Dear Friend in Ministry,

We are thrilled you are interested in using *Families Celebrate Advent & Christmas* cards in your congregation. We believe these cards will bring value to your families' and community's life this Advent season. There are many innovative ways in which these cards will help connect families to worship and the larger community in your congregation.

Here are a few ideas:

- 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 on November 20, 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 hope that *Families Celebrate Advent & Christmas* cards enhance your congregation's observance of all of Advent and Christmas. 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 and third pages encourage families to purchase *Families Celebrate Advent & Christmas* 2022–2023 from Augsburg Fortress or other booksellers. The second and fourth pages are useful for congregations who are asking members to sign up and planning to place a larger order so your church can take advantage of the quantity discount available from Augsburg Fortress. *Quantity discounts are only 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 quantity discount from Augsburg Fortress.

03_Promotional-Slide.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.

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