persecution and execution of Christians around Jerusalem. Matthew never forgot how, as a tax collector for the Roman Empire, he was disdained as a swindler and traitor to his people. These men never forgot their past.

			<p>But God did. God forgave them all their sins and called them into gospel ministry. The holy ministry is not filled with perfect people. The holy ministry is filled with sinners whom God has called out of his boundless mercy. The holy ministry is God’s gift to the Church. But it is also God’s gift to ministers, who certainly do not deserve the privilege of being God’s public servants. God calls sinful and weak individuals into the ministry, so that as his kingdom advances, we give credit where credit is due—to the Holy Spirit.</p>
	Facebook	<ul style="list-style-type: none"> • Post “The Holy Ministry” quote Facebook graphic • Post “The Holy Ministry” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>The holy ministry is not filled with perfect people. The holy ministry is filled with sinners whom God has called out of his boundless mercy. The holy ministry is God’s gift to the Church. But it is also God’s gift to ministers, who certainly do not deserve the privilege of being God’s public servants. God calls sinful and weak individuals into the ministry, so that as his kingdom advances, we give credit where credit is due—to the Holy Spirit.</p>
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<p>Sunday, June 18 <i>Third Sunday after Pentecost—Proper 6</i></p>	Worship folder template	Use “The Holy Ministry” worship folder cover	
<p>Theme of the Day: The Holy Ministry Demonstrates Compassion for God's People</p>	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “The Holy Ministry” logo graphic 	<p>“When Jesus saw the crowds, he had compassion on them” (Matthew 9:36). The Greek word translated “compassion” refers to a type of love that almost overwhelms one’s emotions. Imagine a father looking at his little girl lying in a hospital bed near death. The father’s heart aches. That father would allow the surgeon to cut any organ out of him, without anesthesia, and transplant it into his daughter, if that’s what it took to save his little girl’s life. That’s the idea behind the Greek word for “compassion.” Jesus looks at the people and is willing to do anything for them—to make any sacrifice, even the ultimate one at the cross.</p>

			In that same compassion, the Lord of the Church raises up ministers. As those ministers share his grace and mercy, Christ saves eternal lives. More, he fills those ministers with his Spirit, so that they also feel compassion for God's people.
	Facebook	<ul style="list-style-type: none"> • Post "The Holy Ministry" quote Facebook graphic • Post "The Holy Ministry" 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>"When Jesus saw the crowds, he had compassion on them" (Matthew 9:36). The Greek word translated "compassion" refers to a type of love that almost overwhelms one's emotions. Jesus looks at the people and is willing to make any sacrifice, even the ultimate one at the cross.</p> <p>In that same compassion, the Lord of the Church raises up ministers and fills them with his Spirit, so that they also feel compassion for God's people.</p>
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Sunday, June 25 <i>Fourth Sunday after Pentecost—Proper 7</i>	Worship folder template	Use "The Holy Ministry" worship folder cover	
Theme of the Day: The Holy Ministry Preaches Christ Despite Persecution	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "The Holy Ministry" logo graphic 	<p>From its birth the New Testament Church has been persecuted. The religious leaders in Jerusalem tried to stamp it out, but they only succeeded in spreading Christianity throughout Judea and Samaria. The Roman Empire persecuted Christians with stakes and lions, yet God's Church exploded with growth in those early centuries. In Martin Luther's day, both pope and emperor sought to stop the gospel movement that was spreading from Germany. But God was a mighty fortress for the Church.</p> <p>Still today the Church is persecuted. Every day 13 Christians worldwide are killed because of their faith. Another 12 are arrested or imprisoned simply because they profess faith in Christ Jesus. In the U.S. we have freedom of religion enshrined as a constitutional right, but that is no guarantee for a life free of persecution. Until judgment day, some will attempt to shout down the truth of Christ. We will be</p>

			persecuted. That won't stop us. The holy ministry preaches Christ despite persecution. Christ never promised his Church that ministry would operate unopposed. But he did promise to give courage to his witnesses.
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