



PUBLICITY CHECKLIST

The Last Day 2022

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

SERIES THEME: *THE LAST DAY*

Certain days mean different things to different people. Next June 10th might mean nothing to you . . . or . . . it might be the day you get married. Mother’s Day can be a day of great joy to the woman with three children, all of whom profess their love and appreciation on that day. That same day can be extremely painful for the woman who has never been able to have children. Certain days mean different things to different people.

That will be most true on the Last Day. On his calendar, God has written in ink the day when Jesus will return to “judge the living and the dead” (Apostles’ Creed). In the final weeks of the church year, it is natural for us to think about that Last Day and what it means. The Last Day will mean very different things to different people.

Date & Theme	Channel	Action	Wording
Week of November 6 <i>Introduce theme</i>	Worship folder/newsletter blurb	<ul style="list-style-type: none"> Place blurb in print and electronic versions of worship folder and newsletter Include “The Last Day” logo graphic 	<p>Certain days mean different things to different people. Next June 10th might mean nothing to you . . . or . . . it might be the day you get married. Mother’s Day can be a day of great joy to the woman with three children, all of whom profess their love and appreciation on that day. That same day can be extremely painful for the woman who has never been able to have children. Certain days mean different things to different people.</p> <p>That will be most true on the Last Day. On his calendar, God has written in ink the day when Jesus will return to “judge the living and the dead” (Apostles’ Creed). In the final weeks of the church year, it is natural for us to think about that</p>

			<p>Last Day and what it means. The Last Day will mean very different things to different people.</p>
	Social Media	<ul style="list-style-type: none"> • Post “The Last Day” Instagram story graphic • Post “The Last Day” social media graphic and wording 	<p>Certain days mean different things to different people. That will be most true on the Last Day. On his calendar, God has written in ink the day when Jesus will return to “judge the living and the dead” (Apostles’ Creed). In the final weeks of the church year, it is natural for us to think about that Last Day and what it means. The Last Day will mean very different things to different people.</p> <p>Join us for a new series: The Last Day.</p>
	Website	<ul style="list-style-type: none"> • Post theme information • Post “The Last Day” graphic 	<p>Certain days mean different things to different people. Next June 10th might mean nothing to you . . . or . . . it might be the day you get married. Mother’s Day can be a day of great joy to the woman with three children, all of whom profess their love and appreciation on that day. That same day can be extremely painful for the woman who has never been able to have children. Certain days mean different things to different people.</p> <p>That will be most true on the Last Day. On his calendar, God has written in ink the day when Jesus will return to “judge the living and the dead” (Apostles’ Creed). In the final weeks of the church year, it is natural for us to think about that Last Day and what it means. The Last Day will mean very different things to different people.</p>
	Digital display graphics (2 slide options)	<ul style="list-style-type: none"> • Title slide (4x3 or 16x9) • Icon slide (4x3 or 16x9) • Show on small screens (4x3) or digital display screens (16x9) before and after worship or during announcements this week 	<p>Join us next week for a new series: The Last Day.</p>

Sunday, November 13 <i>Proper 28</i>	Worship folder template	Use “The Last Day” worship folder cover	
<i>Theme of the Day:</i> A Day of Terror for All Those Who Troubled God’s People	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include “The Last Day” logo graphic 	Our world is full of victims of abuse, violence, and oppression. In many cases, this evil goes unnoticed or unpunished. Injustice can drive victims in two possible directions. They can be filled with despair over the unfairness of the situation. Or they can be filled with hatred and a desire for revenge. While Christians wait for Christ’s return on the Last Day, they are by no means the only ones who suffer at the hands of others. They are, however, often included among them. Believers have always faced opposition from a world who rejects the one we believe in. When we suffer, what are our options? Do we throw up our hands in despair? Do we take matters into our own hands and seek vengeance? The certainty of that Last Day gives us a better option. We can leave justice up to the Judge. We can be confident that on the Last Day every wrong will be righted. We can look forward to the Last Day—also known as Judgment Day—because we are confident of where we stand with God through faith in Jesus Christ.
	Social Media	<ul style="list-style-type: none"> • Post “The Last Day” Instagram story graphic • Post “The Last Day” social media graphic and wording 	Believers have always faced opposition from a world who rejects the one we believe in. When we suffer, what are our options? Do we throw up our hands in despair? Do we take matters into our own hands and seek vengeance? The certainty of that Last Day gives us a better option. We can leave justice up to the Judge. We can look forward to the Last Day—also known as Judgment Day—because we are confident of where we stand with God through faith in Jesus Christ. Join us for a new series: The Last Day.
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	Digital display graphics (2 slide options)	<ul style="list-style-type: none"> • Title slide (4x3 or 16x9) • Icon slide (4x3 or 16x9) • Show on small screens (4x3) or digital display screens (16x9) before worship this week 	The Last Day: A Day of Terror for All Those Who Troubled God's People
Sunday, November 20 <i>Last Sunday of the Church Year</i>	Worship folder template	Use "The Last Day" worship folder cover	
Theme of the Day: A Day of Deliverance, Which God's People Eagerly Await	Worship folder/newsletter blurb	<ul style="list-style-type: none"> • Place blurb in print and electronic versions of worship folder and newsletter • Include "The Last Day" logo graphic 	<p>Jesus promised, "I am coming soon." But what does <i>soon</i> mean to the one who is the Alpha and Omega, the eternal God? We do not know. We want Christ to return quickly, because we know the Last Day will be a day of great deliverance for God's people. But how long will we have to wait? Will it be in a few months or a few millennia? We cannot know.</p>

			<p>As we await Christ’s return, we want to avoid two extremes: impatience and indifference. Let us not despair if the deliverance of the Last Day does not come as quickly as we would like. But let us never doubt that that deliverance will indeed come. How do we avoid those extremes? How does Christ’s church remain ready and watchful? In this last week of the Church Year, our Savior does what he has done all year—point us to his Scriptures. The Scriptures record countless promises that have already been fulfilled in Christ. That assures us that the as-of-yet unfulfilled promises are as good as done. There is no doubting that the Last Day will come. There is no doubting it will be a day of blessed deliverance for God’s people.</p>
	Social Media	<ul style="list-style-type: none"> • Post “The Last Day” Instagram story graphic • Post “The Last Day” social media graphic and wording 	<p>As we await Christ’s return, we want to avoid two extremes: impatience and indifference. How do we avoid those extremes? In this last week of the Church Year, our Savior does what he has done all year—point us to his Scriptures. The Scriptures record countless promises that have already been fulfilled in Christ. There is no doubting that the Last Day will come. There is no doubting it will be a day of blessed deliverance for God’s people.</p> <p>Join us for a new series: The Last Day.</p>
	Website	<ul style="list-style-type: none"> • Post theme information • Post “The Last Day” graphic 	<p>Jesus promised, “I am coming soon.” But what does <i>soon</i> mean to the one who is the Alpha and Omega, the eternal God? We do not know. We want Christ to return quickly, because we know the Last Day will be a day of great deliverance for God’s people. But how long will we have to wait? Will it be in a few months or a few millennia? We cannot know.</p> <p>As we await Christ’s return, we want to avoid two extremes: impatience and indifference. Let us not despair if the deliverance of the Last Day does not come as quickly as we</p>

			would like. But let us never doubt that that deliverance will indeed come. How do we avoid those extremes? How does Christ's church remain ready and watchful? In this last week of the Church Year, our Savior does what he has done all year—point us to his Scriptures. The Scriptures record countless promises that have already been fulfilled in Christ. That assures us that the as-of-yet unfulfilled promises are as good as done. There is no doubting that the Last Day will come. There is no doubting it will be a day of blessed deliverance for God's people.
	Digital display graphics (2 slide options)	<ul style="list-style-type: none"> • Title slide (4x3 or 16x9) • Icon slide (4x3 or 16x9) • Show on small screens (4x3) or digital display screens (16x9) before worship this week 	The Last Day: A Day of Deliverance, Which God's People Eagerly Await