



# PUBLICITY CHECKLIST

## *Season after Pentecost, Series 2, 2024*

**Please Note:** Most publicity materials are available in both English and Spanish.

### **SERIES THEME: *Meaningful Ministry***

“Ministry” is one of those churchy words that is often used, yet perhaps not fully understood. Ministry comes from the Latin word for “service.” Ministry involves serving others with love, compassion, and empathy. Helping someone with physical needs is sometimes called “compassion ministry.” Helping someone with their spiritual needs, sharing the good news of Christ, is generally called “gospel ministry.” We misunderstand ministry if we think of it as something only ministers do. While pastors are called to perform gospel ministry on behalf of others, ultimately every believer is called by God to reflect Christ-like love and share the message of salvation as God provides those opportunities.

Date & Theme	Channel	Action	Wording
<b>Week of June 30, 2024</b> <i>Introduce theme</i>	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include “Meaningful Ministry” logo graphic</li> </ul>	<p>“Ministry” is one of those churchy words that is often used, yet perhaps not fully understood. Ministry comes from the Latin word for “service.” Ministry involves serving others with love, compassion, and empathy. Helping someone with physical needs is sometimes called “compassion ministry.” Helping someone with their spiritual needs, sharing the good news of Christ, is generally called “gospel ministry.” We misunderstand ministry if we think of it as something only ministers do. While pastors are called to perform gospel ministry on behalf of others, ultimately every believer is called by God to reflect Christ-like love and share</p>

			<p>the message of salvation as God provides those opportunities.</p> <p>Join us next week for a new series: Meaningful Ministry.</p>
	Facebook	<ul style="list-style-type: none"> <li>• Post “Meaningful Ministry” title Facebook graphic</li> <li>• Post “Meaningful Ministry” 1x1 video file (<i>available with or without WELS logo at end of video</i>)</li> </ul>	<p>“Ministry” is one of those churchy words that is often used, yet perhaps not fully understood. Ministry comes from the Latin word for “service.” Ministry involves serving others with love, compassion, and empathy. We misunderstand ministry if we think of it as something only ministers do. While pastors are called to perform gospel ministry on behalf of others, ultimately every believer is called by God to reflect Christ-like love and share the message of salvation as God provides those opportunities.</p> <p>Join us next week for a new series: Meaningful Ministry.</p>
	Social Media	<ul style="list-style-type: none"> <li>• Post “Meaningful Ministry” title social post square graphic</li> <li>• Post “Meaningful Ministry” 1x1 video file (<i>available with or without WELS logo at end of video</i>)</li> </ul>	<p>“Ministry” is one of those churchy words that is often used, yet perhaps not fully understood. Ministry comes from the Latin word for “service.” Ministry involves serving others with love, compassion, and empathy. We misunderstand ministry if we think of it as something only ministers do. While pastors are called to perform gospel ministry on behalf of others, ultimately every believer is called by God to reflect Christ-like love and share the message of salvation as God provides those opportunities.</p> <p>Join us next week for a new series: Meaningful Ministry.</p>
	Website	<ul style="list-style-type: none"> <li>• Post theme information</li> <li>• Post link to “Meaningful Ministry” video on YouTube or Vimeo</li> <li>• Post “Meaningful Ministry” graphic</li> </ul>	<p>“Ministry” is one of those churchy words that is often used, yet perhaps not fully understood. Ministry comes from the Latin word for “service.” Ministry involves serving others with love, compassion, and empathy. Helping someone with physical needs is sometimes called “compassion ministry.” Helping someone with their spiritual needs, sharing the good news of Christ, is generally called “gospel ministry.” We misunderstand ministry if we think of it as something</p>

			<p>only ministers do. While pastors are called to perform gospel ministry on behalf of others, ultimately every believer is called by God to reflect Christ-like love and share the message of salvation as God provides those opportunities.</p> <p>Join us next week for a new series: Meaningful Ministry.</p>
	Video	<ul style="list-style-type: none"> <li>• Post “Meaningful Ministry” 16x9 video file to YouTube or Vimeo (<i>available with or without WELS logo at end of video</i>)</li> <li>• Show “Meaningful Ministry” 16x9 video file during this week’s worship announcements</li> </ul>	<p>“Ministry” is one of those churchy words that is often used, yet perhaps not fully understood. Ministry comes from the Latin word for “service.” Ministry involves serving others with love, compassion, and empathy. We misunderstand ministry if we think of it as something only ministers do. While pastors are called to perform gospel ministry on behalf of others, ultimately every believer is called by God to reflect Christ-like love and share the message of salvation as God provides those opportunities.</p> <p>Join us next week for a new series: Meaningful Ministry.</p>
	Digital display graphics (3 slide options)	<ul style="list-style-type: none"> <li>• Blank slide (4x3 or 16x9)</li> <li>• Title slide (4x3 or 16x9)</li> <li>• Small icon slide (4x3 or 16x9)</li> <li>• Show on small screens (4x3) or digital display screens (16x9) before and after worship or during announcements this week</li> </ul>	<p>Join us next week for a new series: Meaningful Ministry</p>
<b>Sunday, July 7</b> <i>Seventh Sunday after Pentecost</i>	Worship folder template	<ul style="list-style-type: none"> <li>• Use “Meaningful Ministry” worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> Not Glee and Gratitude, but Rejection and Resentment	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> </ul>	<p>If ministry involves serving others with love and compassion, you would think that people would respond only with glee and gratitude for the help they received. Sometimes, but not always. If you offer to help a family</p>

		<ul style="list-style-type: none"> <li>• Include “Meaningful Ministry” logo graphic</li> </ul>	<p>member who is having trouble paying his bills, he might be offended, wondering if you are implying that he is not a good provider. Likewise, if you try and share the gospel with someone, he might resent the message that he is a sinner in need of salvation. You are trying to minister to this man’s greatest need. Your intentions are loving. Yet he responds with rejection and resentment.</p> <p>When our ministry efforts are met not with glee and gratitude but rejection and resentment, we are in good company. The prophets, apostles, and even Jesus himself all had those who responded negatively to their ministries. When that happens to us, it doesn’t mean our ministry is no longer meaningful. For if others do not appreciate our efforts to serve them, God still appreciates our efforts to serve him.</p>
	Facebook	<ul style="list-style-type: none"> <li>• Post “Meaningful Ministry” quote Facebook graphic</li> </ul>	<p>If ministry involves serving others with love and compassion, you would think that people would respond only with glee and gratitude. Sometimes, but not always. The prophets, apostles, and even Jesus himself all had those who responded negatively to their ministries. When that happens to us, it doesn’t mean our ministry is no longer meaningful. For if others do not appreciate our efforts to serve them, God still appreciates our efforts to serve him.</p>
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		<ul style="list-style-type: none"> <li>• Post link to “Meaningful Ministry” video on YouTube or Vimeo</li> <li>• Post “Meaningful Ministry” graphic</li> </ul>	<p>only with glee and gratitude for the help they received. Sometimes, but not always. If you offer to help a family member who is having trouble paying his bills, he might be offended, wondering if you are implying that he is not a good provider. Likewise, if you try and share the gospel with someone, he might resent the message that he is a sinner in need of salvation. You are trying to minister to this man’s greatest need. Your intentions are loving. Yet he responds with rejection and resentment.</p> <p>When our ministry efforts are met not with glee and gratitude but rejection and resentment, we are in good company. The prophets, apostles, and even Jesus himself all had those who responded negatively to their ministries. When that happens to us, it doesn’t mean our ministry is no longer meaningful. For if others do not appreciate our efforts to serve them, God still appreciates our efforts to serve him.</p>
	Digital display graphics (3 slide options)	<ul style="list-style-type: none"> <li>• Blank slide (4x3 or 16x9)</li> <li>• Title slide (4x3 or 16x9)</li> <li>• Small icon slide (4x3 or 16x9)</li> <li>• Show on small screens (4x3) or digital display screens (16x9) before worship or during announcements this week</li> </ul>	Not Glee and Gratitude, but Rejection and Resentment
<b>Sunday, July 14</b> <i>Eighth Sunday after Pentecost</i>	Worship folder template	<ul style="list-style-type: none"> <li>• Use “Meaningful Ministry” worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> Sent with God’s Own Authority	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include “Meaningful Ministry” logo graphic</li> </ul>	When a child asks a sibling to do something there isn’t much certainty as to the results. The sibling might simply ignore the request. However, if that same child goes to a brother or sister with “Dad said so,” it’s a very different story! Now the father’s authority is behind the child’s request.

			<p>As believers carry out gospel ministry, encouraging others to turn to Christ in repentance, people might push back. “What gives you the right?” Maybe we ask that question ourselves. “I’m far from perfect. So, what gives me the right to talk about things like sin?” This week we are given the answer to that question. “Dad said so.” When our God calls us to do ministry, he also gives us authority. In calling us to ministry, God isn’t asking us to share our advice or our opinion or even our values. We are sharing God’s own authoritative Word. Gospel ministry is conducted by believers but with God’s own authority behind the effort.</p>
	Facebook	<ul style="list-style-type: none"> <li>• Post “Meaningful Ministry” quote Facebook graphic</li> </ul>	<p>As believers carry out gospel ministry, encouraging others to turn to Christ in repentance, people might push back. “What gives you the right?” When our God calls us to do ministry, he also gives us authority. We are sharing God’s own authoritative Word. Gospel ministry is conducted by believers but with God’s own authority behind the effort.</p>
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<b>Sunday, July 21</b> <i>Ninth Sunday after Pentecost</i>	Worship folder template	<ul style="list-style-type: none"> <li>• Use “Meaningful Ministry” worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> Jesus Models a Compassionate Shepherd’s Heart	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include “Meaningful Ministry” logo graphic</li> </ul>	<p>In the ancient Middle East, a shepherd needed certain skills to do his job well: knowledge of edible grasses, ability to trim hooves, capacity to fend off predators, competency to birth lambs. However, the greatest qualification of a shepherd is much simpler. A good shepherd needed to care for his sheep. Without that, none of those other skills would be fully utilized.</p> <p>In Scripture meaningful ministry is often pictured as a compassionate shepherd caring for his sheep: Jesus’ care for us; a spiritual leader’s care for his “flock.” Certainly, gospel ministry requires specific skills: ability to actively listen to people, aptitude for applying the gospel to someone’s situation, etc. But ultimately, meaningful ministry requires a compassionate heart—a profound caring for others. An individual might know God’s Word backwards and forwards. But if they lack compassion, they will not fully</p>

			perform meaningful ministry. Today, we ask the Spirit to see how Jesus models a compassionate shepherd's heart so that we might be filled with that same compassion.
	Facebook	<ul style="list-style-type: none"> <li>• Post "Meaningful Ministry" quote Facebook graphic</li> </ul>	In Scripture meaningful ministry is often pictured as a compassionate shepherd caring for his sheep. Certainly, gospel ministry requires specific skills. But ultimately, meaningful ministry requires a compassionate heart. An individual might know God's Word backwards and forwards. But if they lack compassion, they will not fully perform meaningful ministry. We ask the Spirit to see how Jesus models a compassionate shepherd's heart so that we might be filled with that same compassion.
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<b>Sunday, July 28</b> <i>Tenth Sunday after Pentecost</i>	Worship folder template	<ul style="list-style-type: none"> <li>• Use “Meaningful Ministry” worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> God Meets Our Need to Meet Others’ Needs	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include “Meaningful Ministry” logo graphic</li> </ul>	<p>King David explains, “The earth is the LORD’s and everything in it” (Psalm 24:1). That word “everything” doesn’t leave any wiggle room, does it? That word “everything” means that your home and all its furnishings, your vehicle and all that’s in the trunk, your bank account, the twenty-eight dollars in your wallet, the wallet itself, and the pocket in which you carry your wallet <i>all</i> belong to God. Everything you have was given to you by your good and gracious Father. We need to understand that.</p> <p>But it is just as important that we understand <i>why</i> God provides for our physical needs. As we have seen throughout this worship series, God has called us to ministry. He asks us to reflect his love in meeting the physical and spiritual needs of others. Believers <i>want</i> to serve others in those ways. By providing for us, God meets</p>

			our need to meet others' needs. This week Jesus promises that he will provide the resources necessary to conduct meaningful ministry.
	Facebook	<ul style="list-style-type: none"> <li>• Post "Meaningful Ministry" quote Facebook graphic</li> </ul>	Everything you have was given to you by your good and gracious Father. We need to understand that. But it is just as important that we understand <i>why</i> God provides for our physical needs. God has called us to ministry. He asks us to reflect his love in meeting the physical and spiritual needs of others. By providing for us, God meets our need to meet others' needs. Jesus promises that he will provide the resources necessary to conduct meaningful ministry.
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<b>Sunday, August 4</b> <i>Eleventh Sunday after Pentecost</i>	Worship folder template	<ul style="list-style-type: none"> <li>• Use "Meaningful Ministry" worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> Fear Not, for the Lord Is with You	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include "Meaningful Ministry" logo graphic</li> </ul>	<p>Shortly before he ascended, Jesus told his followers they were to engage in meaningful ministry—to work their way through the world, sharing the good news of salvation. Our loving Lord knew that was a big and often intimidating task. So, his next words were a promise. "Surely I am with you always" (Matthew 28:20). God's people still need to hear that promise.</p> <p>For several weeks, we have been discussing the reality that the Lord of the Church has called all believers to meaningful ministry. Ministry will come with challenges. It can cause fears to arise: the fear of rejection, the fear of inadequacy, the fear of persecution. So, listen again to your Savior. "I am with you always." We conclude our series on meaningful ministry empowered by that gracious promise.</p>
	Facebook	<ul style="list-style-type: none"> <li>• Post "Meaningful Ministry" quote Facebook graphic</li> </ul>	Before he ascended, Jesus told his followers they were to engage in meaningful ministry—to work their way through the world, sharing the good news of salvation. Our loving Lord knew that was a big and often intimidating task. So, his

			<p>next words were a promise. “Surely I am with you always” (Matthew 28:20). The Lord of the Church has called all believers to meaningful ministry. Ministry will come with challenges. So, listen again to your Savior. “I am with you always.”</p>
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