



PUBLICITY CHECKLIST

Midweek Lent 2024

SERIES THEME: *Baptized into His Death*

St. Paul writes, “Don’t you know that all of us who were baptized into Christ Jesus were baptized into his death?” (Romans 6:3). There is a connection between our baptism and Christ’s passion. This makes Lent the perfect season to learn anew all that which God’s Word tells us about Baptism. We will see how we were powerfully connected in our baptism to all Christ’s saving work. We will study again what our baptism means for our daily lives. And we will rededicate ourselves to the struggle of living the new life Baptism gives.

Date & Theme	Channel	Action	Wording
<p>Week of February 18 or before <i>Introduce theme</i></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 “Baptized into His Death” logo graphic 	<p>St. Paul writes, “Don’t you know that all of us who were baptized into Christ Jesus were baptized into his death?” (Romans 6:3). There is a connection between our baptism and Christ’s passion. This makes Lent the perfect season to learn anew all that which God’s Word tells us about Baptism. We will see how we were powerfully connected in our baptism to all Christ’s saving work. We will study again what our baptism means for our daily lives. And we will rededicate ourselves to the struggle of living the new life Baptism gives.</p> <p>Join us for our upcoming midweek Lent series: Baptized into His Death.</p>

	Poster	Post the poster in key locations around your worship facility/school	
	Facebook	Post "Baptized into His Death" Facebook announcement graphic	<p>St. Paul writes, "Don't you know that all of us who were baptized into Christ Jesus were baptized into his death?" (Romans 6:3). There is a connection between our baptism and Christ's passion. This makes Lent the perfect season to learn anew all that which God's Word tells us about Baptism.</p> <p>Join us for our upcoming midweek Lent series: Baptized into His Death.</p>
	Instagram	Post "Baptized into His Death" Instagram announcement graphic	<p>St. Paul writes, "Don't you know that all of us who were baptized into Christ Jesus were baptized into his death?" (Romans 6:3). There is a connection between our baptism and Christ's passion. This makes Lent the perfect season to learn anew all that which God's Word tells us about Baptism.</p> <p>Join us for our upcoming midweek Lent series: Baptized into His Death.</p>
	Social Media	Post "Baptized into His Death" social square graphic	<p>St. Paul writes, "Don't you know that all of us who were baptized into Christ Jesus were baptized into his death?" (Romans 6:3). There is a connection between our baptism and Christ's passion. This makes Lent the perfect season to learn anew all that which God's Word tells us about Baptism.</p> <p>Join us for our upcoming midweek Lent series: Baptized into His Death.</p>
	Website	<ul style="list-style-type: none"> • Post theme information • Post "Baptized into His Death" logo graphic 	<p>St. Paul writes, "Don't you know that all of us who were baptized into Christ Jesus were baptized into his death?" (Romans 6:3). There is a connection between our baptism and Christ's passion. This makes Lent the perfect season to learn anew all that which God's Word tells us about</p>

			<p>Baptism. We will see how we were powerfully connected in our baptism to all Christ’s saving work. We will study again what our baptism means for our daily lives. And we will rededicate ourselves to the struggle of living the new life Baptism gives.</p> <p>Join us for our upcoming midweek Lent series: Baptized into His Death.</p>
<p>Wednesday, February 21 <i>Series week one</i></p>	Worship folder	<ul style="list-style-type: none"> • Use “Baptized into His Death” logo graphic on worship folder cover • Copy and paste the theme and service information from the worship planner and service folder document 	
<p>Theme of the Day: A Sacrament, not a Sign</p>	Newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of newsletter • Include “Baptized into His Death” logo graphic 	<p>Signs and symbols. These are artifacts that represent something larger. Take thirteen red and white stripes with fifty stars on a field of blue. That flag is more than just colored cloth sewn together. It represents something—the history, values, and ideals of the United States of America. That shiny piece of metal on the man-in-blue’s chest is more than decoration. It is a sign, marking that police officer as one who has authority, as well as the duty to protect and serve. Signs and symbols are important because they represent something larger.</p> <p>There are those who view Baptism as an important sign, a symbolic representation of the way God washes away our sin. They could not be more wrong. Baptism doesn’t represent something. Baptism <i>is</i> something. St. Peter says plainly, “Baptism...saves you” (1 Peter 3:21). Baptism isn’t a sign. Baptism is a sacrament. God has connected his saving work and Word with a common earthly element—water. As</p>

			we begin our Lenten look at Baptism, let us remember what we are looking at when we see someone come to the font. That is not a sign. It is not symbolic. It is a miracle...a holy Sacrament.
	Facebook	Post "Baptized into His Death" Facebook week one graphic	Signs and symbols. These are artifacts that represent something larger, like the stripes and stars on the U.S. flag. There are those who view Baptism as an important sign, a symbolic representation of the way God washes away our sin. They could not be more wrong. St. Peter says plainly, "Baptism...saves you" (1 Peter 3:21). That is not a sign. It is not symbolic. It is a miracle...a holy Sacrament.
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	Website	<ul style="list-style-type: none"> • Post week one theme information • Post "Baptized into His Death" logo graphic 	Signs and symbols. These are artifacts that represent something larger. Take thirteen red and white stripes with fifty stars on a field of blue. That flag is more than just colored cloth sewn together. It represents something—the history, values, and ideals of the United States of America. That shiny piece of metal on the man-in-blue's chest is more than decoration. It is a sign, marking that police officer as one who has authority, as well as the duty to protect and

			<p>serve. Signs and symbols are important because they represent something larger.</p> <p>There are those who view Baptism as an important sign, a symbolic representation of the way God washes away our sin. They could not be more wrong. Baptism doesn't represent something. Baptism <i>is</i> something. St. Peter says plainly, "Baptism...saves you" (1 Peter 3:21). Baptism isn't a sign. Baptism is a sacrament. God has connected his saving work and Word with a common earthly element—water. As we begin our Lenten look at Baptism, let us remember what we are looking at when we see someone come to the font. That is not a sign. It is not symbolic. It is a miracle...a holy Sacrament.</p>
	Digital display graphics (2 slide options)	Show week one slide on small screens (4x3) or digital display screens (16x9) before worship	
Wednesday, February 28 <i>Series week two</i>	Worship folder	<ul style="list-style-type: none"> • Use "Baptized into His Death" logo graphic on worship folder cover • Copy and paste the theme and service information from the worship planner and service folder document 	
Theme of the Day: A Great Power and a Greater Gift	Newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of newsletter • Include "Baptized into His Death" logo graphic 	<p>There is no such thing as holy water. The water used in Baptism did not come from a magic fountain or mystical lake. It came out of the tap. Yet, Baptism consists of more than just water. It is water combined with God's Word. And God's Word is powerful! God's Word is the tool the Holy Spirit uses to create and strengthen faith—faith that connects us to Christ's death and resurrection. Thus, when you witness a baptism, you are witnessing more power being unleashed than you see in a flash of lightning. You are</p>

			<p>witnessing a power that can take that which is dead and make it alive.</p> <p>God uses this savior power on us, but not because we deserve it. Because of our sins, we deserve nothing from God but punishment and pain. But our God is merciful. He spares us from the pain we deserve. And our God is gracious. He gives us countless blessings we do not deserve. This week, we marvel at the blessing of Baptism—a great power and greater gift.</p>
	Facebook	Post “Baptized into His Death” Facebook week two graphic	<p>There is no such thing as holy water. The water used in Baptism did not come from a magic fountain or mystical lake. It came out of the tap. Yet, Baptism consists of more than just water. It is water combined with God’s Word. And God’s Word is powerful! God’s Word is the tool the Holy Spirit uses to create and strengthen faith. Thus, when you witness a baptism, you are witnessing more power being unleashed than you see in a flash of lightning. You are witnessing a power that can take that which is dead and make it alive. This week, we marvel at the blessing of Baptism—a great power and greater gift.</p>
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	Website	<ul style="list-style-type: none"> • Post week two theme information • Post “Baptized into His Death” logo graphic 	<p>There is no such thing as holy water. The water used in Baptism did not come from a magic fountain or mystical lake. It came out of the tap. Yet, Baptism consists of more than just water. It is water combined with God’s Word. And God’s Word is powerful! God’s Word is the tool the Holy Spirit uses to create and strengthen faith—faith that connects us to Christ’s death and resurrection. Thus, when you witness a baptism, you are witnessing more power being unleashed than you see in a flash of lightning. You are witnessing a power that can take that which is dead and make it alive.</p> <p>God uses this savior power on us, but not because we deserve it. Because of our sins, we deserve nothing from God but punishment and pain. But our God is merciful. He spares us from the pain we deserve. And our God is gracious. He gives us countless blessings we do not deserve. This week, we marvel at the blessing of Baptism—a great power and greater gift.</p>
	Digital display graphics (2 slide options)	Show week two slide on small screens (4x3) or digital display screens (16x9) before worship	

<p>Wednesday, March 6 <i>Series week three</i></p>	<p>Worship folder</p>	<ul style="list-style-type: none"> • Use “Baptized into His Death” logo graphic on worship folder cover • Copy and paste the theme and service information from the worship planner and service folder document 	
<p>Theme of the Day: Baptism Is Needed by All</p>	<p>Newsletter blurb</p>	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of newsletter • Include “Baptized into His Death” logo graphic 	<p>Jesus was speaking about Baptism when he said, “No one can enter the kingdom of God unless they are born of water and the Spirit.” Consider the weight of that phrase, “no one.” It is all encompassing. The murderer, the abuser, the terrorist—if they hope to enter the kingdom of God, they need the cleansing washing that comes in Baptism. But so does the gossip, the envious, the worrier. That’s what “no one” means. Clearly, the man who has lived a long life, who has 80-plus years of sin on his record, needs the saving power of Baptism. But so does the newborn infant who is not yet capable of speaking a sinful word. That’s what “no one” means.</p> <p>This is a hard teaching for people to accept. Many cannot understand how a violent criminal can be in the same moral category as the young “innocent” baby. Yet, in God’s eyes, they are, for they both were born of sinful flesh. Therefore, they both need the salvation God provides through Baptism. This week, we see that Baptism is indeed needed by all.</p>
	<p>Facebook</p>	<p>Post “Baptized into His Death” Facebook week three graphic</p>	<p>Jesus was speaking about Baptism when he said, “No one can enter the kingdom of God unless they are born of water and the Spirit.” Consider the weight of that phrase, “no one.” It is all encompassing. This is a hard teaching for people to accept. Many cannot understand how a violent criminal can be in the same moral category as a young “innocent” baby. Yet, in God’s eyes, they are, for they both</p>

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	Website	<ul style="list-style-type: none"> • Post week three theme information • Post "Baptized into His Death" logo graphic 	Jesus was speaking about Baptism when he said, "No one can enter the kingdom of God unless they are born of water and the Spirit." Consider the weight of that phrase, "no one." It is all encompassing. The murderer, the abuser, the terrorist—if they hope to enter the kingdom of God, they need the cleansing washing that comes in Baptism. But so does the gossip, the envious, the worrier. That's what "no one" means. Clearly, the man who has lived a long life, who has 80-plus years of sin on his record, needs the saving power of Baptism. But so does the newborn infant who is

			<p>not yet capable of speaking a sinful word. That’s what “no one” means.</p> <p>This is a hard teaching for people to accept. Many cannot understand how a violent criminal can be in the same moral category as the young “innocent” baby. Yet, in God’s eyes, they are, for they both were born of sinful flesh. Therefore, they both need the salvation God provides through Baptism. This week, we see that Baptism is indeed needed by all.</p>
	Digital display graphics (2 slide options)	Show week three slide on small screens (4x3) or digital display screens (16x9) before worship	
Wednesday, March 13 <i>Series week four</i>	Worship folder	<ul style="list-style-type: none"> • Use “Baptized into His Death” logo graphic on worship folder cover • Copy and paste the theme and service information from the worship planner and service folder document 	
Theme of the Day: The Right Tool for This Job	Newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of newsletter • Include “Baptized into His Death” logo graphic 	<p>Set a beautiful piece of marble before the world’s best sculptor. Nothing comes of it unless he has the right tools. If he tries to fashion something from that rock with bare hands, he is doomed to nothing but frustration, split nails, and bloody fingertips. He needs a hammer and set of chisels. He needs the right tools. If your car is broken down, you cannot fix it with kitchen utensils. If you need heart surgery, pray the surgeon has more than a jigsaw and lock-wrench. To do a job well, you don’t just need tools. You need the <i>right</i> tools.</p> <p>Jesus has asked his disciples to make disciples. Think of what that means. He is asking us to call people out of</p>

			<p>unbelief into the light of Christ. How does one raise the spiritually dead? You need the right tool. And that is what Christ has given us in Baptism. It is the right tool for this job that Christ has given to his Church.</p>
	Facebook	Post "Baptized into His Death" Facebook week four graphic	<p>Set a beautiful piece of marble before the world's best sculptor. Nothing comes of it unless he has the right tools. If he tries to fashion something from that rock with bare hands, he is doomed to nothing but frustration, split nails, and bloody fingertips. Jesus has asked his disciples to make disciples. He is asking us to call people out of unbelief into the light of Christ. How does one raise the spiritually dead? You need the right tool. And that is what Christ has given us in Baptism. It is the right tool for this job that Christ has given to his Church.</p>
	Instagram	Post "Baptized into His Death" Instagram week four graphic	<p>Set a beautiful piece of marble before the world's best sculptor. Nothing comes of it unless he has the right tools. If he tries to fashion something from that rock with bare hands, he is doomed to nothing but frustration, split nails, and bloody fingertips. Jesus has asked his disciples to make disciples. He is asking us to call people out of unbelief into the light of Christ. How does one raise the spiritually dead? You need the right tool. And that is what Christ has given us in Baptism. It is the right tool for this job that Christ has given to his Church.</p>
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	Website	<ul style="list-style-type: none"> • Post week four theme information • Post “Baptized into His Death” logo graphic 	<p>Set a beautiful piece of marble before the world’s best sculptor. Nothing comes of it unless he has the right tools. If he tries to fashion something from that rock with bare hands, he is doomed to nothing but frustration, split nails, and bloody fingertips. He needs a hammer and set of chisels. He needs the right tools. If your car is broken down, you cannot fix it with kitchen utensils. If you need heart surgery, pray the surgeon has more than a jigsaw and lock-wrench. To do a job well, you don’t just need tools. You need the <i>right</i> tools.</p> <p>Jesus has asked his disciples to make disciples. Think of what that means. He is asking us to call people out of unbelief into the light of Christ. How does one raise the spiritually dead? You need the right tool. And that is what Christ has given us in Baptism. It is the right tool for this job that Christ has given to his Church.</p>
	Digital display graphics (2 slide options)	Show week four slide on small screens (4x3) or digital display screens (16x9) before worship	
Wednesday, March 20 <i>Series week five</i>	Worship folder	<ul style="list-style-type: none"> • Use “Baptized into His Death” logo graphic on worship folder cover • Copy and paste the theme and service information from the worship planner and service folder document 	
Theme of the Day: Reliving Your Baptism Every Day	Newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of newsletter • Include “Baptized into His Death” logo graphic 	<p>You can celebrate the day you were born with cake. Perhaps people will sing, “Happy birthday to you.” Perhaps you will pull out a photo album and stroll down memory lane. You can and should celebrate the day you were born. However, you cannot actually relive the day you were born. (Nor would your mother want you to try!) Yet, we need to relive</p>

			<p>the day we were reborn in Baptism every day. Not in the sense that we go to church, stand by the font, and have the pastor pour water over our head. That only needed to happen once. But when we repent of our sins, it is like reliving our baptismal day. Our sinful nature, which was buried with Christ in our baptism, is reburied through repentance.</p> <p>In the first of his 95 Reformation theses, Dr. Martin Luther wrote, “When our Lord and Master Jesus Christ said, ‘Repent,’ he willed the entire life of believers to be one of repentance.” The entire life! This week we see the joy and the need to relive our baptism every day through repentance.</p>
	Facebook	Post “Baptized into His Death” Facebook week five graphic	<p>You can celebrate the day you were born with cake. Perhaps people will sing, “Happy birthday to you.” However, you cannot actually relive the day you were born. (Nor would your mother want you to try!) Yet, we need to relive the day we were reborn in Baptism every day. When we repent of our sins, it is like reliving our baptismal day. This week we see the joy and the need to relive our baptism every day through repentance.</p>
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			we were reborn in Baptism every day. When we repent of our sins, it is like reliving our baptismal day. This week we see the joy and the need to relive our baptism every day through repentance.
	Website	<ul style="list-style-type: none"> • Post week five theme information • Post “Baptized into His Death” logo graphic 	<p>You can celebrate the day you were born with cake. Perhaps people will sing, “Happy birthday to you.” Perhaps you will pull out a photo album and stroll down memory lane. You can and should celebrate the day you were born. However, you cannot actually relive the day you were born. (Nor would your mother want you to try!) Yet, we need to relive the day we were reborn in Baptism every day. Not in the sense that we go to church, stand by the font, and have the pastor pour water over our head. That only needed to happen once. But when we repent of our sins, it is like reliving our baptismal day. Our sinful nature, which was buried with Christ in our baptism, is reburied through repentance.</p> <p>In the first of his 95 Reformation theses, Dr. Martin Luther wrote, “When our Lord and Master Jesus Christ said, ‘Repent,’ he willed the entire life of believers to be one of repentance.” The entire life! This week we see the joy and the need to relive our baptism every day through repentance.</p>
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