

Tips for Holding 'LUTHERAN HOUR MINISTRIES SUNDAY' at Your Church

You Are a Witness!

DEAR PASTORS AND AMBASSADORS – 'LHM SUNDAY' IS FEB. 7, 2010 OUR THEME FOR 2010: 'I AM A WITNESS'

Jesus promised His disciples, "When the Holy Spirit comes to you, you will receive power. You will be my witnesses—in Jerusalem, in all of Judea, in Samaria, and in every part of the world."

Today, Jesus' words still stir His disciples to action. Everyone who knows Jesus through faith is a witness dedicated to sharing Him with others. *You* are called to be a witness—and for more than 90 years, the testimony of faithful Christian witnesses like you has been extended and multiplied by Lutheran Hour Ministries. Your celebration of **LHM Sunday** helps sustain and expand the impact of LHM outreach programs:

The Lutheran Hour® program boldly proclaims the Gospel every week to hundreds of thousands of listeners over the Internet, XM Satellite Radio, the American Forces Network, and more than 900 radio stations—a figure that continues to grow, thanks to our supporters!

LHM's **Woman to Woman**® program airs on nearly 300 radio stations. Your support of LHM on **LHM Sunday** provides hope and help for women facing today's challenges of faith, culture, and family.

Do you have Spanish-speaking members, visitors, and neighbors? You can reach out to them with **Para el Camino**, a Spanish-language broadcast of **The Lutheran Hour**. In your **LHM Sunday** celebration, you can highlight that **Para el Camino** is aired in a growing number of major radio markets in the U.S. and is available anywhere via the Internet.

LHM Men's NetWork helps congregations to invite men and re-engage them in the life of the church by tackling issues of faith, leadership, family, and community in language and contexts that resonate with men. Your **LHM Sunday** celebration is a great venue for showcasing this important resource for men's ministry.

International Ministry Centers in more than 30 countries are on the frontlines of LHM's mission, providing education, equipping, and holistic outreach through the work of dedicated volunteer nationals. Your support on **LHM Sunday** extends your witness and ours to "every part of the world!"

Join LHM in *Bringing Christ to the Nations—and the Nations to the Church!* LHM receives no direct support from The Lutheran Church—Missouri Synod; our capacity to reach out in Jesus' name depends on the gifts we receive from faithful supporters like you.

BULLETIN ANNOUNCEMENTS TO PROMOTE 'LHM SUNDAY'

*Publish these announcements in your Sunday bulletin or newsletter, or on the church bulletin board or Web site, to build enthusiasm for **LHM Sunday**. The text can also be accessed and copied at www.lhm.org/LHMSunday.*

PRIOR TO THE EVENT: Lutheran Hour Ministries Sunday
Lutheran Hour Ministries (LHM) proclaims the Gospel around the world and equips congregations to share Jesus with others. On February 7 (or the date of your event), join us for **LHM Sunday** to learn about their ministry. For information about LHM, visit www.lhm.org.

DAY OF EVENT: Lutheran Hour Ministries Sunday
In Jesus' final words to His disciples, He commanded them to be His witnesses in every part of the world. Each of us is a witness too. Join today in celebrating the witness of Lutheran Hour Ministries; stand up with LHM workers and volunteers and declare "I am a witness; I share Jesus!" To learn more about LHM, visit www.lhm.org.

To make holding 'LHM Sunday' easy, we've supplied you with:

- **Planning Checklist** (see page 2)
- **DVD** (one per church, sent to Ambassadors and also to Pastors without Ambassadors)
- **Talking Points** (see page 2)
- **Sample Bulletin Announcements** (above)
- **Bulletin Inserts** (see page 4)
- **Brochures/Giving Envelopes** (bulk shipment is sent to the church; Ambassador receives a sample)
- **Online resources including an optional sermon, order of service, children's message, and bulletin insert.** To access them, visit www.lhm.org/LHMSunday. (see page 3)

Complete the participation form on page 3 for a chance to win some great stuff from LHM!



'LHM SUNDAY' PLANNING CHECKLIST

- ❑ **All:** Review the tips.
- ❑ **Pastor:** Call your Ambassador to let him/her know that the bulk shipment of materials has arrived. If your church does not have an Ambassador, please enlist a volunteer to present, or present the information yourself.
- ❑ **Ambassador:** Ask your pastor/elder for permission to hold **LHM Sunday**, show the **LHM Sunday** DVD, and present the **LHM Sunday** talking points.
- ❑ **All:** Meet to set a date and plan the following:
 - Select Feb. 7 or another date that works for your church calendar as your **LHM Sunday** celebration.
 - Determine if the Ambassador, another volunteer, or the pastor will present the talking points and DVD to the congregation.
 - Establish the length of time to present the DVD and/or talking points and determine when to present them.
 - Locate a DVD player for the presenter's use.
 - Consider using the optional sermon, children's message, order of service, and other resources (see page 3 for details).
 - Consider having an information table in the narthex. Display materials can be ordered from www.lhm.org/promote.
 - Decide how to distribute the **LHM Sunday** brochures.
 - Plan to introduce the Ambassador to the congregation before his/her presentation.
- ❑ **Ambassador:** Locate and review the contents of the bulk shipment of **LHM Sunday** materials at your church.
- ❑ **Ambassador:** Review the promotional videos on the **LHM Sunday** DVD (enclosed in the Ambassador mailing) to see how you can use them in Bible classes, meetings, and other events.
- ❑ **Ambassador:** Ask your church secretary to include the bulletin announcements (see page 1) prior to and on **LHM Sunday** wherever appropriate: newsletters, bulletin, church bulletin board, Web site, etc.
- ❑ **Ambassador:** Practice your presentation using the talking points provided (right column). Pray for God's blessing upon your presentation.
- ❑ **Ambassador:** Lead by example and make your donation using the enclosed brochure/giving envelope.
- ❑ **All:** If your church takes a door collection or writes a check to LHM for the special Sunday, mail it in the **LHM Sunday** brochure/giving envelope provided so your church's gift is properly credited.
- ❑ **Ambassador:** Thank your pastor and other volunteers for their help.
- ❑ **All:** Complete the participation form on page 3! As a token of our appreciation for holding **LHM Sunday**, everyone who participates in **LHM Sunday** and returns the survey will be entered into a drawing. Pastors will have the chance to win an **LHM Men's NetWork** polo shirt and a **Men's NetWork** DVD Bible study; Ambassadors can win a gift card! Five pastors and two Ambassadors will be selected.
- ❑ **All:** If you have comments or suggestions about **LHM Sunday**, please contact Lorraine Triller at ambassador@lhm.org or 1-800-944-3450, ext. 4195.

Thank you!

TALKING POINTS FOR YOUR CHURCH

(Show the 3-minute **LHM Sunday** video before this presentation if possible)

Welcome to **Lutheran Hour Ministries Sunday**. It is a pleasure to share with you how Lutheran Hour Ministries makes a difference in the lives of people all over the world!

LHM is best known for **The Lutheran Hour**[®], the world's longest-running Christ-centered radio program. It is heard weekly by around 600,000 people over more than 900 radio stations and by still more people over XM Satellite Radio, the American Forces Network, and the Internet. Many listeners of **The Lutheran Hour** are not members of LCMS congregations.

A Spanish-language version of **The Lutheran Hour** called **Para el Camino** was introduced in December 2008; it is available in selected radio markets and also via the Internet.

LHM's **Woman to Woman**[®] with Phyllis Wallace is a broadcast program focusing on issues of faith and life from a woman's perspective. It is aired over nearly 300 radio stations and the Internet.

Beyond radio programming, Lutheran Hour Ministries serves congregations in a variety of ways: providing workshops, tools, and resources for developing effective local outreach strategies; hosting servant trips; supporting men's ministry through the **LHM Men's NetWork**; offering daily and seasonal devotions; and more.

LHM honors its commitment to *Bringing Christ to the Nations—and the Nations to the Church* by supporting **International Ministry Centers** in more than 30 countries—even in places where it is dangerous to proclaim the Gospel. Each **International Ministry Center** is staffed primarily by nationals who understand their cultures and reach out through culturally appropriate means.

There is much more to do. Your support will help LHM reach many more people with the message of salvation through Jesus. Please pray for God's continued blessing on LHM's mission and work. To remember LHM regularly in prayer, complete the **LHM Sunday** brochure available today (*explain how to get one*) and check the box marked "Become an LHM Prayer Partner"; you will receive periodic e-mails that list LHM's prayer needs.

Please prayerfully consider using one of the brochure/giving envelopes available today to support LHM with a donation. In appreciation for your gift, LHM will send you a photo-frame magnet emblazoned with our theme for LHM Sunday 2010: *"I Am a Witness."* (If your church will collect donations to send in, explain how this will be done.)

Thank you for proclaiming you are a witness together with Lutheran Hour Ministries and for supporting us in *Bringing Christ to the Nations—and the Nations to the Church!*

ONLINE RESOURCES AT www.lhm.org/LHMSunday

The white boxes in the middle of the page are links to the resources they describe. Click on one of these white boxes, or scroll down the page, and you will find a list of the available resources in that category. Resources include everything in this mailing and much more!

This is what you will find when you click on each box:

1. Instructions – Need an extra copy of the **LHM Sunday** Tips Sheet containing your Planning Checklist? Download it by clicking on the file name.

2. Presentations – You will find the **LHM Sunday** talking points, the short **LHM Sunday** video, and the additional LHM promotional videos included on the **LHM Sunday** DVD. Look for a new feature in 2010: an online video of our **LHM Sunday** sermon resource, delivered by the sermon's author, Rev. Keith Grimm.

3. Publicity – Here you can download **LHM Sunday** bulletin announcement texts, bulletin inserts, and **LHM Sunday** posters.

4. Worship – Augment your **LHM Sunday** celebration by using the order of service, sermon, children's message, and bulletin insert you will find when you click this white box. To download these files, just click on the file name. You will also find directions to correctly copy the multi-page order of service booklet.

5. Participation Forms – Click this box to complete the online version of the form printed below. Once you hit submit, you will be entered into a drawing for a pair of great **LHM Men's Network** gifts (pastors) or a gift card (Ambassadors). Please complete the form before March 31.

The screenshot shows the Lutheran Hour Ministries website. At the top, it says "LUTHERAN HOUR MINISTRIES" with the tagline "People Of Christ With The Message Of Hope". Below that is a banner with the text "SOMETIMES YOU JUST NEED THE RIGHT TOOLS" over an image of gears. A navigation bar includes links for Home, About Us, Our Ministries, Newsroom, Contribute to LHM, and Talk to Us. A main heading reads "Celebrate Lutheran Hour Ministries Sunday February 7, 2010". Below this, it states "LHM Sunday 2010 will be officially held on February 7. Materials will be mailed to congregations in December and will be available on this Web site in early January." A paragraph follows: "Materials are now available for download on this Web site to help you plan and prepare for your event! Materials can also be used to hold LHM Sunday on an alternate date that is more convenient for your congregation." Five numbered boxes are displayed: 1. INSTRUCTIONS (with a '1-2-3' graphic), 2. PRESENTATIONS (with a laptop icon), 3. PUBLICITY (with a stack of papers icon), 4. WORSHIP (with a book and cross icon), and 5. PARTICIPATION FORMS (with a clipboard icon). A sidebar on the left lists various resource categories like "RESOURCES FOR YOUR CHURCH", "BULLETIN INSERTS", "CHURCH PLANT TOOL KIT", etc.

Do you have questions about the **LHM Sunday** Web site or need more information on holding **LHM Sunday**? Contact Lorraine Triller at 1-800-944-3450, ext. 4195 or ambassador@lhm.org.

'LHM SUNDAY' PARTICIPATION FORM

Hold 'LHM Sunday' and complete the participation form for a chance to win **LHM Men's Network** products or a gift card as our thank you!

PASTORS: Mark shirt size and the DVD title you prefer SHIRT SIZE: ___S ___M ___L ___XL ___2XL ___3XL
 DVD: ___Islam 1: What is Islam? ___Islam 2: Defending the Christian Faith ___How We Got the Bible ___Explaining All the Scary Stuff in Revelation

AMBASSADORS: Gift card information will be provided when you receive notification that you won the drawing.

Your Name: _____ E-mail Address: _____

Title: _____ Church Name: _____ Date of event: _____

City/State/Zip: _____ Phone Number: _____

Did your church participate? Yes No If no, why not? _____

Check the box next to each item you or your church did to participate in **LHM Sunday**:

- | | | |
|---------------------------------------------------------------------------|---------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Gave my personal gift | <input type="checkbox"/> Sermon | <input type="checkbox"/> Gave a Spoken Presentation |
| <input type="checkbox"/> LHM Sunday Brochures/
Giving Envelopes | <input type="checkbox"/> Children's Message | <input type="checkbox"/> Table Display |
| <input type="checkbox"/> Bulletin Announcements | <input type="checkbox"/> Order of Service | <input type="checkbox"/> My church gave a gift |
| <input type="checkbox"/> Photocopied Bulletin Insert | <input type="checkbox"/> DVD | <input type="checkbox"/> Other: _____ |

What can LHM do to enhance **LHM Sunday** celebrations in future years? _____

Complete this form online at www.lhm.org/LHMSunday, e-mail your answers to ambassador@lhm.org, fax the form to (314) 317-4297, or mail it to Lorraine Triller, Lutheran Hour Ministries, 660 Mason Ridge Center Dr., St. Louis, MO 63141.

LUTHERAN HOUR MINISTRIES SUNDAY 2010

You Are a Witness Acts 1:8

You are a witness—and for more 90 years, Lutheran Hour Ministries has extended and multiplied the testimony of faithful Christian witnesses like you. Here's a snapshot of the ways that is continuing today:



The Lutheran Hour® program proclaims the salvation story of Jesus every week to hundreds of thousands of listeners on more than 900 radio stations, on XM Satellite Radio, on the American Forces Network, and over the Internet.

LHM's **Woman to Woman**® program offers hope and help for the great challenges facing women today. It can be heard on nearly 300 stations as well as on the Internet.

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LHM Men's Network provides resources to help congregations invite men and re-engage them in the life of the church. Issues of faith, leadership, family, and community are presented in language and contexts that resonate with men.

International Ministry Centers in more than 30 countries spread the Gospel through culturally appropriate means. Most ministry center staff members are volunteers; many share their faith at great personal risk.

When you join LHM in *Bringing Christ to the Nations*—and the *Nations to the Church*, your witness and ours are multiplied! Please prayerfully consider giving to Lutheran Hour Ministries today. In appreciation for your donation, LHM will send you a photo-frame magnet emblazoned with our **LHM Sunday 2010** theme: *"I Am a Witness."* For more information, visit **www.lhm.org**.



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