



# HOW TO GUIDE FOR SUCCESSFUL PROMOTION OF LOCAL EVENTS



REFORMATION  
2017 It's *Still* All About  
**Jesus**

The **500<sup>th</sup> anniversary of the Reformation** is an opportunity for your congregation. People who would normally not be interested in Lutheranism might be curious about the Reformation. This is an opening to proclaim the Gospel.

People who want to know what happened in Germany 500 years ago will be able to find a variety of media perspectives on Luther. Some will be helpful, but others will highlight Luther's more questionable writings and statements (i.e., about the Jewish people).

Your congregation can be the authentic voice of Luther and the Reformation in your community. Proclaim the truth of the Gospel as Luther discovered it. Proclaim the true message of the Reformation as boldly as Luther did. Proclaim Christ.

The LCMS' anniversary theme — **"It's Still All About Jesus"** — emphasizes the true point of this celebration. Proclaim Christ. In a world that perceives no need for God or for His Christ, this Reformation anniversary affords the Church a renewed opportunity to proclaim the truth of God's love in Jesus.

The LCMS has designed and written materials freely available to promote the Reformation 500<sup>th</sup> anniversary celebration in your congregation and in the community.

This is an opportunity to advertise both your congregation and the Reformation.

## CONGREGATIONAL RESOURCES

### Poster

This poster is designed in two sizes, 8.5 by 11 and 11 by 17 inches, for display within your church to promote the celebration to your members/visitors.

### Bulletin inserts/blurbs

Bulletin inserts and blurbs are included to be reproduced and placed in your worship bulletin. The bulletin inserts are longer, designed to be half-page inserts into your bulletin. The blurbs are short enough to be copied and pasted into the announcement section of your bulletin, or wherever makes sense in your situation.

### Church newsletter article/blurbs

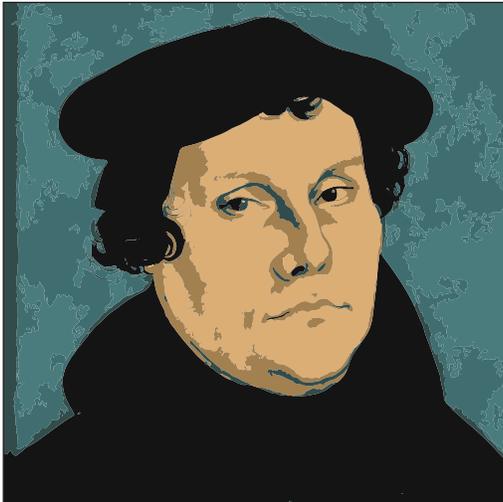
A newsletter article and blurbs in varying lengths are included for your church newsletter. They are customizable to fit your congregation and situation.

## COMMUNITY RESOURCES

One way to help the community learn about your congregation is to sponsor a sporting or cultural event, seasonal festival/celebration, 4-H activity, booth at the county fair, or something else. You can then advertise any event(s) pertaining to the Reformation anniversary celebration at your church.

### Poster

This poster is designed in two sizes, 8.5 by 11 and 11 by 17 inches, for display in the community to advertise events at your congregation or the Reformation anniversary in general. Look for visible, high-traffic places to hang the poster, such as trailheads, community bulletin boards, grocery stores, the library, coffee shops, etc.



**THE TRUTH  
HASN'T CHANGED  
GOD STILL LOVES YOU!**

500 years ... Still proclaiming salvation.



**REFORMATION  
2017 It's *Still* All About  
Jesus**

Sins forgiven. Life given. By Jesus. Through the cross.  
[lutheranreformation.org](http://lutheranreformation.org)

**REFORMATION CELEBRATION**

Hope Lutheran Church invites you to join in the celebration of the 500th year of the Reformation. The day will include lectures, music, activities and food.

For more information contact:

Hope Lutheran Church  
123 Main Street | Any town, USA 12345  
123-456-7890

SAMPLE AD

**Newspaper ad**

Pay for ads in local newspapers and event programs. We have provided a graphic that will enhance your newspaper ad.

**Newspaper article**

Local newspapers are often open to article submissions. An article for the local paper is included here. The article can be tailored to your situation, and the contact information for your congregation can be added to encourage people to call/visit/ask questions. Contact the religion editor at your local paper to find out how to submit an article.

With your article you should include any pertinent pictures as well as a suggested headline.

**Op-ed article**

An op-ed article is also included. Often newspapers will allow people to publish op-ed pieces that express an opinion about an event relevant to the community or time.

**Banner**

The banner design can be sent to a printer and hung outside your church to advertise and attract visitors to upcoming and special events.

**Social media**

Social media memes are included for use on your congregation's social media page(s). You can post them in your news feed.

