



PUBLICITY CHECKLIST

Christmas 2023

SERIES THEME: GOOD NEWS OF GREAT JOY

We live in a world with a 24-hour news cycle. Between the countless cable networks or online sources or social media posts, news is flying at us constantly. Most of it seems awful. We doomscroll on our phones—bad news after more bad news. Our hearts grow heavy. Our minds grow anxious.

The world is starving for good news. And that is exactly what we get at Christmas. On that first Christmas Eve, the angel told the shepherds, “I bring you good news of great joy” (Luke 2:10). News is not advice. The angel had not come to give advice about how to cope in a messed-up world. News is simply a report of facts. The angel reported a fact—the birth of One who would make everything right again. This child would remove all our fears and fill our hearts with joy.

Marketing materials available through Echt Printing

Echt Printing is again offering outreach materials based on this year’s theme like postcards, door hangers, business cards, and road banners. See what is available [here](#). The deadline to order materials is October 24.

Resources available through Praise and Proclaim

Praise and Proclaim Ministries can 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 27.

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

Date & Theme	Channel	Action	Wording
Prior to October 24	<ul style="list-style-type: none"> • Postcards • Door hangers • Business cards 	Order outreach materials from Echt Printing by October 24	

	•Road banners		
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 “Good News of Great Joy” logo graphic 	<p>We live in a world with a 24-hour news cycle. Between the countless cable networks or online sources or social media posts, news is flying at us constantly. Most of it seems awful. We doomscroll on our phones—bad news after more bad news. Our hearts grow heavy. Our minds grow anxious.</p> <p>The world is starving for good news. And that is exactly what we get at Christmas. On that first Christmas Eve, the angel told the shepherds, “I bring you good news of great joy” (Luke 2:10). News is not advice. The angel had not come to give advice about how to cope in a messed-up world. News is simply a report of facts. The angel reported a fact—the birth of One who would make everything right again. This child would remove all our fears and fill our hearts with joy.</p> <p>Join us for a new series this Christmas: Good News of Great Joy.</p>
	TIFF artwork 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 “Good News of Great Joy” title Facebook graphic • Post “Good News of Great Joy” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>We live in a world with a 24-hour news cycle. Most of it seems awful. But the world is starving for good news. And that is exactly what we get at Christmas. On that first Christmas Eve, the angel told the shepherds, “I bring you good news of great joy” (Luke 2:10). The angel reported a fact—the birth of One who would make everything right again. This child would remove all our fears and fill our hearts with joy.</p> <p>Join us for a new series this Christmas: Good News of Great Joy.</p>
	Social Media	<ul style="list-style-type: none"> • Post “Good News of Great Joy” title social post square graphic 	<p>We live in a world with a 24-hour news cycle. Most of it seems awful. But the world is starving for good news. And that is</p>

		<ul style="list-style-type: none"> • Post “Good News of Great Joy” 1x1 video file (<i>available with or without WELS logo at end of video</i>) 	<p>exactly what we get at Christmas. On that first Christmas Eve, the angel told the shepherds, “I bring you good news of great joy” (Luke 2:10). The angel reported a fact—the birth of One who would make everything right again. This child would remove all our fears and fill our hearts with joy.</p> <p>Join us for a new series this Christmas: Good News of Great Joy.</p>
	Video	<ul style="list-style-type: none"> • Post “Good News of Great Joy” 16x9 video file to YouTube or Vimeo (<i>available with or without WELS logo at end of video</i>) • Show “Good News of Great Joy” 16x9 video file during worship announcements in the weeks leading up to Christmas 	<p>We live in a world with a 24-hour news cycle. Most of it seems awful. But the world is starving for good news. And that is exactly what we get at Christmas. On that first Christmas Eve, the angel told the shepherds, “I bring you good news of great joy” (Luke 2:10). The angel reported a fact—the birth of One who would make everything right again. This child would remove all our fears and fill our hearts with joy.</p> <p>Join us for a new series this Christmas: Good News of Great Joy.</p>
	Website	<ul style="list-style-type: none"> • Post theme information • Post link to “Good News of Great Joy” video on YouTube or Vimeo • Post “Good News of Great Joy” graphic 	<p>We live in a world with a 24-hour news cycle. Between the countless cable networks or online sources or social media posts, news is flying at us constantly. Most of it seems awful. We doomscroll on our phones—bad news after more bad news. Our hearts grow heavy. Our minds grow anxious.</p> <p>The world is starving for good news. And that is exactly what we get at Christmas. On that first Christmas Eve, the angel told the shepherds, “I bring you good news of great joy” (Luke 2:10). News is not advice. The angel had not come to give advice about how to cope in a messed-up world. News is simply a report of facts. The angel reported a fact—the birth of One who would make everything right again. This child would remove all our fears and fill our hearts with joy.</p> <p>Join us for a new series this Christmas: Good News of Great Joy.</p>

	Digital display graphics (3 slide options)	<ul style="list-style-type: none"> • Blank slide (4x3 or 16x9) • Small logo slide (4x3 or 16x9) • Large logo slide (4x3 or 16x9) • Show on small screens (4x3) or digital display screens (16x9) before and after worship or during announcements in the weeks leading up to Christmas 	Join us for a new series this Christmas: Good News of Great Joy
Sunday, December 24 <i>Nativity of Our Lord— Christmas Eve</i>	Worship folder template	Use “Good News of Great Joy” worship folder cover PDF	
Theme of the Day: A Savior Has Been Born	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Good News of Great Joy” logo graphic 	<p>“I bring you good news of great joy.... A Savior has been born.” Think of what the angel’s statement means. If you believe you are basically a decent person—not perfect, but good enough—you can still enjoy the carols and appreciate the pretty lights. You can still relish giving presents and gathering with family. But you will not have “great joy” this Christmas. For the angel said that the “good news of great joy” was the fact that “a Savior has been born.” One cannot truly celebrate Christmas unless one believes he needs salvation.</p> <p>Let us then use this night to acknowledge that we <i>aren’t</i> good enough people in God’s eyes. Sin lives in our hearts and permeates our lives. We need to be saved—from the guilt of that sin, from the power of the devil, and from eternal death. So, Jesus came to do just that—save us. So great was his love for us, he left the throne of heaven, crawled into a manger, and would not stop until he reached the cross. Oh, come let us adore him!</p>
	Facebook	Post “Good News of Great Joy” Facebook graphic	<p>“I bring you good news of great joy.... A Savior has been born.” Think of what the angel’s statement means. The angel said that the “good news of great joy” was the fact that “a Savior has been born.” One cannot truly celebrate Christmas unless one</p>

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	Website	<ul style="list-style-type: none"> • Post theme information • Post link to “Good News of Great Joy” video on YouTube or Vimeo • Post “Good News of Great Joy” graphic 	<p>“I bring you good news of great joy.... A Savior has been born.” Think of what the angel’s statement means. If you believe you are basically a decent person—not perfect, but good enough—you can still enjoy the carols and appreciate the pretty lights. You can still relish giving presents and gathering with family. But you will not have “great joy” this Christmas. For the angel said that the “good news of great joy” was the fact that “a Savior has been born.” One cannot truly celebrate Christmas unless one believes he needs salvation.</p> <p>Let us then use this night to acknowledge that we <i>aren’t</i> good enough people in God’s eyes. Sin lives in our hearts and permeates our lives. We need to be saved—from the guilt of that sin, from the power of the devil, and from eternal death. So, Jesus came to do just that—save us. So great was his love for us, he left the throne of heaven, crawled into a manger, and would not stop until he reached the cross. Oh, come let us adore him!</p>

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Monday, December 25 <i>Nativity of Our Lord— Christmas Day</i>	Worship folder template	Use “Good News of Great Joy” worship folder cover PDF	
Theme of the Day: God Became Man	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Good News of Great Joy” logo graphic 	<p>How can an omnipresent God be held in his mother’s arms? How can an all-powerful God be too weak to walk? This is the mystery of the incarnation—that God took on human flesh. We cannot understand how it can be so. But the Spirit enables us to grasp that this incomprehensible truth is very good news. This is the Savior we need! As true man, he was born under God’s law, all the commandments that we have broken. Where we have failed, Jesus was perfect. As true God, when he laid down his perfect life, it was a sacrifice valuable enough to pay for the sins of the world, so that we might be adopted as God’s children.</p> <p>Christmas Day fills us with wonder—that the Creator God <i>could</i> become flesh and dwell among us and that, in his great love for us, he <i>would</i> do such a thing. Let us marvel at this good news of great joy!</p>
	Facebook	Post “Good News of Great Joy” Facebook graphic	<p>How can an omnipresent God be held in his mother’s arms? We cannot understand how it can be so. But the Spirit enables us to grasp that this incomprehensible truth is very good news. This is the Savior we need! Christmas Day fills us with wonder—that the Creator God <i>could</i> become flesh and dwell among us and that, in his great love for us, he <i>would</i> do such a thing. Let us marvel at this good news of great joy!</p>

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	Website	<ul style="list-style-type: none"> • Post theme information • Post link to “Good News of Great Joy” video on YouTube or Vimeo • Post “Good News of Great Joy” graphic 	<p>How can an omnipresent God be held in his mother’s arms? How can an all-powerful God be too weak to walk? This is the mystery of the incarnation—that God took on human flesh. We cannot understand how it can be so. But the Spirit enables us to grasp that this incomprehensible truth is very good news. This is the Savior we need! As true man, he was born under God’s law, all the commandments that we have broken. Where we have failed, Jesus was perfect. As true God, when he laid down his perfect life, it was a sacrifice valuable enough to pay for the sins of the world, so that we might be adopted as God’s children.</p> <p>Christmas Day fills us with wonder—that the Creator God <i>could</i> become flesh and dwell among us and that, in his great love for us, he <i>would</i> do such a thing. Let us marvel at this good news of great joy!</p>
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Sunday, December 31 <i>1st Sunday after Christmas</i>	Worship folder template	Use “Good News of Great Joy” worship folder cover PDF	

<p>Theme of the Day: Peace on Earth</p>	<p>Worship folder/newsletter blurb</p>	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Good News of Great Joy” logo graphic 	<p>On Christmas Eve a choir of angels sang, “Glory to God in the highest heaven, and on earth peace to those on whom his favor rests.” So, where is this peace on earth? Between nations? There are always wars going on somewhere. In our country? Disagreements have only grown more contentious, one group screaming angrily at another group. We might not even have perfect peace in our homes! So, what were the angels singing about?</p> <p>They were singing about peace between a holy God who hates sin and human beings who sin every day. Because of what Christ did as our Savior, there is no hostility between us and God, only peace and love. We have the peace of salvation in our hearts. As we draw near the end of life, like elderly Simeon or Anna, we have the peace of knowing of the glorious eternal life that is to come. As this peace with God fills our hearts, it moves us to live in peace with each other too.</p>
	<p>Facebook</p>	<p>Post “Good News of Great Joy” Facebook graphic</p>	<p>On Christmas Eve a choir of angels sang, “Glory to God in the highest heaven, and on earth peace to those on whom his favor rests.” So, where is this peace on earth? What were the angels singing about? They were singing about peace between a holy God who hates sin and human beings who sin every day. Because of what Christ did as our Savior, there is no hostility between us and God, only peace and love. We have the peace of salvation in our hearts. As this peace with God fills our hearts, it moves us to live in peace with each other too.</p>
	<p>Social Media</p>	<p>Post “Good News of Great Joy” social post graphic</p>	<p>On Christmas Eve a choir of angels sang, “Glory to God in the highest heaven, and on earth peace to those on whom his favor rests.” So, where is this peace on earth? What were the angels singing about? They were singing about peace between a holy God who hates sin and human beings who sin every day. Because of what Christ did as our Savior, there is no hostility between us and God, only peace and love. We have the peace</p>

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	Website	<ul style="list-style-type: none"> • Post theme information • Post link to “Good News of Great Joy” video on YouTube or Vimeo • Post “Good News of Great Joy” graphic 	<p>On Christmas Eve a choir of angels sang, “Glory to God in the highest heaven, and on earth peace to those on whom his favor rests.” So, where is this peace on earth? Between nations? There are always wars going on somewhere. In our country? Disagreements have only grown more contentious, one group screaming angrily at another group. We might not even have perfect peace in our homes! So, what were the angels singing about?</p> <p>They were singing about peace between a holy God who hates sin and human beings who sin every day. Because of what Christ did as our Savior, there is no hostility between us and God, only peace and love. We have the peace of salvation in our hearts. As we draw near the end of life, like elderly Simeon or Anna, we have the peace of knowing of the glorious eternal life that is to come. As this peace with God fills our hearts, it moves us to live in peace with each other too.</p>
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Saturday, January 6 <i>Epiphany of Our Lord</i>	Worship folder template	Use “Good News of Great Joy” worship folder cover PDF	
Theme of the Day: For All People	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Good News of Great Joy” logo graphic 	On Christmas Eve the angel told the shepherds, “I bring you good news that will cause great joy for all the people” (Luke 2:10). One wonders if those words struck those Jewish shepherds as odd. For centuries, God had given special attention to one nation—Israel. There were Jewish religious

			<p>leaders who taught that only members of that special people would be saved. Not according to the Christmas angel! The birth of the Savior was good news <i>for all people</i>.</p> <p>Today we celebrate the Epiphany of our Lord. Epiphany comes from a Greek word meaning “reveal.” When the Savior was born, he was first revealed to Israelites: the shepherds, Simeon, Anna. But today, the Lord miraculously guides foreigners across countless miles, so the Savior could be revealed to them as well. How did the magi respond? “They were overjoyed” (Matthew 2:10). Epiphany is sometimes known as “The Gentiles’ Christmas.” We Gentiles (non-Jews) rejoice in the good news that this Jewish baby is not just the Savior of Jews. He is for all people—the Savior of the world.</p>
	Facebook	Post “Good News of Great Joy” Facebook graphic	<p>On Christmas Eve the angel told the shepherds, “I bring you good news that will cause great joy for all the people” (Luke 2:10). One wonders if those words struck those Jewish shepherds as odd. There were Jewish religious leaders who taught that only Jewish people would be saved. Not according to the Christmas angel! The birth of the Savior was good news <i>for all people</i>. As we celebrate Epiphany (which means “reveal”), we Gentiles (non-Jews) rejoice in the good news that this Jewish baby is not just the Savior of Jews. He is for all people—the Savior of the world.</p>
	Social Media	Post “Good News of Great Joy” social post graphic	<p>On Christmas Eve the angel told the shepherds, “I bring you good news that will cause great joy for all the people” (Luke 2:10). One wonders if those words struck those Jewish shepherds as odd. There were Jewish religious leaders who taught that only Jewish people would be saved. Not according to the Christmas angel! The birth of the Savior was good news <i>for all people</i>. As we celebrate Epiphany (which means “reveal”), we Gentiles (non-Jews) rejoice in the good news that this Jewish baby is not just the Savior of Jews. He is for all people—the Savior of the world.</p>

	Website	<ul style="list-style-type: none"> • Post theme information • Post link to “Good News of Great Joy” video on YouTube or Vimeo • Post “Good News of Great Joy” graphic 	<p>On Christmas Eve the angel told the shepherds, “I bring you good news that will cause great joy for all the people” (Luke 2:10). One wonders if those words struck those Jewish shepherds as odd. For centuries, God had given special attention to one nation—Israel. There were Jewish religious leaders who taught that only members of that special people would be saved. Not according to the Christmas angel! The birth of the Savior was good news <i>for all people</i>.</p> <p>Today we celebrate the Epiphany of our Lord. Epiphany comes from a Greek word meaning “reveal.” When the Savior was born, he was first revealed to Israelites: the shepherds, Simeon, Anna. But today, the Lord miraculously guides foreigners across countless miles, so the Savior could be revealed to them as well. How did the magi respond? “They were overjoyed” (Matthew 2:10). Epiphany is sometimes known as “The Gentiles’ Christmas.” We Gentiles (non-Jews) rejoice in the good news that this Jewish baby is not just the Savior of Jews. He is for all people—the Savior of the world.</p>
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