

Dear Friend in Ministry,

We are thrilled you are interested in using Families Celebrate Advent & Christmas cards in your congregation. These cards are a wonderful way to create new memories and traditions for generations to come. Here are a few ideas for how these cards can be used with families and in your church community.

- Place cards in your worship activity bags or quiet bags for children to look through and play with during worship for the Advent and Christmas seasons.
- Use cards as centerpieces in your Fellowship Hall during coffee hour. Not only will the cards spark interest and conversation, but they will also create intergenerational conversation among young children, families, and other congregants.
- Cards and their content could be used as inspiration for children's sermons throughout Advent. Cards could be shown to children, and they could complete the activity or reading with the whole congregation, tying their church and home lives more closely together.
- An event could be organized during social hour or before or after church, the Sunday before Advent begins. At this event card decks could be handed out to families and intentional intergenerational conversations could be fostered to help children and families feel like part of the larger church community.
- This free, downloadable promotional pack is full of resources to help make the most of Families Celebrate Advent & Christmas cards in your congregation. This promotional pack includes bulletin inserts, PowerPoint slides, posters, sign-up sheets, labels, coloring sheets, full-color postcards, coloring sheet postcards, and a note for parents with tips and games to use with the cards.

We would love to hear about and see all of the ways in which you used these cards. Please share with us through our Facebook page, www.facebook.com/augsburgfortress/.

Many blessings to you and your ministry in this season of waiting, hope, and love.



AUGSBURG FORTRESS Order online at augsburgfortress.org or call 800.328.4648

FILE INDEX

01_Bulletin-Insert.pdf - A bulletin insert created for you to print and insert with your weekly church bulletins leading up to Advent. The first one encourages families to purchase Families Celebrate Advent & Christmas from Augsburg Fortress. The second one is useful for congregations planning to place a larger order to take advantage of the quantity discount available from Augsburg Fortress.

02_Promotional-Posters.pdf - This file contains a few options for promotional posters. The first poster encourages families to purchase their own copies. The second and third posters include a sign-up form so your church can order with a quantity discount from Augsburg Fortress.

03_Promotional-Slides.pdf - This file contains two slide options for promotion similar to the posters and bulletin inserts.

04_Labels.pdf - Labels designed to be edited, printed, and placed on the cards.

05_Postcards.pdf - Editable postcards for thank you, announcements, worship reminders, or check-ins. Black and white postcards can be colored by students and sent to loved ones or members of your congregation. Designed to be printed on Avery 5689.

06_Letter-to-Families.pdf - A letter from you to be given to families with the cards. You are welcome to print and use this letter or use the content as inspiration for your own letter.

07_Coloring-Sheets.pdf - Coloring sheets using some of the imagery on the cards. Make as many copies as you need for this season.

We hope that Families Celebrate Advent & Christmas cards enhance your congregation's observance of all of Advent and Christmas.

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