



PUBLICITY CHECKLIST

Easter 2022

SERIES THEME: VICTORIOUS

To the world, he seemed like a defeated man: opposed and killed by his enemies, his followers scattered in fear. Yet, three days after Jesus’ death, he rose victorious from the dead. Nothing would ever be the same. The rest of eternity is now a victory march for the risen Christ. During Easter, we should not think of ourselves as passive observers in Christ’s victory. We are more than fans cheering for our favorite athlete! Rather, we are active participants in Christ’s triumph. Just as his death was our death, so also his life is our life. Buried with Christ in baptism, our life is now hidden with him on high. The victory is ours, now and forever.

Easter is more than a day. It is an entire joyful season. The six solemn weeks of Lent are eclipsed by seven weeks of unbridled joy. These seven weeks correspond to the period of fifty days on the Jewish calendar between Passover and Pentecost. The Church reserves its highest praise for the Easter season. We do not merely watch from the sidelines as Christ marches in victory over sin, death, Satan, and hell. We join in the festal procession!

Date & Theme	Channel	Action	Wording
Prior to February 17	<ul style="list-style-type: none"> • Postcards • Business cards • Door hangers • Road banners 	Order outreach materials from Echt Printing by February 17	
Week of April 10 <i>Introduce Easter theme (could introduce theme for one or two weeks before Easter)</i>	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Victorious” graphic 	To the world, he seemed like a defeated man: opposed and killed by his enemies, his followers scattered in fear. Yet, three days after Jesus’ death, he rose victorious from the dead. Nothing would ever be the same. The rest of eternity is now a victory march for the risen Christ. During Easter, we should not think of ourselves as passive observers in Christ’s victory. We are more than fans cheering for our favorite athlete! Rather, we are active participants in Christ’s triumph. Just as his death was our death, so also his life is

			<p>our life. Buried with Christ in baptism, our life is now hidden with him on high. The victory is ours, now and forever.</p> <p>Easter is more than a day. It is an entire joyful season. The six solemn weeks of Lent are eclipsed by seven weeks of unbridled joy. These seven weeks correspond to the period of fifty days on the Jewish calendar between Passover and Pentecost. The Church reserves its highest praise for the Easter season. We do not merely watch from the sidelines as Christ marches in victory over sin, death, Satan, and hell. We join in the festal procession!</p>
	Facebook	Post "Victorious" 1x1 video file <i>(versions available with or without WELS logo at end of video)</i>	To the world, he seemed like a defeated man: opposed and killed by his enemies, his followers scattered in fear. Yet, three days after Jesus' death, he rose victorious from the dead. The rest of eternity is now a victory march for the risen Christ. His victory is also ours, now and forever. We do not merely watch from the sidelines as Christ marches in victory over sin, death, Satan, and hell. We join in the festal procession!
	Instagram	Post "Victorious" 1x1 video file <i>(versions available with or without WELS logo at end of video)</i>	To the world, he seemed like a defeated man: opposed and killed by his enemies, his followers scattered in fear. Yet, three days after Jesus' death, he rose victorious from the dead. The rest of eternity is now a victory march for the risen Christ. His victory is also ours, now and forever. We do not merely watch from the sidelines as Christ marches in victory over sin, death, Satan, and hell. We join in the festal procession!
	Video	<ul style="list-style-type: none"> • Post "Victorious" 16x9 video file to YouTube or Vimeo <i>(versions available with or without WELS logo at end of video)</i> • Show "Victorious" 16x9 video file during this week's worship announcements 	This Easter season, discover the ways his victory gives you victory. For now, and forever. Celebrate victory with us this Easter.

	Website	<ul style="list-style-type: none"> • Post theme information • Post link to “Victorious” video on YouTube or Vimeo • Post “Victorious” graphic 	<p>To the world, he seemed like a defeated man: opposed and killed by his enemies, his followers scattered in fear. Yet, three days after Jesus’ death, he rose victorious from the dead. Nothing would ever be the same. The rest of eternity is now a victory march for the risen Christ. During Easter, we should not think of ourselves as passive observers in Christ’s victory. We are more than fans cheering for our favorite athlete! Rather, we are active participants in Christ’s triumph. Just as his death was our death, so also his life is our life. Buried with Christ in baptism, our life is now hidden with him on high. The victory is ours, now and forever.</p> <p>Easter is more than a day. It is an entire joyful season. The six solemn weeks of Lent are eclipsed by seven weeks of unbridled joy. These seven weeks correspond to the period of fifty days on the Jewish calendar between Passover and Pentecost. The Church reserves its highest praise for the Easter season. We do not merely watch from the sidelines as Christ marches in victory over sin, death, Satan, and hell. We join in the festal procession!</p>
	PowerPoint slide	<ul style="list-style-type: none"> • Use “Victorious” PowerPoint jpg file • Show on digital display screens before and after worship or during announcements this week 	<p>This Easter season, discover the ways his victory gives you victory. For now, and forever. Celebrate victory with us this Easter.</p>
	PowerPoint logo	<ul style="list-style-type: none"> • Use “Victorious” PowerPoint logo file • Show on digital display screens before and after worship or during announcements this week 	<p>This Easter season, discover the ways his victory gives you victory. For now, and forever. Celebrate victory with us this Easter.</p>
	Animated logo	Use for livestreams or for the video recording/editing process	

Sunday, April 17 <i>Easter Dawn</i>	Worship folder template	Use "Victorious" worship folder cover PDF	
Theme of the Day: Identity in Christ Marches Victorious Over All Flawed Identities	Worship folder/newsletter blurb	<ul style="list-style-type: none"> Place blurb in print and electronic versions of worship folder and newsletter Include "Victorious" graphic 	It is natural for the human beings God has made to pursue a healthy sense of self. We want to know who we are. We want to be confident of the basis of our value. Unfortunately, our fallen nature and the fallen world point us in the wrong direction in that pursuit. Lent's call to self-denial and repentance has prepared us for Easter. Christ's empty tomb is proof that an identity buried with Jesus far surpasses any identity we could hope to discover within ourselves.
	Facebook	Post "Victorious" Facebook graphic	It is natural for the human beings God has made to pursue a healthy sense of self. Unfortunately, our fallen nature and the fallen world point us in the wrong direction in that pursuit. Lent's call to self-denial and repentance has prepared us for Easter. Christ's empty tomb is proof that an identity buried with Jesus far surpasses any identity we could hope to discover within ourselves.
	Instagram	Post "Victorious" Instagram graphic	It is natural for the human beings God has made to pursue a healthy sense of self. Unfortunately, our fallen nature and the fallen world point us in the wrong direction in that pursuit. Lent's call to self-denial and repentance has prepared us for Easter. Christ's empty tomb is proof that an identity buried with Jesus far surpasses any identity we could hope to discover within ourselves.
	PowerPoint slide	<ul style="list-style-type: none"> Use "Victorious" PowerPoint jpg file Show on digital display screens before and after worship or during announcements this week 	Identity in Christ Marches Victorious Over All Flawed Identities
	PowerPoint logo	<ul style="list-style-type: none"> Use "Victorious" PowerPoint logo file 	Identity in Christ Marches Victorious Over All Flawed Identities

		<ul style="list-style-type: none"> • Show on digital display screens before and after worship or during announcements this week 	
Sunday, April 17 <i>Easter</i>	Worship folder template	Use "Victorious" worship folder cover PDF	
Theme of the Day: Life Marches Victorious over Death	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "Victorious" graphic 	Death hung like a suffocating shroud over us all. It was a constant source of sorrow and shame. Death doesn't just bring life to an end. The impending threat of death spoils every moment of life that leads up to it. The moment Christ emerged from the tomb, however, nothing would be the same. Life was unleashed on humanity and it will reign until death and its effects are no more. The salvation Christ brings is not just a rescue from a world gone bad but a resurrection to a world that will once again be good. Christ's victory restores life to us even now. Even as we continue to wipe the tears that death causes, we can defiantly taunt this fallen tyrant: Christ is risen! He is risen indeed!
	Facebook	Post "Victorious" Facebook graphic	Death hung like a suffocating shroud over us all. Death doesn't just bring life to an end. The impending threat of death spoils every moment of life that leads up to it. The moment Christ emerged from the tomb, however, nothing would be the same. Christ's victory restores life to us even now. Even as we continue to wipe the tears that death causes, we can defiantly taunt this fallen tyrant: Christ is risen! He is risen indeed!
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	PowerPoint slide	<ul style="list-style-type: none"> • Use “Victorious” PowerPoint jpg file • Show on digital display screens before and after worship or during announcements this week 	Life Marches Victorious over Death
	PowerPoint logo	<ul style="list-style-type: none"> • Use “Victorious” PowerPoint logo file • Show on digital display screens before and after worship or during announcements this week 	Life Marches Victorious over Death
Sunday, April 24 <i>2nd Sunday of Easter</i>	Worship folder template	Use “Victorious” worship folder cover PDF	
Theme of the Day: Witness Marches Victorious over Restraint	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Victorious” graphic 	The good news of the risen Christ is bigger than a single day. The Easter gospel will continue to march across centuries and continents. However, there will always be forces that try and slow that march. Those forces could be self-inflicted fears and doubts. They could be various types of persecutions. Whatever the case, the good news of Easter will not be restrained. For it is not some myth or fable, not a hoax or conspiracy. The reality of Easter rests on the testimony of eyewitnesses. Therefore, the gospel cannot be boxed in any more than Christ could be put back in a tomb. Many may try and restrain the good news of Christ. But the march of the Church’s witness will never slow down.
	Facebook	Post “Victorious” Facebook graphic	The good news of the risen Christ is bigger than a single day. The Easter gospel will continue to march across centuries and continents. However, there will always be forces that try and slow that march. The reality of Easter rests on the testimony of eyewitnesses. Many may try and restrain the

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	PowerPoint slide	<ul style="list-style-type: none"> • Use "Victorious" PowerPoint jpg file • Show on digital display screens before and after worship or during announcements this week 	Witness Marches Victorious over Restraint
	PowerPoint logo	<ul style="list-style-type: none"> • Use "Victorious" PowerPoint logo file • Show on digital display screens before and after worship or during announcements this week 	Witness Marches Victorious over Restraint
Sunday, May 1 <i>3rd Sunday of Easter</i>	Worship folder template	Use "Victorious" worship folder cover PDF	
Theme of the Day: Sight Marches Victorious over Blindness	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "Victorious" graphic 	A recent survey asked Americans which of the five senses they would least like to lose. 77% chose sight. Navigating life blind poses a plethora of challenges that the sighted do not face. This is why Scripture often uses the concept of blindness as a metaphor for how hard it is to navigate life without a correct understanding of Christ. Spiritual blindness can take many different forms. In some cases, it is hostile opposition to the message of Jesus. In others, spiritual blindness might be demonstrated in confusion about Jesus' true identity. No matter the specific form

			spiritual blindness takes, Easter has the power to replace it with sight. Easter allows us to see where we sinners stand with a holy God. It enables us to see the path through life that is worth pursuing (as opposed to those that lead to a dead end). Spiritual sight gives us the ability to see who holds our future in his hands and is worth our eternal worship.
	Facebook	Post "Victorious" Facebook graphic	A recent survey asked Americans which of the five senses they would least like to lose. 77% chose sight. Navigating life blind poses challenges that the sighted do not face. This is why Scripture often uses the concept of blindness as a metaphor for how hard it is to navigate life without a correct understanding of Christ. No matter the specific form spiritual blindness takes, Easter has the power to replace it with sight. Spiritual sight gives us the ability to see who holds our future in his hands and is worth our eternal worship.
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	PowerPoint slide	<ul style="list-style-type: none"> • Use "Victorious" PowerPoint jpg file • Show on digital display screens before and after worship or during announcements this week 	Sight Marches Victorious over Blindness

	PowerPoint logo	<ul style="list-style-type: none"> • Use “Victorious” PowerPoint logo file • Show on digital display screens before and after worship or during announcements this week 	Sight Marches Victorious over Blindness
Sunday, May 8 <i>4th Sunday of Easter</i>	Worship folder template	Use “Victorious” worship folder cover PDF	
Theme of the Day: Fulfilled Works March Victorious over Empty Words	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Victorious” graphic 	The world is full of talkers. There are plenty of people who say they care about you. But we are aware what many of those people will do when it comes time to put those words into action. Jesus tells you in his Word that he cares for you dearly . . . that he would do anything for you. How do you know you can trust him? Jesus followed up his words with works. Jesus said he would suffer and die for you, so that you might enter Paradise. He fulfilled that promise. Jesus’ words are followed by works. He once illustrated that point in a striking metaphor, that of the Good Shepherd. All shepherds use words, calling to the sheep and hoping they will follow. What sets the Good Shepherd apart is the fact that his words are followed by his works, including his willingness to lay down his life. Every word our Good Shepherd speaks to us will be fulfilled!
	Facebook	Post “Victorious” Facebook graphic	Jesus tells you in his Word that he cares for you dearly . . . that he would do anything for you. How do you know you can trust him? Jesus followed up his words with works. Jesus said he would suffer and die for you. He fulfilled that promise. He once illustrated that point in a striking metaphor, that of the Good Shepherd. What sets the Good Shepherd apart is the fact that his words are followed by his works, including his willingness to lay down his life. Every word our Good Shepherd speaks to us will be fulfilled!

	Instagram	Post "Victorious" Instagram graphic	Jesus tells you in his Word that he cares for you dearly . . . that he would do anything for you. How do you know you can trust him? Jesus followed up his words with works. Jesus said he would suffer and die for you. He fulfilled that promise. He once illustrated that point in a striking metaphor, that of the Good Shepherd. What sets the Good Shepherd apart is the fact that his words are followed by his works, including his willingness to lay down his life. Every word our Good Shepherd speaks to us will be fulfilled!
	PowerPoint slide	<ul style="list-style-type: none"> • Use "Victorious" PowerPoint jpg file • Show on digital display screens before and after worship or during announcements this week 	Fulfilled Works March Victorious over Empty Words
	PowerPoint logo	<ul style="list-style-type: none"> • Use "Victorious" PowerPoint logo file • Show on digital display screens before and after worship or during announcements this week 	Fulfilled Works March Victorious over Empty Words
Sunday, May 15 <i>5th Sunday of Easter</i>	Worship folder template	Use "Victorious" worship folder cover PDF	
Theme of the Day: Selfless Love Marches Victorious over Self-Glorification	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "Victorious" graphic 	The disciples argued among themselves about who was "greatest" (Luke 22:24). We are not immune from such hubris. Sinful man is entirely self-focused. We often try and prove our goodness by comparing ourselves to others. You see this sense of superiority in the way we prioritize life, typically putting our wants ahead of others'. Easter ends this focus on self. Right now, we know we have value, not because of the greatness of our actions, but because of the great things Christ did to save us. We also know a resurrection to glory is in our future. Easter helps us avoid

			the trap of self-glorification and opens our eyes to a more excellent way: selfless love. Christ did not glorify himself, but selflessly did everything for the benefit of others. This week, he promises to be our inexhaustible power supply that we might also put selfless love into practice.
	Facebook	Post "Victorious" Facebook graphic	The disciples argued among themselves about who was "greatest" (Luke 22:24). We are not immune from such hubris. Sinful man is entirely self-focused. Easter ends this focus on self and opens our eyes to a more excellent way: selfless love. Christ did not glorify himself, but selflessly did everything for the benefit of others. This week, he promises to be our inexhaustible power supply that we might also put selfless love into practice.
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	PowerPoint slide	<ul style="list-style-type: none"> • Use "Victorious" PowerPoint jpg file • Show on digital display screens before and after worship or during announcements this week 	Selfless Love Marches Victorious over Self-Glorification
	PowerPoint logo	<ul style="list-style-type: none"> • Use "Victorious" PowerPoint logo file • Show on digital display screens before and after worship or during announcements this week 	Selfless Love Marches Victorious over Self-Glorification

Sunday, May 22 <i>6th Sunday of Easter</i>	Worship folder template	Use "Victorious" worship folder cover PDF	
Theme of the Day: Joy Marches Victorious over Circumstance	Worship folder/newsletter blurb	<ul style="list-style-type: none"> Place blurb in print and electronic versions of worship folder and newsletter Include "Victorious" graphic 	Conventional wisdom says that joy is a direct result of circumstance. Our disposition is nothing more than a product of the events, conditions, and relationships of which our life consists. Therefore, the world would say that for our disposition to change, our circumstances need to change. But Jesus offers us a joy that is superior. It is not a product of circumstance; it's a product of Easter. Easter proves that God can take what normally causes people to weep and turn it into what causes people to rejoice. Sin, death, and shame went into Jesus' tomb. Forgiveness, life, and glory came out. Our risen Savior gives us a joy that remains constant in the highest of life's highs and the lowest of life's lows. It is a joy that can never be taken from us.
	Facebook	Post "Victorious" Facebook graphic	Conventional wisdom says that joy is a direct result of circumstance. But Jesus offers us a joy that is superior. It is not a product of circumstance; it's a product of Easter. Easter proves that God can take what normally causes people to weep and turn it into what causes people to rejoice. Our risen Savior gives us a joy that remains constant in the highest of life's highs and the lowest of life's lows. It is a joy that can never be taken from us.
	Instagram	Post "Victorious" Instagram graphic	Conventional wisdom says that joy is a direct result of circumstance. But Jesus offers us a joy that is superior. It is not a product of circumstance; it's a product of Easter. Easter proves that God can take what normally causes people to weep and turn it into what causes people to rejoice. Our risen Savior gives us a joy that remains constant in the highest of life's highs and the lowest of life's lows. It is a joy that can never be taken from us.
	PowerPoint slide	<ul style="list-style-type: none"> Use "Victorious" PowerPoint jpg file 	Joy Marches Victorious over Circumstance

		<ul style="list-style-type: none"> • Show on digital display screens before and after worship or during announcements this week 	
	PowerPoint logo	<ul style="list-style-type: none"> • Use “Victorious” PowerPoint logo file • Show on digital display screens before and after worship or during announcements this week 	Joy Marches Victorious over Circumstance
Thursday, May 26 <i>Ascension Thursday</i>	Worship folder template	Use “Victorious” worship folder cover PDF	
Theme of the Day: Power from Heaven Marches Victorious to the Ends of the Earth	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Victorious” graphic 	When the Church gathers, it regularly remembers Christ’s ascension. The words “He ascended into heaven” are found in all three ecumenical creeds we use to confess our faith. In addition, the Church sets aside a day each year on which this event takes center stage. This is for good reason. Jesus’ ascension marked the fact that his work was complete. Never again will a sacrifice for sin need to be made. However, Jesus’ ascension also marks that Christ’s work is just beginning. Through the Church, Jesus now proclaims forgiveness throughout the world. The Church consists of people like us who are often weak and timid witnesses for Christ. So Jesus promised to send us his Spirit to give us power from heaven, that we might take the gospel to the ends of the earth.
	Facebook	Post “Victorious” Facebook graphic	Jesus’ ascension marked the fact that his work was complete. Never again will a sacrifice for sin need to be made. However, Jesus’ ascension also marks that Christ’s work is just beginning. Through the Church, Jesus now proclaims forgiveness throughout the world. The Church consists of people like us who are often weak and timid witnesses for Christ. So Jesus promised to send us his Spirit

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	Instagram	Post "Victorious" Instagram graphic	Jesus' ascension marked the fact that his work was complete. Never again will a sacrifice for sin need to be made. However, Jesus' ascension also marks that Christ's work is just beginning. Through the Church, Jesus now proclaims forgiveness throughout the world. The Church consists of people like us who are often weak and timid witnesses for Christ. So Jesus promised to send us his Spirit to give us power from heaven, that we might take the gospel to the ends of the earth.
	PowerPoint slide	<ul style="list-style-type: none"> • Use "Victorious" PowerPoint jpg file • Show on digital display screens before and after worship or during announcements this week 	Power from Heaven Marches Victorious to the Ends of the Earth
	PowerPoint logo	<ul style="list-style-type: none"> • Use "Victorious" PowerPoint logo file • Show on digital display screens before and after worship or during announcements this week 	Power from Heaven Marches Victorious to the Ends of the Earth
Sunday, May 29 <i>7th/Final Sunday of Easter</i>	Worship folder template	Use "Victorious" worship folder cover PDF	
Theme of the Day: Unity Marches Victorious in Diversity	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "Victorious" graphic 	When Jesus' followers gathered together, they comprised a group that was not very diverse. They all belonged to the same ethnic group, grew up in the same culture, and spoke the same language. That would change drastically on Pentecost, when the gospel would be proclaimed in many languages to people from "every nation under heaven" (Acts 1:5). This diversity has always been part of Christ's plan. Rather than eliminating differences among the

			Church's members, the Church's unity is built on truths that transcend those differences. The Church truly is a communion of saints. In the world, differences usually lead to division. Therefore, when the world sees the unity in diversity that characterizes Christ's Church, it will recognize there is something otherworldly about Christians.
	Facebook	Post "Victorious" Facebook graphic	Jesus' followers comprised a group that was not very diverse. That would change drastically on Pentecost, when the gospel would be proclaimed in many languages to people from "every nation under heaven" (Acts 1:5). This diversity has always been part of Christ's plan. Rather than eliminating differences among the Church's members, the Church's unity is built on truths that transcend those differences. In the world, differences usually lead to division. Therefore, when the world sees the unity in diversity that characterizes Christ's Church, it will recognize there is something otherworldly about Christians.
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	PowerPoint slide	<ul style="list-style-type: none"> • Use "Victorious" PowerPoint jpg file • Show on digital display screens before and after worship or during announcements this week 	Unity Marches Victorious in Diversity

	PowerPoint logo	<ul style="list-style-type: none"> • Use “Victorious” PowerPoint logo file • Show on digital display screens before and after worship or during announcements this week 	Unity Marches Victorious in Diversity
Sunday, June 5 <i>Day of Pentecost</i>	Worship folder template	Use “Victorious” worship folder cover PDF	
Theme of the Day: The Spirit Marches Victorious Through the Word	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Victorious” graphic 	Jesus ascended into heaven. That does not mean the gospel has ceased to march victorious around the world! Jesus promised to send another advocate to represent God to the world: the Holy Spirit. The Spirit will be the constant companion of believers in these Last Days, which raises an important question. If God now reveals himself by his Spirit, where is the Holy Spirit found? God has not left the answer to that question in doubt. When Jesus promised to send the Spirit, he indicated that his work would be connected to words, specifically God’s Word. As a result, we need never wonder where we can find the Spirit. He marches victorious through the Word.
	Facebook	Post “Victorious” Facebook graphic	Jesus ascended into heaven. That does not mean the gospel has ceased to march victorious around the world! Jesus promised to send another advocate to represent God to the world: the Holy Spirit. Where is the Holy Spirit found? When Jesus promised to send the Spirit, he indicated that his work would be connected to words, specifically God’s Word. As a result, we need never wonder where we can find the Spirit. He marches victorious through the Word.
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	PowerPoint slide	<ul style="list-style-type: none"> • Use “Victorious” PowerPoint jpg file • Show on digital display screens before and after worship or during announcements this week 	The Spirit Marches Victorious Through the Word
	PowerPoint logo	<ul style="list-style-type: none"> • Use “Victorious” PowerPoint logo file • Show on digital display screens before and after worship or during announcements this week 	The Spirit Marches Victorious Through the Word