



PUBLICITY CHECKLIST

Lord, Increase Our Faith Season after Pentecost 2022

Please Note: All publicity materials (except videos) are available in both English and Spanish.

SERIES THEME: LORD, INCREASE OUR FAITH

We sometimes use the word *faith* very casually. “You got to have faith.” “Keep the faith.” “Make a leap of faith.” As Jesus’ journey to Jerusalem nears its conclusion, he begins to talk about faith in ways that are anything but casual. He says profound things about the power of faith: “If you have faith as small as a mustard seed, you can say to this mulberry tree, ‘Be uprooted and planted in the sea,’ and it will obey you” (Luke 17:6). Or “Your faith has made you well” (Luke 17:19). In thinking about his second coming, Christ wistfully wonders, “When the Son of Man comes, will he find faith on the earth?”

Jesus’ words are serious and compelling. They force us to consider what true, saving faith is. They make us ask if we have such faith. But most of all, Jesus’ words move us to run to our God and beg him for more of it. Lord, increase our faith!

| Date & Theme | Channel | Action | Wording |
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| <p>Week of September 25 <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 “Lord, Increase Our Faith” logo graphic | <p>We sometimes use the word <i>faith</i> very casually. “You got to have faith.” “Keep the faith.” “Make a leap of faith.” As Jesus’ journey to Jerusalem nears its conclusion, he begins to talk about faith in ways that are anything but casual. He says profound things about the power of faith: “If you have faith as small as a mustard seed, you can say to this mulberry tree, ‘Be uprooted and planted in the sea,’ and it will obey you” (Luke 17:6). Or “Your faith has made you well” (Luke 17:19). In thinking about his second coming, Christ wistfully wonders, “When the Son of Man comes, will he find faith on the earth?”</p> |

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| | | | Jesus' words are serious and compelling. They force us to consider what true, saving faith is. They make us ask if we have such faith. But most of all, Jesus' words move us to run to our God and beg him for more of it. Lord, increase our faith! |
| | Facebook | <ul style="list-style-type: none"> • Post "Lord, Increase Our Faith" title Facebook graphic • Post "Lord, Increase Our Faith" quote Facebook graphic • Post "Lord, Increase Our Faith" 1x1 video file (<i>available with or without WELS logo at end of video</i>) | <p>We sometimes use the word <i>faith</i> very casually. But Jesus' words about faith are serious and compelling. They force us to consider what true, saving faith is.</p> <p>Join us for a new series: Lord, Increase Our Faith.</p> |
| | Social Media | <ul style="list-style-type: none"> • Post "Lord, Increase Our Faith" title social post graphic • Post "Lord, Increase Our Faith" quote social post graphic • Post "Lord, Increase Our Faith" 1x1 video file (<i>available with or without WELS logo at end of video</i>) | <p>We sometimes use the word <i>faith</i> very casually. But Jesus' words about faith are serious and compelling. They force us to consider what true, saving faith is.</p> <p>Join us for a new series: Lord, Increase Our Faith.</p> |
| | Video | <ul style="list-style-type: none"> • Post "Lord, Increase Our Faith" 16x9 video file to YouTube or Vimeo (<i>available with or without WELS logo at end of video</i>) • Show "Lord, Increase Our Faith" 16x9 video file during this week's worship announcements | <p>We sometimes use the word <i>faith</i> very casually. But Jesus' words about faith are serious and compelling. They force us to consider what true, saving faith is.</p> <p>Join us for a new series: Lord, Increase Our Faith.</p> |
| | Website | <ul style="list-style-type: none"> • Post theme information • Post link to "Lord, Increase Our Faith" video on YouTube or Vimeo • Post "Lord, Increase Our Faith" graphic | <p>We sometimes use the word <i>faith</i> very casually. "You got to have faith." "Keep the faith." "Make a leap of faith." As Jesus' journey to Jerusalem nears its conclusion, he begins to talk about faith in ways that are anything but casual. He says profound things about the power of faith: "If you have faith as small as a mustard seed, you can say to this</p> |

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| | Digital display graphics (4 slide options) | <ul style="list-style-type: none"> • Blank slide (4x3 or 16x9) • Title slide (4x3 or 16x9) • Icon slide (4x3 or 16x9) • Small icon slide (4x3 or 16x9) • Show on small screens (4x3) or digital display screens (16x9) before and after worship or during announcements this week | Join us for a new series: Lord, Increase Our Faith. |
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| Sunday, October 2 <i>Proper 22</i> | Worship folder template | Use "Lord, Increase Our Faith" worship folder cover PDF or jpg | |
| Theme of the Day: Faith that Delights in Duty | Worship folder/newsletter blurb | <ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "Lord, Increase Our Faith" logo graphic | <p>Look up "duty" in the dictionary. It's defined as "something that one is expected or required to do." Look up "duty" in a thesaurus. Some of its synonyms: chore, burden, obligation, work. "Duty" can carry some strong negative connotations. Now, consider this. In the world, as you rise through the ranks, you are able to leave many duties behind. For example, if you are high-up on the corporate ladder, you can delegate things you don't want to do to someone else. In Christ's kingdom it works just the opposite. An increase in faith does not lessen duties at all. It increases opportunities to serve God and others. Increased faith means increased</p> |

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| | | | obligations and work. But here's the good news. The same faith that increases our duties leads us to delight in them. For through faith we know that we serve the one who first came to serve us. We consider it a privilege to imitate Christ in our service to others. Just as his service to us brought him great joy, so does our service to others. |
| | Facebook | <ul style="list-style-type: none"> • Post "Lord, Increase Our Faith" title Facebook graphic • Post "Lord, Increase Our Faith" quote Facebook graphic | <p>The word "duty" can carry some strong negative connotations. In the world, as you rise through the ranks, you are able to leave many duties behind. In Christ's kingdom it works just the opposite. An increase in faith does not lessen duties at all. It increases opportunities to serve God and others.</p> <p>Join us to learn about faith that delights in duty.</p> |
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| Sunday, October 9 <i>Proper 23</i> | Worship folder template | Use "Lord, Increase Our Faith" worship folder cover PDF or jpg | |

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| <p>Theme of the Day: Faith that Overflows with Gratitude</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 “Lord, Increase Our Faith” logo graphic | <p>Gratitude is the appreciation and thankfulness we feel when someone does something kind to us or for us. There are two key factors that influence the intensity of gratitude. First, there is the deservedness factor. Say you do a favor for your neighbor, picking up his mail when he is out of town. A month later he does a favor for you, giving you a ride to the airport. You are grateful for his help, but not overwhelmingly so. You feel by doing a favor for him, you deserved his help to some degree. Second, there is the generosity factor. Say you do that favor for your neighbor, picking up his mail when he is out of town. When he gets back, he gives you a hundred-dollar bill. You’re stunned. “I can’t accept. This is too generous.” Apply this to God. Consider the deservedness factor. What does God owe us? How deserving are we of his blessing? Consider the generosity factor. What has he done for us? What blessings has he given us now? What blessings has he promised us in eternity? As Jesus increases our faith, so that we accurately answer all those questions, we become more than grateful. We overflow with gratitude.</p> |
| | <p>Facebook</p> | <ul style="list-style-type: none"> • Post “Lord, Increase Our Faith” title Facebook graphic • Post “Lord, Increase Our Faith” quote Facebook graphic | <p>There are two key factors that influence the intensity of gratitude: deservedness and generosity. Apply this to God. How deserving are we of his blessing? What blessings has he given us now? What blessings has he promised us in eternity? As Jesus increases our faith, we become more than grateful.</p> <p>Join us to learn about faith that overflows with gratitude.</p> |
| | <p>Social Media</p> | <ul style="list-style-type: none"> • Post “Lord, Increase Our Faith” title social post graphic • Post “Lord, Increase Our Faith” quote social post graphic | <p>There are two key factors that influence the intensity of gratitude: deservedness and generosity. Apply this to God. How deserving are we of his blessing? What blessings has he given us now? What blessings has he promised us in eternity? As Jesus increases our faith, we become more than grateful.</p> |

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| Sunday, October 16 <i>Proper 24</i> | Worship folder template | Use "Lord, Increase Our Faith" worship folder cover PDF or jpg | |
| Theme of the Day: Faith Demonstrated Through Persistent Prayer | Worship folder/newsletter blurb | <ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "Lord, Increase Our Faith" logo graphic | Disciples of Jesus need to learn how to pray. We need Jesus to teach us to ask for those things which our Father in heaven promises us. We need to learn to claim in prayer what he wants for us more than what we want from him. However, learning to pray is not like many of the other things we learn to do in our lives. Once we know how to write our name, tie our shoes, or ride a bike, the learning is done. There is virtually no danger we will forget how to do those things. Not so with prayer. Prayer is not something we learn to do once and then know how to do correctly for the rest of our lives. Learning to pray consists of a lifetime of persistence and struggle. But when we struggle with God in prayer, it is not an indication that something is wrong but that everything is right. Struggle is part of the very nature of prayer and at the heart of the blessings it brings in our lives of faith. |
| | Facebook | <ul style="list-style-type: none"> • Post "Lord, Increase Our Faith" title Facebook graphic • Post "Lord, Increase Our Faith" quote Facebook graphic | Disciples of Jesus need to learn how to pray. Learning to pray consists of a lifetime of persistence and struggle. But when we struggle with God in prayer, it is not an indication that something is wrong but that everything is right. |

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| | | | <p>Struggle is part of the very nature of prayer and at the heart of the blessings it brings in our lives of faith.</p> <p>Join us to learn about faith demonstrated through persistent prayer.</p> |
| | Social Media | <ul style="list-style-type: none"> • Post “Lord, Increase Our Faith” title social post graphic • Post “Lord, Increase Our Faith” quote social post graphic | <p>Disciples of Jesus need to learn how to pray. Learning to pray consists of a lifetime of persistence and struggle. But when we struggle with God in prayer, it is not an indication that something is wrong but that everything is right. Struggle is part of the very nature of prayer and at the heart of the blessings it brings in our lives of faith.</p> <p>Join us to learn about faith demonstrated through persistent prayer.</p> |
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| Sunday, October 23 <i>Proper 25</i> | Worship folder template | Use “Lord, Increase Our Faith” worship folder cover PDF or jpg | |
| Theme of the Day: Faith Demonstrated Through Total Dependence | Worship folder/newsletter blurb | <ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “Lord, Increase Our Faith” logo graphic | <p>Last week we heard Jesus ask, “When the Son of Man comes, will he find faith on the earth?” (Luke 18:8). As we consider Jesus’ question, it might be easy to assume that any decrease in faith we observe in the world corresponds with an increase in secularism and disdain for God’s Word. That type of unbelief certainly can be observed in our world. However, today we see there is another type of unbelief, a type that looks upright and moral. The absence of the faith</p> |

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| | | | <p>Jesus seeks isn't always complete and total rejection of God or the Bible or even Jesus. It is possible for someone to have respect for Scripture and Christ, yet ultimately trust in his own goodness when it comes to his relationship with God. It is natural for us to want to believe that our relationship with God revolves around our obedience to his commands. We desperately desire to believe that, if we just apply the right spiritual advice and effort, we can earn God's approval and eternal inheritance. This, too, is unbelief, just as much as paganism or secularism. This week Jesus uses God's law for its chief purpose: to expose sin and crush our natural pride. In Christ's hands God's law is a powerful tool used to shape in us the faith he seeks—one totally dependent on God to do what only he can do.</p> |
| | <p>Facebook</p> | <ul style="list-style-type: none"> • Post "Lord, Increase Our Faith" title Facebook graphic • Post "Lord, Increase Our Faith" quote Facebook graphic | <p>It is natural for us to want to believe that our relationship with God revolves around our obedience to his commands. We desperately desire to believe that, if we just apply the right spiritual advice and effort, we can earn God's approval and eternal inheritance. This, too, is unbelief, just as much as paganism or secularism. In Christ's hands God's law is a powerful tool used to shape in us the faith he seeks—one totally dependent on God to do what only he can do.</p> <p>Join us to learn about faith demonstrated through total dependence.</p> |
| | <p>Social Media</p> | <ul style="list-style-type: none"> • Post "Lord, Increase Our Faith" title social post graphic • Post "Lord, Increase Our Faith" quote social post graphic | <p>It is natural for us to want to believe that our relationship with God revolves around our obedience to his commands. We desperately desire to believe that, if we just apply the right spiritual advice and effort, we can earn God's approval and eternal inheritance. This, too, is unbelief, just as much as paganism or secularism. In Christ's hands God's law is a powerful tool used to shape in us the faith he seeks—one totally dependent on God to do what only he can do.</p> |

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