



# PUBLICITY CHECKLIST

## *Advent 2025 – Year A*

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

### **SERIES THEME: *Imminent Arrival***

Do you remember the feeling when someone important is about to arrive at your place? It's a mixture of anticipation and excitement and nervousness. Did you make all the correct preparations? Will the person be happy to see you? When and how will the person arrive? Will there be any surprises?

During these weeks before Christmas, we anticipate the imminent arrival of Jesus. He's an important person! We are about to celebrate his birth. He could return on judgment day at any time. But in worship we realize that he impacts our lives when the Bible is read and when the sacraments are administered. Suddenly we feel the excitement of an imminent arrival.

Date & Theme	Channel	Action	Wording
<b>Week of November 24 (or prior)</b> <i>Introduce theme</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 "Imminent Arrival" logo graphic (multiple versions available)</li></ul>	<p>Do you remember the feeling when someone important is about to arrive at your place? It's a mixture of anticipation and excitement and nervousness. Did you make all the correct preparations? Will the person be happy to see you? When and how will the person arrive? Will there be any surprises?</p> <p>During these weeks before Christmas, we anticipate the imminent arrival of Jesus. He's an important person! We are about to celebrate his birth. He could return on</p>

			<p>judgment day at any time. But in worship we realize that he impacts our lives when the Bible is read and when the sacraments are administered. Suddenly we feel the excitement of an imminent arrival.</p> <p>Join us for a new series: Imminent Arrival!</p>
	Facebook	<ul style="list-style-type: none"> <li>• Post “Imminent Arrival” title Facebook graphic</li> <li>• Post “Imminent Arrival 1x1 video file <i>(with or without WELS logo)</i></li> </ul>	<p>Do you remember the feeling when someone important is about to arrive at your place? It’s a mixture of anticipation and excitement and nervousness. Did you make all the correct preparations? Will the person be happy to see you? When and how will the person arrive? Will there be any surprises?</p> <p>During these weeks before Christmas, we anticipate the imminent arrival of Jesus. We are about to celebrate his birth. He could return on judgment day at any time. But in worship we realize that he impacts our lives when the Bible is read and when the sacraments are administered. Suddenly we feel the excitement of his arrival.</p> <p>Join us for a new series: Imminent Arrival!</p>
	Social media	<ul style="list-style-type: none"> <li>• Post “Imminent Arrival” title Facebook graphic</li> <li>• Post “Imminent Arrival 1x1 video file <i>(with or without WELS logo)</i></li> </ul>	<p>Do you remember the feeling when someone important is about to arrive at your place? It’s a mixture of anticipation and excitement and nervousness. Did you make all the correct preparations? Will the person be happy to see you? When and how will the person arrive? Will there be any surprises?</p> <p>During these weeks before Christmas, we anticipate the imminent arrival of Jesus. We are about to celebrate his birth. He could return on judgment day at any time. But in worship we realize that he impacts our lives when the Bible is read and when the sacraments are administered. Suddenly we feel the excitement of his arrival.</p> <p>Join us for a new series: Imminent Arrival!</p>

	Video	<ul style="list-style-type: none"> <li>● Post “Imminent Arrival” 16x9 video file to YouTube or Vimeo (<i>versions available with or without WELS logo at end of video</i>)</li> <li>● Show “Imminent Arrival” 16x9 video file during this week’s announcements</li> </ul>	<p>Do you remember the feeling when someone important is about to arrive at your place? It’s a mixture of anticipation and excitement and nervousness. Did you make all the correct preparations? Will the person be happy to see you? When and how will the person arrive? Will there be any surprises?</p> <p>During these weeks before Christmas, we anticipate the imminent arrival of Jesus. We are about to celebrate his birth. He could return on judgment day at any time. But in worship we realize that he impacts our lives when the Bible is read and when the sacraments are administered. Suddenly we feel the excitement of his arrival.</p> <p>Join us for a new series: Imminent Arrival!</p>
	Website	<ul style="list-style-type: none"> <li>● Post theme information</li> <li>● Post link to “Imminent Arrival” video on YouTube or Vimeo</li> <li>● Post “Imminent Arrival” graphic</li> </ul>	<p>Do you remember the feeling when someone important is about to arrive at your place? It’s a mixture of anticipation and excitement and nervousness. Did you make all the correct preparations? Will the person be happy to see you? When and how will the person arrive? Will there be any surprises?</p> <p>During these weeks before Christmas, we anticipate the imminent arrival of Jesus. He’s an important person! We are about to celebrate his birth. He could return on judgment day at any time. But in worship we realize that he impacts our lives when the Bible is read and when the sacraments are administered. Suddenly we feel the excitement of an imminent arrival.</p> <p>Join us for a new series: Imminent Arrival!</p>
	Digital display graphics (multiple slide options available)	<ul style="list-style-type: none"> <li>● 4x3 for small screens</li> <li>● 16x9 for large screens</li> <li>● Show on digital display screens before and after worship or during</li> </ul>	<p>Join us for a new series: Imminent Arrival</p>

		announcements	
<b>Sunday, November 30</b> <i>First Sunday in Advent</i>	Worship folder template	<ul style="list-style-type: none"> <li>• Use “Imminent Arrival” worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> Imminent Arrival of the King	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 “Imminent Arrival” logo graphic</li> </ul>	<p>The king is an important person. His arrival at our place can mean something quite different to us depending on our relationship with him. We might fear his arrival if we expect him to punish us. We might welcome his arrival if we expect him to validate us. Either way, we expect his arrival to be a big deal. How would it make us feel if we heard that his arrival would be informal and familiar?</p> <p>Advent marks the start of a new Church Year. We begin at the end, watching King Jesus ride into Jerusalem on a donkey colt, knowing full well that he will be killed before the end of the week. The events of Palm Sunday serve as a microcosm for all Jesus’ work, proving the King of the universe was willing to humble himself and endure anything for our salvation. That is precisely why Christ came. That is why we anticipate his imminent arrival not with worry but with joy.</p>
	Facebook	<ul style="list-style-type: none"> <li>• Post “Imminent Arrival”</li> <li>• social graphic</li> </ul>	<p>Advent marks the start of a new Church Year. We begin at the end, watching King Jesus ride into Jerusalem on a donkey colt, knowing full well that he will be killed before the end of the week. The events of Palm Sunday serve as a microcosm for all Jesus’ work, proving the King of the universe was willing to humble himself and endure anything for our salvation. That is precisely why Christ came. That is why we anticipate his imminent arrival not with worry but with joy.</p>

	Social media (multiple file options available)	<ul style="list-style-type: none"> <li>• Post “Imminent Arrival” social graphic</li> </ul>	Advent marks the start of a new Church Year. We begin at the end, watching King Jesus ride into Jerusalem on a donkey colt, knowing full well that he will be killed before the end of the week. The events of Palm Sunday serve as a microcosm for all Jesus’ work, proving the King of the universe was willing to humble himself and endure anything for our salvation. That is precisely why Christ came. That is why we anticipate his imminent arrival not with worry but with joy.
	Website	<ul style="list-style-type: none"> <li>• Post theme information</li> <li>• Post link to “Imminent Arrival” video on YouTube or Vimeo</li> <li>• Post “Imminent Arrival” graphic</li> </ul>	Advent marks the start of a new Church Year. We begin at the end, watching King Jesus ride into Jerusalem on a donkey colt, knowing full well that he will be killed before the end of the week. The events of Palm Sunday serve as a microcosm for all Jesus’ work, proving the King of the universe was willing to humble himself and endure anything for our salvation. That is precisely why Christ came. That is why we anticipate his imminent arrival not with worry but with joy.
	Digital display graphics (multiple slide options available)	<ul style="list-style-type: none"> <li>• 4x3 for small screens</li> <li>• 16x9 for large screens</li> <li>• Show on digital display screens at worship</li> </ul>	Imminent Arrival of the King
<b>Sunday, December 7</b> <i>Second Sunday in Advent</i>	Worship folder template	<ul style="list-style-type: none"> <li>• Use “Imminent Arrival” worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> Imminent Arrival of the Judge	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 “Imminent Arrival”</li> </ul>	<p>The judge is an important person. You stand when he enters the courtroom. What he says must be obeyed. If you are the one on trial, his determinations make a big difference in how your life will continue.</p> <p>You might be quite nervous if the judge is about to arrive.</p>

		logo graphic	John invited people to turn their nervousness to repentance. He says that the arrival of the Judge is imminent, and the kingdom of heaven is near! You are invited to hear John, repent, and believe the good news of the coming Savior.
	Facebook	<ul style="list-style-type: none"> <li>• Post “Imminent Arrival” social graphic</li> </ul>	<p>The judge is an important person. You stand when he enters the courtroom. What he says must be obeyed. If you are the one on trial, his determinations make a big difference in how your life will continue.</p> <p>You might be quite nervous if the judge is about to arrive. John invited people to turn their nervousness to repentance. He says that the arrival of the Judge is imminent, and the kingdom of heaven is near! You are invited to hear John, repent, and believe the good news of the coming Savior.</p>
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			repentance. He says that the arrival of the Judge is imminent, and the kingdom of heaven is near! You are invited to hear John, repent, and believe the good news of the coming Savior.
	Digital display graphics (multiple slide options available)	<ul style="list-style-type: none"> <li>• 4x3 for small screens</li> <li>• 16x9 for large screens</li> <li>• Show on digital display screens at worship</li> </ul>	Imminent Arrival of the Judge
<b>December 14, 2025</b> <i>Third Sunday in Advent</i>	Worship folder template	<ul style="list-style-type: none"> <li>• Use “Imminent Arrival” worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> Imminent Arrival of the Messiah	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 “Imminent Arrival” logo graphic</li> </ul>	<p>The Messiah is an important person. “Messiah” is the same word as “Christ” or “Anointed One.” He is someone who has been anticipated for a long time. Now we look at a time when his arrival is imminent!</p> <p>The historic Christian Church gave Latin titles to each Sunday. They titled the Third Sunday in Advent “Gaudete,” which means “Rejoice!” As we reach the midway point of Advent, we ask Christ to empower us to do just that. We rejoice because God fulfills all his promises in Jesus.</p>
	Facebook	<ul style="list-style-type: none"> <li>• Post “Imminent Arrival” Facebook graphic</li> </ul>	<p>The Messiah is an important person. “Messiah” is the same word as “Christ” or “Anointed One.” He is someone who has been anticipated for a long time. Now we look at a time when his arrival is imminent!</p> <p>The historic Christian Church gave Latin titles to each Sunday. They titled the Third Sunday in Advent “Gaudete,” which means “Rejoice!” As we reach the midway point of Advent, we ask Christ to empower us to do just that. We rejoice because God fulfills all his promises in Jesus.</p>

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	Digital display graphics (multiple slide options available)	<ul style="list-style-type: none"> <li>4x3 for small screens</li> <li>16x9 for large screens</li> <li>Show on digital display screens at worship</li> </ul>	Imminent Arrival of the Messiah
<b>Sunday, December 21</b> <i>Fourth Sunday in Advent</i>	Worship folder template	<ul style="list-style-type: none"> <li>Use “Imminent Arrival” worship folder cover PDF</li> </ul>	
<b>Theme of the Day:</b> Imminent Arrival of Emmanuel	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 “Imminent Arrival”</li> </ul>	Emmanuel is an important person. “Emmanuel” means “God with us.” It was a special name given to Jesus already 700 years before he was born. Who is with us when Jesus is with us? God himself. God became a human being in a special way, becoming truly human but



		logo graphic	<p>remaining God.</p> <p>God is still with us. We encounter him in a special way when we gather with two or three others in worship. He is so near to us that the thrill of anticipation is almost unbearable. Let it wash over you as you celebrate Christmas this week.</p>
	Facebook	<ul style="list-style-type: none"> <li>Post “Imminent Arrival” Facebook graphic</li> </ul>	<p>Emmanuel is an important person. “Emmanuel” means “God with us.” It was a special name given to Jesus already 700 years before he was born. Who is with us when Jesus is with us? God himself. God became a human being in a special way, becoming truly human but remaining God.</p> <p>God is still with us. We encounter him in a special way when we gather with two or three others in worship. He is so near to us that the thrill of anticipation is almost unbearable. Let it wash over you as you celebrate Christmas this week.</p>
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	Website	<ul style="list-style-type: none"> <li>Post theme information</li> <li>Post link to “Imminent Arrival” video on YouTube</li> </ul>	<p>Emmanuel is an important person. “Emmanuel” means “God with us.” It was a special name given to Jesus already 700 years before he was born. Who is with us</p>

		<p>or Vimeo</p> <ul style="list-style-type: none"> <li>• Post “Imminent Arrival” graphic</li> </ul>	<p>when Jesus is with us? God himself. God became a human being in a special way, becoming truly human but remaining God.</p> <p>God is still with us. We encounter him in a special way when we gather with two or three others in worship. He is so near to us that the thrill of anticipation is almost unbearable. Let it wash over you as you celebrate Christmas this week.</p>
	Digital display graphics (multiple slide options available)	<ul style="list-style-type: none"> <li>• 4x3 for small screens</li> <li>• 16x9 for large screens</li> <li>• Show on digital display screens at worship</li> </ul>	Imminent Arrival of Emmanuel