



# PUBLICITY CHECKLIST

## *Christmas 2025 – Year A*

**PLEASE NOTE:** Most publicity materials are available in both English and Spanish.

### **SERIES THEME: *CHRIST THE SAVIOR IS BORN***

“Silent Night” was first written in German by Austrian Pastor Joseph Mohr, with music composed by Franz Gruber. The carol was first performed on Christmas Eve in 1818 at St. Nicholas Church in Oberndorf, Austria. Legend says the church organ was broken, prompting Gruber to compose a simple guitar accompaniment. Subsequently accompanied by many instruments and translated into many languages, the text paints the picture of the Incarnation. The last phrase is repeated, so in the second stanza we hear it twice: “Christ the Savior is born!” Every word of that phrase is significant, and every line of the Christmas carol describes a Bible truth. We use the beloved hymn to ponder the profound message of the Twelve Days of Christmas.

### **Marketing materials available through Echt Printing**

Echt Printing is again offering outreach materials based on this year’s theme like postcards, door hangers, business cards, and road banners. See what is available [here](#). The deadline to order materials is October 25.

### **Design options**

As an additional option for churches who wish to use it, the designs that have the “Christmas” title are intended to be paired with the name of the church. For example, “Christmas at St. Paul’s” The example on the left shows how Banner 6x10 B would look with the church name added using the series font. (Londrina Solid Black) The empty space below is intended for Christmas worship details and/or website. On the right is an example of the 4:3 slide with the church name added.



Date & Theme	Channel	Action	Wording
<b>Prior to October 25</b>	<ul style="list-style-type: none"> <li>• Postcards</li> <li>• Door hangers</li> <li>• Business cards</li> <li>• Road banners</li> </ul>	<ul style="list-style-type: none"> <li>• Order outreach materials from <a href="#">Echt Printing</a> by October 25</li> </ul>	
<b>December</b> <i>Introduce theme for several weeks prior to Christmas</i>	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> <li>• Include “Christ the Savior Is Born” logo graphic</li> </ul>	<p>“Silent Night” was first written in German by Austrian Pastor Joseph Mohr, with music composed by Franz Gruber. The carol was first performed on Christmas Eve in 1818 at St. Nicholas Church in Oberndorf, Austria. Legend says the church organ was broken, prompting Gruber to compose a simple guitar accompaniment. Subsequently accompanied by many instruments and translated into many languages, the text paints the picture of the Incarnation. The last phrase is repeated, so in the second stanza we hear it twice: “Christ the Savior is born!” Every word of that phrase is significant, and every line of the Christmas carol describes a Bible truth. We use the beloved hymn to ponder the profound message of the Twelve Days of Christmas.</p> <p>Join us for the Christmas season as we celebrate a new series: Christ the Savior Is Born!</p>
	Facebook ( <i>several graphics options available</i> )	<ul style="list-style-type: none"> <li>• Post Facebook graphic</li> <li>• Post “Christ the Savior Is Born” 1x1 video file (<i>available with or without WELS logo at end of video</i>)</li> </ul>	<p>“Silent Night” was first written in German by Austrian Pastor Joseph Mohr, with music composed by Franz Gruber. The carol was first performed on Christmas Eve in 1818 at St. Nicholas Church in Oberndorf, Austria. Legend says the church organ was broken, prompting Gruber to compose a simple guitar accompaniment. Subsequently accompanied by many instruments and translated into many languages, the text paints the picture of the Incarnation. The last phrase is repeated, so in the second stanza we hear it twice: “Christ the Savior is born!” Every</p>

			<p>word of that phrase is significant, and every line of the Christmas carol describes a Bible truth. We use the beloved hymn to ponder the profound message of the Twelve Days of Christmas.</p> <p>Join us for the Christmas season as we celebrate a new series: Christ the Savior Is Born!</p>
	<p>Social Media <i>(several graphics options available)</i></p>	<ul style="list-style-type: none"> <li>• Post social graphic</li> <li>• Post “Christ the Savior Is Born” 1x1 video file <i>(available with or without WELS logo at end of video)</i></li> </ul>	<p>“Silent Night” was first written in German by Austrian Pastor Joseph Mohr, with music composed by Franz Gruber. The carol was first performed on Christmas Eve in 1818 at St. Nicholas Church in Oberndorf, Austria. Legend says the church organ was broken, prompting Gruber to compose a simple guitar accompaniment. Subsequently accompanied by many instruments and translated into many languages, the text paints the picture of the Incarnation. The last phrase is repeated, so in the second stanza we hear it twice: “Christ the Savior is born!” Every word of that phrase is significant, and every line of the Christmas carol describes a Bible truth. We use the beloved hymn to ponder the profound message of the Twelve Days of Christmas.</p> <p>Join us for the Christmas season as we celebrate a new series: Christ the Savior Is Born!</p>
	<p>Video</p>	<ul style="list-style-type: none"> <li>• Post “Christ the Savior Is Born” 16x9 video file to YouTube or Vimeo <i>(available with or without WELS logo at end of video)</i></li> <li>• Show “Christ the Savior Is Born” 16x9 video file during worship announcements in the weeks leading up to</li> </ul>	<p>“Silent Night” was first written in German by Austrian Pastor Joseph Mohr, with music composed by Franz Gruber. The carol was first performed on Christmas Eve in 1818 at St. Nicholas Church in Oberndorf, Austria. Legend says the church organ was broken, prompting Gruber to compose a simple guitar accompaniment. Subsequently accompanied by many instruments and translated into many languages, the text paints the picture of the Incarnation. The last phrase is repeated, so in the second stanza we hear it twice: “Christ the Savior is born!” Every</p>

		Christmas	<p>word of that phrase is significant, and every line of the Christmas carol describes a Bible truth. We use the beloved hymn to ponder the profound message of the Twelve Days of Christmas.</p> <p>Join us for the Christmas season as we celebrate a new series: Christ the Savior Is Born!</p>
	Website	<ul style="list-style-type: none"> <li>• Post theme information</li> <li>• Post link to “Christ the Savior Is Born” video on YouTube or Vimeo</li> <li>• Post “Christ the Savior Is Born” graphic</li> </ul>	<p>“Silent Night” was first written in German by Austrian Pastor Joseph Mohr, with music composed by Franz Gruber. The carol was first performed on Christmas Eve in 1818 at St. Nicholas Church in Oberndorf, Austria. Legend says the church organ was broken, prompting Gruber to compose a simple guitar accompaniment. Subsequently accompanied by many instruments and translated into many languages, the text paints the picture of the Incarnation. The last phrase is repeated, so in the second stanza we hear it twice: “Christ the Savior is born!” Every word of that phrase is significant, and every line of the Christmas carol describes a Bible truth. We use the beloved hymn to ponder the profound message of the Twelve Days of Christmas.</p> <p>Join us for the Christmas season as we celebrate a new series: Christ the Savior Is Born!</p>
	Digital display graphics <i>(multiple slide options available in 4x3 and 16x9 format)</i>	<ul style="list-style-type: none"> <li>• Show on small screens (4x3) or digital display screens (16x9) before and after worship or during announcements in the weeks leading up to Christmas</li> </ul>	Join us for a new series this Christmas: Christ the Savior Is Born!

<b>Wednesday, December 24</b> <i>Nativity of Our Lord— Christmas Eve</i>	Worship folder template	<ul style="list-style-type: none"> <li>Use “Christ the Savior Is Born” worship folder cover PDF</li> </ul>	
<b><i>Theme of the Day:</i></b> Heavenly Hosts Sing Alleluia	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>Place blurb in print and electronic versions of worship folder and newsletter</li> <li>Include “Christ the Savior Is Born” logo graphic</li> </ul>	<p>Families cherish their Christmas traditions. Year after year, they decorate the tree with the same ornaments, play the same music, bake the same Christmas cookies. Without asking, family members know when they will open presents. If you try to change your family’s Christmas traditions, you might be in trouble! When it comes to family Christmases, people generally don’t like things to change.</p> <p>Because our celebration of Christmas has so many unchanging traditions, we might miss the fact that the birth of Christ the Savior meant radical change for the world. Would the change be an improvement or another step in decline? The angels answer the question. They don’t sing “Watch out for impending doom!” They sing “glory” and “peace,” praising God with alleluias!</p>
	Facebook ( <i>several options available</i> )	<ul style="list-style-type: none"> <li>Post Facebook graphic</li> </ul>	<p>Families cherish their Christmas traditions. Year after year, they decorate the tree with the same ornaments, play the same music, bake the same Christmas cookies. Without asking, family members know when they will open presents. If you try to change your family’s Christmas traditions, you might be in trouble! When it comes to family Christmases, people generally don’t like things to change.</p> <p>Because our celebration of Christmas has so many unchanging traditions, we might miss the fact that the birth of Christ the Savior meant radical change for the world. Would the change be an improvement or another step in decline? The angels answer the question. They don’t sing “Watch out for impending doom!” They sing “glory” and “peace,” praising God with alleluias!</p>

	Social Media <i>(several graphics options available)</i>	<ul style="list-style-type: none"> <li>• Post social graphic</li> </ul>	<p>Families cherish their Christmas traditions. Year after year, they decorate the tree with the same ornaments, play the same music, bake the same Christmas cookies. Without asking, family members know when they will open presents. If you try to change your family's Christmas traditions, you might be in trouble! When it comes to family Christmases, people generally don't like things to change.</p> <p>Because our celebration of Christmas has so many unchanging traditions, we might miss the fact that the birth of Christ the Savior meant radical change for the world. Would the change be an improvement or another step in decline? The angels answer the question. They don't sing "Watch out for impending doom!" They sing "glory" and "peace," praising God with alleluias!</p>
	Website	<ul style="list-style-type: none"> <li>• Post theme information</li> <li>• Post link to "Christ the Savior Is Born" video on YouTube or Vimeo</li> <li>• Post "Christ the Savior Is Born" graphic</li> </ul>	<p>Families cherish their Christmas traditions. Year after year, they decorate the tree with the same ornaments, play the same music, bake the same Christmas cookies. Without asking, family members know when they will open presents. If you try to change your family's Christmas traditions, you might be in trouble! When it comes to family Christmases, people generally don't like things to change.</p> <p>Because our celebration of Christmas has so many unchanging traditions, we might miss the fact that the birth of Christ the Savior meant radical change for the world. Would the change be an improvement or another step in decline? The angels answer the question. They don't sing "Watch out for impending doom!" They sing "glory" and "peace," praising God with alleluias!</p>
	Digital display graphics <i>(multiple slide options available in 4x3 and 16x9)</i>	<ul style="list-style-type: none"> <li>• Show on small screens (4x3) or digital display screens (16x9) before and after worship or during announcements in the</li> </ul>	Heavenly Hosts Sing Alleluia

	<i>format)</i>	weeks leading up to Christmas	
<b>Thursday, December 25</b> <i>Nativity of Our Lord—Christmas Day</i>	Worship folder template	<ul style="list-style-type: none"> <li>Use “Christ the Savior Is Born” worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> Holy Infant So Tender and Mild	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>Place blurb in print and electronic versions of worship folder and newsletter</li> <li>Include “Christ the Savior Is Born” logo graphic</li> </ul>	<p>Jesus has been God from eternity, holy and majestic. When we look tenderly at the holy infant, we are looking at the same God who once told the prophet Moses, “No one may see me and live.” Yet, Mary, Joseph, and the shepherds all saw their holy God and survived. How? God became human, hiding his glory within flesh, so that he could come to us without instilling fear or dread.</p> <p>A famous theologian once said, “We are to think of the Lord’s birth, where the Word became flesh, not as a past event which we recall, but as a present reality on which we gaze.” It’s not that Christ the Savior <i>was</i> born. It’s that Christ the Savior <i>is</i> born.</p>
	Facebook <i>(several graphics options available)</i>	<ul style="list-style-type: none"> <li>Post Facebook graphic</li> </ul>	<p>Jesus has been God from eternity, holy and majestic. When we look tenderly at the holy infant, we are looking at the same God who once told the prophet Moses, “No one may see me and live.” Yet, Mary, Joseph, and the shepherds all saw their holy God and survived. How? God became human, hiding his glory within flesh, so that he could come to us without instilling fear or dread.</p> <p>A famous theologian once said, “We are to think of the Lord’s birth, where the Word became flesh, not as a past event which we recall, but as a present reality on which we gaze.” It’s not that Christ the Savior <i>was</i> born. It’s that</p>

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	Digital display graphics (multiple slide options available in 4x3 and 16x9 format)	<ul style="list-style-type: none"> <li>• Show on small screens (4x3) or digital display screens (16x9) before and after worship or during announcements in the weeks leading up to</li> </ul>	Holy Infant So Tender and Mild



		Christmas	
<b>Sunday, December 28</b> <i>First Sunday after Christmas</i>	Worship folder template	<ul style="list-style-type: none"> <li>Use “Christ the Savior Is Born” worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> Son of God	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>Place blurb in print and electronic versions of worship folder and newsletter</li> <li>Include “Christ the Savior Is Born” logo graphic</li> </ul>	<p>Christmas holidays mean family time, often with extended family travel and visits. Meals are prepared, gifts are given, memories are made. But the memories might not all be good. Sometimes there are Christmas hurts or even tragedies. We live in a world still affected by sin.</p> <p>The sinfulness of the world cannot rob us of the peace God intends to bring through his Son. Christ the Savior is born, and through his life, God gives us the rights of redeemed sons and daughters, members of his family with the privileges of heirs.</p>
	Facebook <i>(several graphics options available)</i>	<ul style="list-style-type: none"> <li>Post Facebook graphic</li> </ul>	<p>Christmas holidays mean family time, often with extended family travel and visits. Meals are prepared, gifts are given, memories are made. But the memories might not all be good. Sometimes there are Christmas hurts or even tragedies. We live in a world still affected by sin.</p> <p>The sinfulness of the world cannot rob us of the peace God intends to bring through his Son. Christ the Savior is born, and through his life, God gives us the rights of redeemed sons and daughters, members of his family with the privileges of heirs.</p>
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	Digital display graphics <i>(multiple slide options available in 4x3 and 16x9 format)</i>	<ul style="list-style-type: none"> <li>• Show on small screens (4x3) or digital display screens (16x9) before and after worship or during announcements in the weeks leading up to Christmas</li> </ul>	Son of God
<b>Sunday, January 4</b> <i>Second Sunday after Christmas</i>	Worship folder template	<ul style="list-style-type: none"> <li>• Use “Christ the Savior Is Born” worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> The Dawn of Redeeming Grace	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>• Place blurb in print and electronic versions of worship folder and newsletter</li> </ul>	We continue the Christmas celebration of the dawning of the light of all mankind. When the sun rises, we can see things that we haven’t seen before. When Christ the Savior is born, the light of new revelation breaks over the

		<ul style="list-style-type: none"> <li>• Include “Christ the Savior Is Born” logo graphic</li> </ul>	world. When the Son rises, we can clearly see the grace of God, our Redeemer.
	Facebook <i>(several graphics options available)</i>	<ul style="list-style-type: none"> <li>• Post Facebook graphic</li> </ul>	We continue the Christmas celebration of the dawning of the light of all mankind. When the sun rises, we can see things that we haven’t seen before. When Christ the Savior is born, the light of new revelation breaks over the world. When the Son rises, we can clearly see the grace of God, our Redeemer.
	Social Media <i>(several graphics options available)</i>	<ul style="list-style-type: none"> <li>• Post social graphic</li> </ul>	We continue the Christmas celebration of the dawning of the light of all mankind. When the sun rises, we can see things that we haven’t seen before. When Christ the Savior is born, the light of new revelation breaks over the world. When the Son rises, we can clearly see the grace of God, our Redeemer.
	Website	<ul style="list-style-type: none"> <li>• Post theme information</li> <li>• Post link to “Christ the Savior Is Born” video on YouTube or Vimeo</li> <li>• Post “Christ the Savior Is Born” graphic</li> </ul>	We continue the Christmas celebration of the dawning of the light of all mankind. When the sun rises, we can see things that we haven’t seen before. When Christ the Savior is born, the light of new revelation breaks over the world. When the Son rises, we can clearly see the grace of God, our Redeemer.
	Digital display graphics <i>(multiple slide options available in 4x3 and 16x9 format)</i>	<ul style="list-style-type: none"> <li>• Show on small screens (4x3) or digital display screens (16x9) before and after worship or during announcements in the weeks leading up to Christmas</li> </ul>	The Dawn of Redeeming Grace
<b>Tuesday, January 6</b>	Worship folder	<ul style="list-style-type: none"> <li>• Use “Christ the Savior Is</li> </ul>	

<i>Epiphany of Our Lord</i>	template	Born" worship folder cover PDF	
<b>Theme of the Day:</b> Loves Pure Light Beams from Thy Holy Face	Worship folder/newsletter blurb	<ul style="list-style-type: none"> <li>Place blurb in print and electronic versions of worship folder and newsletter</li> <li>Include "Christ the Savior Is Born" logo graphic</li> </ul>	The Twelve Days of Christmas are the days between Christmas Day and January 6. What is special about January 6? It is the day when the Christian Church celebrates the Festival of the Epiphany. Epiphany comes from a Greek word meaning "reveal." When the Savior was born, he was first revealed as love's pure light to Israelites: Mary, Joseph, the shepherds. Today we see the Lord miraculously guiding foreigners across countless miles so the Savior's holy face could be revealed to them as well. The Festival of Epiphany is sometimes known as Christmas for the Gentiles. We Gentiles (non-Jews) rejoice in the good news that this Jewish baby is a gift for all people, Christ the Savior of the world.
	Facebook <i>(several graphics options available)</i>	<ul style="list-style-type: none"> <li>Post Facebook graphic</li> </ul>	The Twelve Days of Christmas are the days between Christmas Day and January 6. What is special about January 6? It is the day when the Christian Church celebrates the Festival of the Epiphany. Epiphany comes from a Greek word meaning "reveal." When the Savior was born, he was first revealed as love's pure light to Israelites: Mary, Joseph, the shepherds. Today we see the Lord miraculously guiding foreigners across countless miles so the Savior's holy face could be revealed to them as well. The Festival of Epiphany is sometimes known as Christmas for the Gentiles. We Gentiles (non-Jews) rejoice in the good news that this Jewish baby is a gift for all people, Christ the Savior of the world.
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	Digital display graphics <i>(multiple slide options available in 4x3 and 16x9 format)</i>	<ul style="list-style-type: none"> <li>• Show on small screens (4x3) or digital display screens (16x9) before and after worship or during announcements in the weeks leading up to Christmas</li> </ul>	