

Gifts of Hope

Publicity Materials

You are welcome to create your own publicity materials or use/modify those that follow. To save you the trouble of retyping, MS-Word files containing these sample articles and bulletin announcements are posted in the Coordinator's Corner on the Web site.

Sample bulletin announcement for October

It's not too early to start thinking about **Gifts of Hope**, a Synod Social ministry program offering alternative gift-giving that enables us to purchase unique gifts costing \$5 to \$100 which truly reflect the gift God gave us, God's Son Jesus Christ. Needs throughout our Synod and the world are great, so take this opportunity to "Give Hope" this Christmas season. The **Gifts of Hope** catalog will be available soon [or fill in the exact date]. Now is not too soon to start talking about alternative gift-giving among friends and family, including young children and grandchildren.

Sample bulletin announcements for November and December

- 1. Attention Christmas Shoppers!** Are you wondering what to buy someone who is extremely blessed and really doesn't "need" anything? Are you looking for a way to make Christmas less commercial? **Gifts of Hope** offers you an easy way to take care of your shopping list. This Lutheran program, sponsored by the South Carolina Synod of the ELCA, is available this Advent season. These gifts give hope to people here in South Carolina and in other parts of the world.

Starting today and running through [Insert date], members of Social Ministry will be in the Narthex before and after each service to help you with your shopping. Gifts range from \$5 to \$100, so we're sure that you can find just the right gift for family members or friends. We'll give you a card and descriptive insert for every gift you buy.

Be a witness this Christmas. Buy **Gifts of Hope** and give your family member or friend the card to tell them of the truly needed gift that you purchased in his or her honor.

- 2. How do we make Christmas less about buying "stuff" and more about what Christ means in our lives?** We are so very blessed in comparison to almost all other peoples of the world. Give a **Gift of Hope** instead of searching the mall for the "perfect" gift. Our **Gifts of Hope** program offers you an easy way to take care of your shopping list. Be a witness this Christmas. Buy **Gifts of Hope** and give your family member or friend the card to tell them of the truly needed gift that you purchased in his or her honor.
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Sample newsletter article for November or December

Gifts of Hope - A Season of Giving

Have you ever asked yourself the following questions?

-What am I going to give my family members this Christmas?

- Everyone is so blessed that no one really needs anything.

-How can I make my gifts more meaningful to reflect the season of Christ's birth?

-What are places that have needs where I can make a difference?

This Advent season, the SC Synod is offering an alternative gift-giving program called **Gifts of Hope**. This program offers the opportunity for Lutherans in this Synod to purchase meaningful gifts which demonstrate God's love for all God's children.

Beginning [**Insert date**] and continuing through [**Insert date**], **Gifts of Hope** will be sold in the narthex after each worship service. The catalog of gift choices offers 36 gifts ranging in price from \$5 to \$100 and include such choices as new shoes or a backpack for impoverished children, transportation for a homeless Veteran, and a hayride for special groups at Camp Kinard. The common element is generosity demonstrated by purchases of **Gifts of Hope**.

Be a witness this Christmas. Buy a present and send someone a card telling of the truly needed gift that you purchased in his or her honor. Immediately when you make your gift selection, you will be given the card and insert describing your gift. Come see the catalog for yourself and choose a gift that blesses in many ways!
