

THE TIME IN BETWEEN

PUBLICITY CHECKLIST

The Time in Between 2023

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

SERIES THEME: *THE TIME IN BETWEEN*

In the great timeline of human history, there are only two ultimately significant points: the first time Christ came to our world to win salvation by his life, death, and resurrection; and the second time Christ will come to consummate his everlasting kingdom. We live in the time in between those two points. It is a time of tension. We know that peace and perfection are ours already because of what Jesus did the first time he came. Yet we do not enjoy a peaceful and perfect existence now already. We will not know such a life until Christ comes again. And so we wait and watch, living in the time in between. As the church year draws to a close, Scripture points us toward the end of time when Christ will come again. Until then Christ teaches us how to live in the time in between.

Date & Theme	Channel	Action	Wording
Week of October 22 <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 Time in Between” logo graphic 	In the great timeline of human history, there are only two ultimately significant points: the first time Christ came to our world to win salvation by his life, death, and resurrection; and the second time Christ will come to consummate his everlasting kingdom. We live in the time in between those two points. It is a time of tension. We know that peace and perfection are ours already because of what Jesus did the first time he came. Yet we do not enjoy a peaceful and perfect existence now already. We will not know such a life until Christ comes again. And so we wait and watch, living in the time in between. As the church year draws to a close, Scripture points us toward the end of time when Christ will come again. Until then Christ teaches us how to live in the time in between.

			Join us next week for a new series— <i>The Time in Between</i> .
	Facebook	<ul style="list-style-type: none"> • Post “The Time in Between” title Facebook graphic • Post “The Time in Between” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>In the great timeline of human history, there are only two ultimately significant points: the first time Christ came to our world to win salvation and the second time Christ will come to consummate his everlasting kingdom. We live in the time in between those two points. It is a time of tension. As the church year draws to a close, Scripture points us toward the end of time when Christ will come again. Until then Christ teaches us how to live in the time in between.</p> <p>Join us next week for a new series—<i>The Time in Between</i>.</p>
	Social Media	<ul style="list-style-type: none"> • Post “The Time in Between” title social post square graphic • Post “The Time in Between” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>In the great timeline of human history, there are only two ultimately significant points: the first time Christ came to our world to win salvation and the second time Christ will come to consummate his everlasting kingdom. We live in the time in between those two points. It is a time of tension. As the church year draws to a close, Scripture points us toward the end of time when Christ will come again. Until then Christ teaches us how to live in the time in between.</p> <p>Join us next week for a new series—<i>The Time in Between</i>.</p>
	Video	<ul style="list-style-type: none"> • Post “The Time in Between” 16x9 video file to YouTube or Vimeo (<i>versions available with or without WELS logo at end of video</i>) • Show “The Time in Between” 16x9 video file during this week’s worship announcements 	<p>In the great timeline of human history, there are only two ultimately significant points: the first time Christ came to our world to win salvation and the second time Christ will come to consummate his everlasting kingdom. We live in the time in between those two points. It is a time of tension. As the church year draws to a close, Scripture points us toward the end of time when Christ will come again. Until then Christ teaches us how to live in the time in between.</p>

			Join us next week for a new series— <i>The Time in Between</i> .
	Website	<ul style="list-style-type: none"> • Post theme information • Post link to “The Time in Between” video on YouTube or Vimeo • Post “The Time in Between” website graphic 	<p>In the great timeline of human history, there are only two ultimately significant points: the first time Christ came to our world to win salvation by his life, death, and resurrection; and the second time Christ will come to consummate his everlasting kingdom. We live in the time in between those two points. It is a time of tension. We know that peace and perfection are ours already because of what Jesus did the first time he came. Yet we do not enjoy a peaceful and perfect existence now already. We will not know such a life until Christ comes again. And so we wait and watch, living in the time in between. As the church year draws to a close, Scripture points us toward the end of time when Christ will come again. Until then Christ teaches us how to live in the time in between.</p> <p>Join us for a new series—<i>The Time in Between</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>The Time in Between</i> .
Sunday, October 29 <i>Reformation Day</i>	Worship folder template	Use “The Time in Between” worship folder cover	
Theme of the Day: A Time for Steadfast Faith	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “The Time in Between” logo graphic 	<p>Jesus told his followers, “You will be hated by everyone because of me” (Matthew 10:22). Satan and the world hate Christ and anyone who confesses faith in Christ. So, the time in between Christ’s first and second coming is going to be perilous for believers. A good example—Martin Luther. All that priest wanted was to share the pure gospel with the world. For trying to do that, both political and religious</p>

			leaders attempted to end his life. The Festival of the Reformation emphasizes the true Church’s unfailing reliance on the Word of God and unflinching testimony to that Word even in the face of harsh persecution. Today we pray that the Lord would keep us steadfast in the faith and give us the peace of knowing that our lives are safe in his hands.
	Facebook	<ul style="list-style-type: none"> • Post “The Time in Between” quote Facebook graphic • Post “The Time in Between” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	The time in between Christ’s first and second coming is going to be perilous for believers. A good example—Martin Luther. All that priest wanted was to share the pure gospel with the world. For trying to do that, both political and religious leaders attempted to end his life. The Festival of the Reformation emphasizes the true Church’s unfailing reliance on the Word of God and unflinching testimony to that Word even in the face of harsh persecution.
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Sunday, November 5 <i>All Saints' Day</i>	Worship folder template	Use "The Time in Between" worship folder cover	
Theme of the Day: A Time to Focus On Future Glory	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "The Time in Between" logo graphic 	<p>Childbearing is an excruciating process. Yet each day countless women, wanting a baby, willingly become pregnant. This shows that pain can be endured if we know it is temporary and that happier times come immediately after. Likewise, the time in between Christ's first and second coming are going to be full of hardship, especially for believers. How do we bear it? We remember that this is temporary. Happier times are coming!</p> <p>That truth is made crystal clear on this All Saints' Day. On this day we remember every saint who has gone before us—all those who had faith in the Lamb of God: the heroes of faith in Scripture; our faithful Christian family members, now fallen asleep. They all endured hardship and pain. But no more. Now they enjoy perfect glory, peace, and joy. As we journey through this time in between, how do we endure? We remember all the saints. We focus on the future glory that waits for us.</p>
	Facebook	<ul style="list-style-type: none"> • Post "The Time in Between" quote Facebook graphic • Post "The Time in Between" 1x1 video file <i>(available with or</i> 	On All Saints' Day we remember every saint who has gone before us—all those who had faith in the Lamb of God: the heroes of faith in Scripture; our faithful Christian family members, now fallen asleep. They all endured hardship and

		<i>without WELS logo at end of video)</i>	pain. But no more. Now they enjoy perfect glory, peace, and joy. As we journey through this time in between, how do we endure? We remember all the saints. We focus on the future glory that waits for us.
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		<ul style="list-style-type: none"> • Show on small screens (4x3) or digital display screens (16x9) before worship or during announcements 	
Sunday, November 12 <i>Twenty-fourth Sunday after Pentecost—Proper 27</i>	Worship folder template	Use “The Time in Between” worship folder cover	
Theme of the Day: A Time for Watchfulness	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “The Time in Between” logo graphic 	<p>Imagine you are planning to take the family out to dinner. You all have to wait on someone to get ready. Minute after minute passes. What can happen in that situation? It is easy to focus on something else and completely forget the original goal. When that family member is finally ready, you’ve become immersed in a movie. Or perhaps, as you were waiting, you grew drowsy and fell asleep.</p> <p>As we wait for Christ to return, as day after day passes, it can be easy to get distracted, to lose vigilance, to become spiritually drowsy. God forbid that Christ should return and find us spiritually asleep. Today we are reminded that the time in between Christ’s first and second coming is a time for watchfulness. The Church prays, “Lord God, keep us ever watchful for the coming of your Son that we may sit with him and all your holy ones at the marriage feast in heaven.”</p>
	Facebook	<ul style="list-style-type: none"> • Post “The Time in Between” quote Facebook graphic • Post “The Time in Between” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>As we wait for Christ to return, it can be easy to get distracted, to lose vigilance, to become spiritually drowsy. God forbid that Christ should return and find us spiritually asleep. The time in between Christ’s first and second coming is a time for watchfulness. The Church prays, “Lord God, keep us ever watchful for the coming of your Son that we may sit with him and all your holy ones at the marriage feast in heaven.”</p>

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Sunday, November 19	Worship folder template	Use “The Time in Between” worship folder cover	

<i>Twenty-fifth Sunday after Pentecost—Proper 28</i>			
Theme of the Day: A Time for Faithful Service	Worship folder/newsletter blurb	<ul style="list-style-type: none"> Place blurb in print and electronic versions of worship folder and newsletter Include “The Time in Between” logo graphic 	As we wait for Christ to return, we are not to be sedentary. The reason Christ has not yet returned is that there is still work to be done. And Christ carries out his good work through us, his Church. So, until Christ comes again and says, “Stop!” believers will be busy with faithful service. Christ has given every believer gifts and talents. And when Christ entrusts us with those gifts and talents, he calls us to use them all for his glory. In the time between Christ’s first and second coming, we use everything the master has given us to live according to his will and to carry out his mission.
	Facebook	<ul style="list-style-type: none"> Post “The Time in Between” quote Facebook graphic Post “The Time in Between” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	As we wait for Christ to return, we are not to be sedentary. The reason Christ has not yet returned is that there is still work to be done. And Christ carries out his good work through us, his Church. So, until Christ comes again and says, “Stop!” believers will be busy with faithful service. In the time between Christ’s first and second coming, we use everything the master has given us to live according to his will and to carry out his mission.
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Sunday, November 26 <i>Last Sunday of the Church Year</i>	Worship folder template	Use "The Time in Between" worship folder cover	
Theme of the Day: A Time to Yearn For the End	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "The Time in Between" logo graphic 	<p>Consider the Christian man whose body aches from both the cancer and the chemo. Look at that faithful old woman, back arched by time, fingers twisted by arthritis, eyes close to blindness. These believers may pray for death, precisely because they know that for the children of God, death is not the end of life. Death is the end of sorrow and pain. They yearn for the end of those things, and the beginning of their perfect eternity with Jesus.</p> <p>We have come to the end of the Church Year. It is time to talk about the end of this world on Judgment Day. That day does not scare the believer. The first time Christ came he saved us from our sin and the accusations for the devil. The second time Christ comes, he will save us from everything else. On that day, disease, gone. Abuse, gone. Heartache, gone. Even death is ended. None of those things will exist ever again. But we will exist forever with our Lord Jesus. Until then we live in the time in between. As we look at all Christ did at his first coming, we yearn for him to come</p>

			again to end this broken world and to usher all the saints into everlasting glory.
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	Website	<ul style="list-style-type: none"> • Post theme information • Post link to “The Time in Between” video on YouTube or Vimeo • Post “The Time in Between” website graphic 	<p>Consider the Christian man whose body aches from both the cancer and the chemo. Look at that faithful old woman, back arched by time, fingers twisted by arthritis, eyes close to blindness. These believers may pray for death, precisely because they know that for the children of God, death is not the end of life. Death is the end of sorrow and pain. They yearn for the end of those things, and the beginning of their perfect eternity with Jesus.</p> <p>We have come to the end of the Church Year. It is time to talk about the end of this world on Judgment Day. That day does not scare the believer. The first time Christ came he</p>

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