



W E E K

PUBLICITY CHECKLIST

A Holy Week 2022

SERIES THEME: *A Holy Week*

“Holiday” is simply short for “holy day.” Throughout the course of a year, there are certain days we set apart as special: to commemorate extraordinary events, to celebrate influential individuals. While there are many holy days, there is but one holy week. The final week of Lent marks the most pivotal week in human history. In the four gospels—biographies of Jesus Christ’s 33-year life—this single week consumes nearly a third of the ink. The Holy Spirit considered the events of this week that important.

On a holy day, the relentless march of time slows down. We set aside our usual routines to call attention to whatever or whoever makes that day special. Likewise, believers slow down this entire week to ponder all that Christ did for them, from his humble entrance into Jerusalem . . . to his sacrificial death on the cross . . . to the victory of Easter morning.

Date & Theme	Channel	Action	Wording
<p>Week of April 3 <i>Introduce Holy Week theme</i> <i>(could introduce theme for one or two weeks before Holy Week)</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 “Holy Week” logo (pdf file) 	<p>“Holiday” is simply short for “holy day.” Throughout the course of a year, there are certain days we set apart as special: to commemorate extraordinary events, to celebrate influential individuals. While there are many holy days, there is but one holy week. The final week of Lent marks the most pivotal week in human history. In the four gospels—biographies of Jesus Christ’s 33-year life—this single week consumes nearly a third of the ink. The Holy Spirit considered the events of this week that important.</p> <p>On a holy day, the relentless march of time slows down. We set aside our usual routines to call attention to whatever or whoever makes that day special. Likewise, believers slow</p>

			down this entire week to ponder all that Christ did for them, from his humble entrance into Jerusalem . . . to his sacrificial death on the cross . . . to the victory of Easter morning.
	Facebook	Post Facebook jpg logo file	“Holiday” is simply short for “holy day.” Throughout the year, there are certain days we set apart as special. While there are many holy days we commemorate, there is but one holy week. The final week of Lent marks the most pivotal week in human history. Believers slow down this entire week to ponder all that Christ did for them, from his humble entrance into Jerusalem . . . to his sacrificial death on the cross . . . to the victory of Easter morning.
	Instagram	Post Instagram jpg logo file	“Holiday” is simply short for “holy day.” Throughout the year, there are certain days we set apart as special. While there are many holy days we commemorate, there is but one holy week. The final week of Lent marks the most pivotal week in human history. Believers slow down this entire week to ponder all that Christ did for them, from his humble entrance into Jerusalem . . . to his sacrificial death on the cross . . . to the victory of Easter morning.
	Video	<ul style="list-style-type: none"> • Post mp4 video file to YouTube or Vimeo • Show mp4 video file during this week’s worship announcements 	“Holiday” is simply short for “holy day.” Throughout the year, there are certain days we set apart as special. While there are many holy days we commemorate, there is but one holy week. The final week of Lent marks the most pivotal week in human history. Believers slow down this entire week to ponder all that Christ did for them, from his humble entrance into Jerusalem . . . to his sacrificial death on the cross . . . to the victory of Easter morning.
	Website	<ul style="list-style-type: none"> • Post theme information • Post “Holy Week” graphic 	“Holiday” is simply short for “holy day.” Throughout the year, there are certain days we set apart as special. While there are many holy days we commemorate, there is but one holy week. The final week of Lent marks the most pivotal week in human history. Believers slow down this entire week to ponder all that Christ did for them, from his

			humble entrance into Jerusalem . . . to his sacrificial death on the cross . . . to the victory of Easter morning.
	PowerPoint slide	<ul style="list-style-type: none"> • Use “WELS Holy Week - Powerpoint-01.jpg” file • Show on digital display screens before and after worship or during announcements this week 	“Holiday” is simply short for “holy day.” Throughout the year, there are certain days we set apart as special. While there are many holy days we commemorate, there is but one holy week. The final week of Lent marks the most pivotal week in human history. Believers slow down this entire week to ponder all that Christ did for them, from his humble entrance into Jerusalem . . . to his sacrificial death on the cross . . . to the victory of Easter morning.
	PowerPoint logo	<ul style="list-style-type: none"> • Use “WELS Holy Week – Powerpoint Logo-01.png” file in bottom right corner of PowerPoint slide • Show on digital display screens before and after worship or during announcements this week 	“Holiday” is simply short for “holy day.” Throughout the year, there are certain days we set apart as special. While there are many holy days we commemorate, there is but one holy week. The final week of Lent marks the most pivotal week in human history. Believers slow down this entire week to ponder all that Christ did for them, from his humble entrance into Jerusalem . . . to his sacrificial death on the cross . . . to the victory of Easter morning.
	Animated logo	Use for livestreams or for the video recording/editing process	
Sunday, April 10 <i>Palm Sunday/Final Sunday in Lent</i>	Worship folder template	Use “Holy Week” worship folder cover PDF	
Theme of the Day: Palm Sunday: His Humility, Our Hope	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Holy Week” logo (pdf file) 	The events of Palm Sunday might not seem pivotal to our salvation. Christ sheds no blood on this day. However, Palm Sunday sets the tone for all of holy week, because it perfectly illustrates how Jesus came to be the kind of king this world will never understand: one who conquers his enemies by surrendering to them, one who crushes his opposition by himself being crushed, one whose path to kingly exaltation begins with humiliation. This is the kind of King we have marching into battle as one of us and for all of

			us this week. As a result, we are drawn to him in faith rather than driven away in fear. This humble King is our only hope.
	Facebook	Post Facebook jpg logo file	Palm Sunday perfectly illustrates how Jesus came to be the kind of king this world will never understand: one who conquers his enemies by surrendering to them, who crushes his opposition by himself being crushed, whose path to kingly exaltation begins with humiliation. This is the kind of King we have marching into battle as one of us and for all of us this week. This humble King is our only hope.
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	PowerPoint slide	Show on digital display screen before and after weekend worship	Palm Sunday: His Humility, Our Hope
Thursday, April 14 <i>Maundy Thursday</i>	Worship folder template	Use "Holy Week" worship folder cover PDF	
Theme of the Day: Maundy Thursday: His Food, Our Fill	Worship folder/newsletter blurb	<ul style="list-style-type: none"> Place blurb in print and electronic versions of worship folder and newsletter Include "Holy Week" logo (pdf file) 	As the sun set on Holy Thursday, the day marked the end of something old and the start of something new. The Old Covenant, which God had established through Moses, was two sided. God's people would follow God's commands; God would bless his people. However, rather than providing God's people the opportunity to live up to God's demands, the Old Covenant only exposed their flaws. When God established his New Covenant, it was not a two-sided contract. It was more like a will, listing all the blessings God promised graciously to give his people. No matter who you are or what you have done, the blessings of the New Covenant are "for you." Eat the food Christ offers, and all your spiritual and eternal needs are satisfied.

	Facebook	Post Facebook jpg logo file	Holy Thursday marked the end of something old and the start of something new. The Old Covenant, which God established through Moses, only exposed the people's flaws. The New Covenant, however, listed all the blessings God promised his people. No matter who you are or what you have done, the blessings of the New Covenant are "for you." Eat the food Christ offers, and all your spiritual and eternal needs are satisfied.
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	PowerPoint slide	Show on digital display screen before and after weekend worship	Maundy Thursday: His Food, Our Fill
Friday, April 15 <i>Good Friday</i>	Worship folder template	Use "Holy Week" worship folder cover PDF	
Theme of the Day: Good Friday: His Punishment, Our Peace	Worship folder/newsletter blurb	<ul style="list-style-type: none"> Place blurb in print and electronic versions of worship folder and newsletter Include "Holy Week" logo (pdf file) 	Good Friday is very different than a funeral. At a funeral, while we celebrate the blessings of someone's earthly life, we mourn the fact of their death. Their death is something we wish we could forget. In the case of Jesus, his death is the very thing we gather to celebrate and remember. In fact, we prolong the remembrance. We dwell on the details. We even call this day "good." For we know why Jesus willingly endured the agony of the cross. It wasn't a tragic miscarriage of justice. Jesus suffered this punishment vicariously. He was pierced for our transgressions and crushed for our iniquities. Because he was, we are now right with our holy God. Jesus' punishment is our peace.

	Facebook	Post Facebook jpg logo file	Good Friday is very different than a funeral. At a funeral, while we celebrate the blessings of someone's earthly life, we mourn their death. In the case of Jesus, his death is the very thing we gather to celebrate and remember. For we know why Jesus willingly endured the agony of the cross. Jesus suffered this punishment vicariously. He was pierced for our transgressions and crushed for our iniquities. Because he was, we are now right with our holy God. Jesus' punishment is our peace.
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	PowerPoint slide	Show on digital display screen before and after weekend worship	Good Friday: His Punishment, Our Peace