

E14 OUTREACH POSTCARDS WITH PROJECTED MEDIA OPTIONS

Notes & Copyright Information

The challenges of mixing print and projected media

More and more churches are using projection in worship. They might project the theme of the day or cross reference passages. They might even project the liturgy and hymns.

When churches use projected media they wisely want it to match with their print media. For example, they want their projected background image to match the image on their outreach postcard, their FRAN invitations, their website banner. This creates a uniformity to that event. It enables event recognition.

Some churches that utilize projection use “motions” - pictures that have a bit of motion in it. Motions are not really pictures. They are short movie files, maybe 10 seconds long.

The outreach postcards for E14 were produced by Echt Printing, just like the postcards for C13 and E12. However, some have asked if we can produce outreach postcards that also have media files for use in worship, specifically files which “loop.” That movie “loops,” playing over and over again. For example, for Easter a church might project an image of an empty tomb in the side of the hill, with clouds in the sky. The clouds are moving slowly across the sky. The church could put the text of the theme of the day on top of that looping image.



One needs to be careful with looping images. They vary greatly in quality and tastefulness. Some have so much motion that some might find them to distract from the Word, rather than reinforce the message. Other “motions” have a jittery break when the image loops. Producing your own “motion” images is very complex.

Another challenge with creating a unified campaign is that “motions” are almost always digitally created images. Thus, it doesn’t look as sharp as a photograph. This *doesn’t* mean they look bad. It simply means that your outreach postcards, a static image, will look like an illustration, not a photograph.

If you want to produce your own loops, it can be very challenging. A simpler way is to find a company that produces all the resources you need to create an outreach campaign. One company that is both tasteful and affordable is *Shift Worship*. (Please note, WELS has no affiliation with *Shift Worship*. It is simply a company a number of WELS churches use.) At shiftworship.com, you can buy matching “collections” - images, motions, countdowns, etc. — very affordably. If you want

to use projection regularly, they also offer an annual subscription. For \$149, you can download every video, image, motion image, loop, and countdown on their site. Each season they add a new "collection."

Some examples for E14

We have put together four very quick options for Easter. The front side is done, unless you want to add your church name and logo to the front. The back can be edited in Microsoft Publisher, or you can produce your own back in some other program. We have provided PDF examples of what the back could look like. Check with your local post office to make sure the design fits the regulations of the type of mailing you want to do in your area.

The images for these cards all come from *Shift Worship*. We are providing you links to the collection. You will need to purchase at least the image if you want to use the postcard. But you can also purchase motions, countdowns, etc.



You can customize the images if you want, such as adding your name to the front of the card.

The cards are designed to be 6" by 8", a very common size for postcards. A company some of our churches use is USPress. (Again, the WELS has no affiliation with them.) They will produce very nice 6" x 8" postcards, full color on both sides, on a heavy cardstock which is laminated on one side (so it can't tear). The prices, including shipping:

1000 cards = \$199

2500 cards = \$299

5000 cards = \$429

10,000 cards = \$819

Mail them as a traditional bulk mailing. Or mail them in a saturation mailing of a rural route. Or use them as canvassing material.

From the time you approve your order to the time you have them in hand is typically 6 to 9 days.

On the following pages, we will give you the options. Or, go to *Shift Worship* and find a completely different image, and customize as you see fit!

God bless your Easter efforts.

OPTION 1





You can find the image with the “Born to save us” theme on Connect. It is sized ready to go with USPress.

[You can find a still image and a motion at Shift Worship. Just click HERE.](#) It is part of the “Just Opened” collection.

If you use the JPG on WELS Connect you need to at least buy the still image from *Shift Worship*. It costs \$3. The matching motion costs \$5.

An example of how the back might look is available on connect. The colors used were chosen to match the pallet of the front side. Again, printing both sides in color is standard at USPress. Use the Publisher file on WELS Connect to modify the back of the card for your church. Or create your own back using another publishing program.

 <p>Beautiful Savior EVANGELICAL LUTHERAN CHURCH 720 Old Trolley Road Summerville, SC 29482</p> <hr/> <p>EASTER SUNDAY WORSHIP <i>Sunday, April 20th</i></p> <p>6:00am - Sunrise Worship 8:00am - Festival Worship 10:30am - Festival Worship</p> <p><i>An Easter brunch & egg hunt will take place between the two festival worship services.</i></p> <hr/> <p>For more information go to www.ourbeautifulsavior.com</p>	 <p>Come and hear the story of the Savior who died, but is now <i>risen to free us</i>. Regardless of your past, regardless of your circumstances, God wants you to know the freedom that dawned on the first Easter morning. Jesus lives! We have the freedom of knowing guilt no longer convicts us, sin no longer controls us, and death no longer contains us — because Christ is risen! Join us to worship the Savior who is <i>risen to free us</i>.</p>	<p>Non-Profit Org. U.S. Postage PAID Your town Permit No. 001</p>
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OPTION 2





You can find the image with the “Born to save us” theme on Connect. It is sized ready to go with USPress.

[You can find a still image and a motion at Shift Worship. Just click HERE.](#) It is part of the “Tough Tomb” collection.

If you use the JPG on WELS Connect you need to at least buy the still image from *Shift Worship*. It costs \$3. The matching motion costs \$5.

An example of how the back might look is available on connect. The colors used were chosen to match the pallet of the front side. Again, printing both sides in color is standard at USPress. Use the Publisher file on WELS Connect to modify the back of the card for your church. Or create your own back using another publishing program.

 <p>Beautiful Savior EVANGELICAL LUTHERAN CHURCH 720 Old Trolley Road Summerville, SC 29486</p>		<p>Non-Profit Org. U.S. Postage PAID Your town Permit No. 001</p>
<p>EASTER SUNDAY WORSHIP <i>Sunday, April 20th</i></p> <p>6:00am - Sunrise Worship 8:00am - Festival Worship 10:30am - Festival Worship</p> <p><i>An Easter brunch & egg hunt will take place between the two festival worship services.</i></p> <p>For more information go to www.ourbeautifulsavior.com</p>	<p>Come and hear the story of the Savior who died, but is now risen to free us. Regardless of your past, regardless of your circumstances, God wants you to know the freedom that dawned on the first Easter morning. Jesus lives! We have the freedom of knowing guilt no longer convicts us, sin no longer controls us, and death no longer contains us — because Christ is risen! Join us to worship the Savior who is risen to free us.</p>	

OPTION 3





You can find the image with the “Born to save us” theme on Connect. It is sized ready to go with USPress.

[You can find a still image and a motion at Shift Worship. Just click HERE.](#) It is part of the “Outside Tomb” collection.

If you use the JPG on WELS Connect you need to at least buy the still image from *Shift Worship*. It costs \$3. The matching motion costs \$5.

An example of how the back might look is available on connect. The colors used were chosen to match the pallet of the front side. Again, printing both sides in color is standard at USPress. Use the Publisher file on WELS Connect to modify the back of the card for your church. Or create your own back using another publishing program.

 <p>Beautiful Savior EVANGELICAL LUTHERAN CHURCH 720 Old Trolley Road Sumnerville, NC 29482</p> <hr/> <p>EASTER SUNDAY WORSHIP <i>Sunday, April 20th</i></p> <p>6:00am - Sunrise Worship 8:00am - Festival Worship 10:30am - Festival Worship</p> <p><i>An Easter brunch & egg hunt will take place between the two festival worship services.</i></p> <hr/> <p>For more information go to www.ourbeautifulsavior.com</p>	 <p>Come and hear the story of the Savior who died, but is now <i>risen to free us</i>. Regardless of your past, regardless of your circumstances, God wants you to know the freedom that dawned on the first Easter morning. Jesus lives! We have the freedom of knowing guilt no longer convicts us, sin no longer controls us, and death no longer contains us — because Christ is risen! Join us to worship the Savior who is <i>risen to free us</i>.</p>	<p>Non-Profit Org. U.S. Postage PAID Your town Permit No. 001</p>
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OPTION 4




You can find the image with the “Born to save us” theme on Connect. It is sized ready to go with USPress.

[You can find a still image and a motion at Shift Worship. Just click HERE.](#) It is part of the “Empty Inside” collection.

If you use the JPG on WELS Connect you need to at least buy the still image from *Shift Worship*. It costs \$3. The matching motion costs \$5.

An example of how the back might look is available on connect. The colors used were chosen to match the pallet of the front side. Again, printing both sides in color is standard at USPress. Use the Publisher file on WELS Connect to modify the back of the card for your church. Or create your own back using another publishing program.

 Beautiful Savior EVANGELICAL LUTHERAN CHURCH 720 Old Trolley Road Summerville, SC 29482	<i>Risen to free us</i>	Non-Profit Org. U.S. Postage PAID Your town Permit No. 001
EASTER SUNDAY WORSHIP <i>Sunday, April 20th</i> 6:00am - Sunrise Worship 8:00am - Festival Worship 10:30am - Festival Worship <i>An Easter brunch & egg hunt will take place between the two festival worship services.</i>	Come and hear the story of the Savior who died, but is now <i>risen to free us</i> . Regardless of your past, regardless of your circumstances, God wants you to know the freedom that dawned on the first Easter morning. Jesus lives! We have the freedom of knowing guilt no longer convicts us, sin no longer controls us, and death no longer contains us — because Christ is risen! Join us to worship the Savior who is <i>risen to free us</i> .	
For more information go to www.ourbeautifulsavior.com		