

What child
is this?



PUBLICITY CHECKLIST

Christmas 2021

SERIES THEME: WHAT CHILD IS THIS?

A baby is born every 12 seconds. That's 140 million babies born each year. Yet there is something that sets this child apart from all others. It is not simply his humble beginnings, with a cattle trough as his first cradle. It is not just the miraculous nature of his birth, his mother being a virgin. There is so much more. This child is the only hope we have for peace and a future. This child can wipe away every tear, drive away every fear. Here is the truth of Christmas. With this child, you lack nothing. Without him, you have nothing. Let us use this season of Christmas to answer this most important question: WHAT CHILD IS THIS?

Date & Theme	Channel	Action	Wording
Prior to October 25	<ul style="list-style-type: none"> • Postcards • Business cards • Door hangers • Road banners 	Order outreach materials from Echt Printing by October 25.	
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 "What Child Is This" graphic or masthead file (<i>logo graphic available in both English and Spanish</i>) 	A baby is born every 12 seconds. That's 140 million babies born each year. Yet there is something that sets this child apart from all others. It is not simply his humble beginnings, with a cattle trough as his first cradle. It is not just the miraculous nature of his birth, his mother being a virgin. There is so much more. This child is the only hope we have for peace and a future. This child can wipe away every tear, drive away every fear. Here is the truth of Christmas. With this child, you lack nothing. Without him, you have nothing. Let us use this season of Christmas to answer this most important question: WHAT CHILD IS THIS?
	Adobe Illustrator text file	Use this file if you wish to create your own social media and promotional graphics and include	

		your church or worship information	
	Fonts zip file	Install these fonts on your computer if you choose to create your own graphics	
	Facebook	Post "What Child Is This" 1x1 video file (<i>versions available with or without WELS logo at end of video</i>)	A baby is born every 12 seconds. That's 140 million babies born each year. Yet there is something that sets this child apart from all others. Join us this Christmas to answer this most important question: WHAT CHILD IS THIS?
	Instagram	Post "What Child Is This" 1x1 video file (<i>versions available with or without WELS logo at end of video</i>)	A baby is born every 12 seconds. That's 140 million babies born each year. Yet there is something that sets this child apart from all others. Join us this Christmas to answer this most important question: WHAT CHILD IS THIS?
	Video	<ul style="list-style-type: none"> • Post "What Child Is This" 16x9 video file to YouTube or Vimeo (<i>versions available with or without WELS logo at end of video</i>) • Show "What Child Is This" 16x9 video file during this week's worship announcements 	A baby is born every 12 seconds. That's 140 million babies born each year. Yet there is something that sets this child apart from all others. Join us this Christmas to answer this most important question: WHAT CHILD IS THIS?
	Website	<ul style="list-style-type: none"> • Post theme information • Post link to "What Child Is This" video on YouTube or Vimeo • Post "What Child Is This" graphic 	A baby is born every 12 seconds. That's 140 million babies born each year. Yet there is something that sets this child apart from all others. It is not simply his humble beginnings, with a cattle trough as his first cradle. It is not just the miraculous nature of his birth, his mother being a virgin. There is so much more. This child is the only hope we have for peace and a future. This child can wipe away every tear, drive away every fear. Here is the truth of Christmas. With this child, you lack nothing. Without him, you have nothing. Let us use this season of Christmas to answer this most important question: WHAT CHILD IS THIS?
	PowerPoint slide	<ul style="list-style-type: none"> • Use "What Child Is This" PowerPoint png file (<i>version</i> 	No child's birth has been so anticipated. No child's birth has been so celebrated. This Christmas, join us as we remember why.

		<p><i>available in both English and Spanish)</i></p> <ul style="list-style-type: none"> • Show on digital display screens before and after worship or during announcements this week 	
Friday, December 24 <i>Christmas Eve</i>	Worship folder template	Use "What Child Is This" worship folder cover PDF	
Theme of the Day: What Child Is This?	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "What Child Is This" graphic 	This Christmas Eve, an angel answers that question. "A savior has been born to you." It is a stunning statement, for two reasons. First, this child looks nothing like what we would expect in a hero-savior. This child is weak, helpless, and mired in poverty. Second, he has come to bring salvation "to you." It is a salvation we all need desperately. It was God's gift to us, given on that first Christmas Eve.
	Facebook	Post "What Child Is This" Facebook graphic (<i>two versions available in both English and Spanish</i>)	This Christmas Eve, an angel answers that question. "A savior has been born to you." It is a stunning statement, for two reasons. First, this child looks nothing like what we would expect in a hero-savior. This child is weak, helpless, and mired in poverty. Second, he has come to bring salvation "to you." It is a salvation we all need desperately. It was God's gift to us, given on that first Christmas Eve.
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	PowerPoint slide	<ul style="list-style-type: none"> • Use "What Child Is This" PowerPoint png file • Show on digital display screens before and after worship or 	What Child Is This?

		during announcements this week	
Saturday, December 25 <i>Christmas Day</i>			
	Worship folder template	Use "What Child Is This" worship folder cover PDF	
Theme of the Day: What Child Is This? God in the Flesh	Worship folder/newsletter blurb	<ul style="list-style-type: none"> Place blurb in print and electronic versions of worship folder and newsletter Include "What Child Is This" graphic 	The Lord had told Moses, "No one may see me and live." If sinners cannot even bear to look upon the glory of God, then they certainly could not hope to live with God in the glory of heaven. So, on that first Christmas, God chose to hide his glory under flesh. What child is this? It is God and man in one person, exactly what the human race needed to deliver it from its enemies of sin, death, and Satan. Christmas Day serves up the deep stuff of Christmas: the miracle and mystery of the incarnation.
	Facebook	Post "What Child Is This" Facebook graphic (<i>two versions available in both English and Spanish</i>)	On that first Christmas, God chose to hide his glory under flesh. What child is this? It is God and man in one person, exactly what the human race needed to deliver it from its enemies of sin, death, and Satan. Christmas Day serves up the deep stuff of Christmas: the miracle and mystery of the incarnation.
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	PowerPoint slide	<ul style="list-style-type: none"> Use "What Child Is This" PowerPoint png file Show on digital display screens before and after worship or during announcements this week 	What Child Is This? God in the Flesh
Sunday, December 26 <i>1st Sunday after Christmas</i>			
	Worship folder template	Use "What Child Is This" worship folder cover PDF	

Theme of the Day: What Child Is This? Our Substitute and Sacrifice	Worship folder/newsletter blurb	<ul style="list-style-type: none"> Place blurb in print and electronic versions of worship folder and newsletter Include “What Child Is This” graphic 	Already as a child, Jesus’ saving work had begun. His entire life, he served as our substitute, perfectly obeying God’s Law. Just think of how we often neglect the study of God’s Word. Then look at 12-year-old Jesus, eager to be in the temple learning more about Scripture. However, he would need to do more than be our substitute. Eventually he would lay that perfect life down as the sacrifice for our sin.
	Facebook	Post “What Child Is This” Facebook graphic (<i>two versions available in both English and Spanish</i>)	Already as a child, Jesus’ saving work had begun. His entire life, he served as our substitute, perfectly obeying God’s Law. Just think of how we often neglect the study of God’s Word. Then look at 12-year-old Jesus, eager to be in the temple learning more about Scripture. However, he would need to do more than be our substitute. Eventually he would lay that perfect life down as the sacrifice for our sin.
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	PowerPoint slide	<ul style="list-style-type: none"> Use “What Child Is This” PowerPoint png file Show on digital display screens before and after worship or during announcements this week 	What Child Is This? Our Substitute and Sacrifice
Sunday, January 2 <i>2nd Sunday after Christmas</i>	Worship folder template	Use “What Child Is This” worship folder cover PDF	
Theme of the Day: What Child Is This? He Turns Slaves into Sons	Worship folder/newsletter blurb	<ul style="list-style-type: none"> Place blurb in print and electronic versions of worship folder and newsletter 	The ability to appreciate Christmas is directly proportional to the understanding of whom Christmas is for. Christmas is only meant for those who are held captive by our enemies, sin and death. Christmas is for people who have no power of their own

		<ul style="list-style-type: none"> • Include “What Child Is This” graphic 	to free themselves from those enemies. Christmas is for people who patiently wait for God to set them free. God’s Christmas gift is for slaves, but it does not leave them that way. Jesus takes those born in slavery and turns them into sons and daughters of God. He makes us heirs of a glorious, eternal inheritance. He sets us free from a forced servitude to our enemies and replaces it with joyful service to our loving Father.
	Facebook	Post “What Child Is This” Facebook graphic (<i>two versions available in both English and Spanish</i>)	The ability to appreciate Christmas is directly proportional to the understanding of whom Christmas is for. Christmas is only meant for those who are held captive by our enemies, sin and death. Jesus takes those born in slavery and turns them into sons and daughters of God. He makes us heirs of a glorious, eternal inheritance.
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	PowerPoint slide	<ul style="list-style-type: none"> • Use “What Child Is This” PowerPoint png file • Show on digital display screens before and after worship or during announcements this week 	What Child Is This? He Turns Slaves into Sons
Thursday, January 6, 2022 <i>Epiphany</i>	Worship folder template	Use “What Child Is This” worship folder cover PDF	
Theme of the Day: What Child Is This? A Light 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 “What Child Is This” graphic 	The twelve days of Christmas are over. Likewise, our worship series—What Child Is This—comes to an end today with the Festival of the Epiphany, a celebration of the first time non-Jewish believers worshiped the newborn Savior. They were guided by a special light in the sky to a child who would be a light for all people. We live in a world where sin can divide

			people along so many lines: ethnicity and race, rich and poor, red states and blue states, etc. The only dividing line Jesus cares about is the one that separated sinful mankind from a holy God. By his death and resurrection, he removed that line and united all believers into one kingdom. For that, we offer him our finest gifts.
	Facebook	Post "What Child Is This" Facebook graphic (<i>two versions available in both English and Spanish</i>)	Our worship series comes to an end today with the Festival of the Epiphany, a celebration of the first time non-Jewish believers worshiped the newborn Savior. We live in a world where sin can divide people along so many lines. The only dividing line Jesus cares about is the one that separated sinful mankind from a holy God. By his death and resurrection, he removed that line and united all believers into one kingdom. For that, we offer him our finest gifts.
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	PowerPoint slide	<ul style="list-style-type: none"> • Use "What Child Is This" PowerPoint png file • Show on digital display screens before and after worship or during announcements this week 	What Child Is This? A Light for All People