



## AMBASSADOR OUTREACH PLANNER UPDATE FOR 2026

Thank you for your partnership in LHM ministry! This planner will assist you with ideas and highlight information as a helpful guide for different ways to share God's love in your community, deepen understanding of God's Word, and support your congregation's mission and outreach with LHM Resources.

Two additional resources just for Ambassadors include the **Ambassador Training Modules** and **Ambassador Reward Program** – both designed to benefit you and your church in utilizing LHM resources throughout the congregation.

Visit [lhm.org/ambassador](http://lhm.org/ambassador) for quick links to both of these pages.

### ***Ambassador Training Module***

These short training videos are designed to share LHM resource information with you along with a few ideas of who to communicate with in your congregation to include as part of mission and ministry. There is also a companion **Note Page** to complete and plan how these resources can be used. Remember to include your **Note Page** when you report completing the training module for the Ambassador Reward Program.



### ***Ambassador Reward Program***

Ambassadors can receive additional benefits by participating in the reward program. The program runs from June 1 through May 31. Download the instruction sheet as a reminder what to report on throughout the year. Complete the online form throughout the year to report on:



- 5 Activities in your congregation using LHM Resources. Remember to take photos to upload with your report.
- Complete 2 Ambassador Training Modules and upload the completed Note Page with your report.
- Receive a \$25 store credit in addition to your 20% Ambassador Discount
- Complete one of these Bonus Events in addition to the activities above to receive a \$50 store credit in addition to your 20% Ambassador Discount
  - Hosting an LHM Sunday at your church
  - Hosting an Outreach Workshop for your congregation—it's a great opportunity to invite other churches in your area to participate
  - Attending an LLL District Convention (where applicable)
- **Note: Store credits will be applied after May 31st based on the activities completed.**

Suzie Sallee, Community Facilitator, Congregations will contact you with store credit information.

***Additional Resources*** – if LHM has an additional resource that you can use to help promote or communicate with your congregation it will be noted below the activity. Contact Suzie Sallee to get those resources by email at [suzie.sallee@lhm.org](mailto:suzie.sallee@lhm.org).

# January

## **Gospel Adventures** - [gospeladventures.org](http://gospeladventures.org)



*Gospel Adventures* teaches children about animals, people, and places of a different country each year. Kids are introduced to children living in that country and who carry out their faith in their day-to-day life. Through the exciting lessons, activities and music, children are introduced to a God whose love is big enough for the entire world. Share this with:

- your family ministry team,
- Sunday School and
- Christian Day School

This is a wonderful resource for schools to use the last week off January during National Lutheran Schools Week.

*Additional Resources: Ambassador Graphics*

## **Gospel Adventures Show** - [gospeladventures.org](http://gospeladventures.org)



Lutheran Hour Ministries and Group Publishing partner on this audio program for kids that uses songs, storytelling, and activities to help kids encounter clear and compelling Gospel themes. In each episode, hosts Ben and Noah teach listeners about Jesus and his love for us! All episodes are available online! Perfect resource for parents, grandparents and caregivers for car rides to and from church or school, downtime before rehearsals or practices with a short and memorable message.

*Additional Resources: Ambassador Graphic*

## **Global Ministries** - [lhm.org/news](http://lhm.org/news)

People are often surprised to hear how many countries LHM operates in around the world. From Ghana to Sri Lanka to Latvia and Guatemala, LHM has a host of staff and volunteers doing vital work on the ground to share Jesus' love in their own heart language. You can:

- schedule an international mission fair
- feature different regions or countries each week in January in your church bulletin, newsletter, or social media pages
- encourage prayer partners for God's mission to those who may not have had the opportunity to hear.

*Additional Resources: Ministry Center Fact Sheet and Newsletters*

# February

## Lenten Devotions - [lhm.org/lent](http://lhm.org/lent)

Each year these poignant messages of God doing His redemptive work through Jesus' life, death and resurrection are read by thousands in English and Spanish. Reflections questions are great for bible study or small group ministry to explore together! You can put these resources in the hands of others both inside and outside your church. They can be downloaded, printed, and shared. During the Lenten season, you can also read the text online, receive them in your inbox as a daily email, or subscribe to listen to the audio podcast and through the LHM app.



## LHM Sunday - [lhm.org/lhmsunday](http://lhm.org/lhmsunday)

Hosting an LHM Sunday is a wonderful way to engage your church family in all areas of their faith with resources from LHM. There are free downloadable materials that you can share with your congregation on a Sunday of your choice throughout the year. Request your LHM Info Kit 2 weeks before your celebration date to display and share a variety of resources from LHM.



## Households of Faith

Encourage your church to use LHM's Barna-based resources from *Households of Faith* that explore the topic of nurturing and growing spiritually vibrant households. Choose from:



- Project Connect and Children's Ministry Booklets - [lhm.org/projectconnect](http://lhm.org/projectconnect)
- LHM Learn - [lhm.org/learn](http://lhm.org/learn)
- Video Based Small Group Bible Study - [lhm.org/biblestudies](http://lhm.org/biblestudies)

# March

## The Lutheran Hour® - [lutheranhour.org](http://lutheranhour.org)

Each week *The Lutheran Hour* proclaims the Gospel to more than one million listeners worldwide. Following the sermon, a Reflection piece offers added value for study and meditation. The program can be accessed online, as a radio broadcast, on the LHM Mobile App, on the American Forces Network, and more. Consider sharing with your congregation:



- the sermon schedule,
- archived sermons,
- reflection pieces,
- history of the program and more.

**Additional Resource:** *TLH Stewardship Newsletter; Ambassador Graphic*

## LHM Easter – [lhm.org/easter](http://lhm.org/easter)



Programs like *Easter Is*, *The Puzzle Club Easter Adventure*, and *3 Days* have been family favorites for years. Sunday School and outreach teams can partner together to host a watch party in conjunction with other mission activities or encourage your church families to invite their neighbors for a fun afternoon. Encourage Bible Study groups to add one of The Lutheran Hour Easter Specials, *Tears of Hope*, for a special Biblical focus or to personal devotion time.

## LHM Learn Online Courses - [lhm.org/lhm-learn](http://lhm.org/lhm-learn)



Unique online courses are available in five faith-building categories through LHM Learn. Courses include a downloadable journal, discussion guide, and interactive digital courses for individuals to use at their convenience. These courses can be used in a small group Bible study setting or Bible class where you have access to the internet. Let your church family know that they can create a FREE account to sign in at any time.

**Additional Resource:** *Ambassador Graphics*

# April

## Project Connect Booklets - [lhm.org/projectconnect](http://lhm.org/projectconnect)



Project Connect booklets come in a variety of subjects such as forgiveness, grief, sharing one's faith, cancer, addictions, finances, parenting, and many more. They're FREE as downloadable PDFs, many available as audio files, and are perfect to share as a pass-along ministry resource to others with questions. Churches, businesses, home offices, and community gathering areas are all outreach locations where Project Connect booklets are offered to the public.

**Additional Resources:** *Ambassador Graphic*

## Hispanic Ministry Resources - [lhm.org/hispanicministry](http://lhm.org/hispanicministry)

In the United States, Hispanics are the second-largest ethnic population. By 2060, it is expected that Hispanics will constitute more than 27% of the American population. Cristo Para Todas Las Naciones™ (CPTLN – Christ for All Nations) is the Hispanic Division of Lutheran Hour Ministries and shares the love of Christ through Christian programs and outreach materials such as:

- *Para El Camino* – website with a variety of resources like sermons, videos, and devotionals
- *Sentido Latino* – podcast that addresses topics of interest from a traditional Christian perspective
- *Vivenciar* – website partnership with LHM Latin American Ministry Centers
- *CPTLN Mobile App*
- Many of the Project Connect, Children's Ministry booklets, and seasonal devotions are available in Spanish.

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These are great resources for the Spanish-speaking members of your congregation to share or for your church to share in outreach with the Hispanic Community in your area.

**Additional Resource:** *Trifold Hispanic Resources Brochure* – [shoplhm.org](http://shoplhm.org); *Ambassador Graphics*

## **Video-Based Bible Studies** – [lhm.org/biblestudies](http://lhm.org/biblestudies)

LHM produces video-based Bible studies with discussion guides that you can share with your Director of Education and various Bible Study groups. There are a few categories to choose from:



- Nurturing Your Faith
- LHM + Barna
- General Studies

You can create an online account to download the videos and discussion guides for free or you can purchase the DVD versions, study guides, and companion resources.

**Additional Resource:** *LHM Resource Bookmark* – [shoplhm.org](http://shoplhm.org); *Ambassador Graphics*

## May

**Complete your Reward Program reports by May 31 in order to receive your additional store discount.**

### **Thred** – [thred.org](http://thred.org)

Acquaint young adult members of your church with *Thred* – LHM’s cutting-edge social media presence. Using social media elements like video, in-depth articles, Facebook interactions, group dialogues, and more, Thred is connecting with users on many levels. Thred’s typical audience skews toward younger ages (25 – 45), but the style of its conversation appeals to a diverse audience.



**Additional Resource:** *Bulletin Insert*; *Ambassador Graphic*

### **Mother’s Day**

Show the women in your community how much they’re valued by hosting a luncheon in their honor. To express your appreciation for all they do, give them something this Mother’s Day from LHM. Visit our online store to select a few items to share in a gift bag:



- Daily Devotion Flower Sticker
- Households of Faith Magnet Notepad

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- Project Connect Booklets such as the *Helping Your Child Bundle* or *35 Character Building Prayers for Grandparents*
- Prayer Cards—encourage the mother to keep one and share the others
- A special drawing for devotional books *Step by Step* or *Sing for Joy: 100 Days of Psalms*

## National Day of Prayer

Host a National Day of Prayer Breakfast or Lunch, or open the church for the community to come and pray together. Prayer—for our families, for our churches, and for those who have not yet responded to the call of the Gospel—are all worthwhile petitions to make on this day devoted to prayer. LHM has several resources focus on prayer to share with your congregation or community:



- Video-based Bible Study - *Nurturing Your Faith: Prayer* - [lhm.org/biblestudies](https://lhm.org/biblestudies)
- Project Connect Booklets - [lhm.org/projectconnect](https://lhm.org/projectconnect)
- Prayer Cards to share - [shoplhm.org](https://shoplhm.org)

**Additional Resource:** [Prayer Request Graphic](#)

## June

### Vacation Bible School - [lhm.org/projectconnect](https://lhm.org/projectconnect)

Connect with your Director of Education or VBS Leaders to consider providing LHM's illustrated kids' booklets to VBS students. Choose from Booklets:



- For foundational faith sharing principles: *Let's Be Disciples; Learning to Pray; Sharing Your Faith*
- Introduce children to the Gospel message: *The Easter Story; Do You Know Who Jesus Is?*
- Teach children about their value in God's sight and to see value in others: *The Bully; Precious in His Sight; I Love My Neighborhood*

They are also available in Spanish. All of them are perfect for sharing!

### Father's Day

Gather the men in your church family in Bible study through the Video-Based Bible Studies, with many topics geared specifically for men and fathers:



- *Reel to Real*
- *Ned Jarrett - Never Rode Alone*
- *Fatherhood*
- *He Who Dies With The Most Toys Still Dies*, to name a few

After church, you can host a BBQ, watch a televised game, host a friendly contest of horseshoes or cornhole, and have some fellowship and fun!

Through the online store select a few items to share in a gift bag:

- Daily Devotion Mountain Sticker
- Project Connect Booklets, such as the *Helping Your Child Bundle*, *35 Character Building Prayers for Grandparents*
- A special drawing for devotional books *Step by Step* or *Sing for Joy: 100 Days of Psalms*

## Spiritual Conversations in the Digital Age

Encourage your church to use LHM's Barna-based resources from *Spiritual Conversations in the Digital Age* that explore the topic of faith based conversations through the *Spiritual Conversation Curve*. Choose from:



- Project Connect and Children's Ministry Booklets – [lhm.org/projectconnect](http://lhm.org/projectconnect)
- LHM Learn – [lhm.org/learn](http://lhm.org/learn)
- Video Based Small Group Bible Study – [lhm.org/biblestudies](http://lhm.org/biblestudies)

**Additional Resources:** *Ambassador Graphics; High School Curriculum Bulletin Insert*

## July

### Daily Devotions - [lhm.org/dailydevotions](http://lhm.org/dailydevotions)

With messages based on the church calendar's three-year lectionary, individual devotions are based on Psalms, the Old Testament, the New Testament, and Gospel texts. Additional devotions each week explore a hymn from the Lutheran Service Book, classic short messages from our archives, and a preview of *The Lutheran Hour*® sermon for the week. The Daily Devotions offer an excellent opportunity to study God's Word through text and reflection questions.



**Additional Resources:** *Daily Devotion Bookmark* – [shoplhm.org](http://shoplhm.org); *Ambassador Graphics*

### Take Lutheran Hour Ministries on the road with you this summer!

- **LHM Mobile Apps** - [lhm.org/apps](http://lhm.org/apps)

You can access *The Lutheran Hour*®, *Daily Devotions*, video-based Bible Studies, and Project Connect booklets – all through the Connected by LHM App. It's FREE to download and use on your mobile device.

You can also access resources in Spanish from Cristo Para Todas Las Naciones™ in the CPTLN mobile app!

- **Podcasts** - [lhm.org/podcasts](http://lhm.org/podcasts)

Through podcasting, many of LHM's resources are now available ... everywhere! Interested in a quick message to encourage you in your day? Take inspiration from LHM's offering of podcasts. These are FREE audio files you can easily download to your computer or mobile device. You can listen to sermons from The Lutheran Hour®, reflect on a Daily Devotion, Sentido Latino, Ayer, Hoy Y Siempre, and much more.

*Additional Resources: Bulletin Announcements, Ambassador Graphics*

## Social Media Communication Channels

Add LHM Social Media to your congregation's communication channels, and encourage church members to follow as well. This will assist you in keeping people informed of ministry impact stories, new resources, and prayer partners. This will be a great way to engage young adults by providing encouragement in their faith walk. LHM Social Media Channels are:

- Facebook: <https://www.facebook.com/LutheranHourMinistries>
- Instagram: <https://www.instagram.com/lutheranhourministries>
- X (formerly known as Twitter): <https://x.com/lutheranhourmin>
- YouTube: <https://www.youtube.com/user/LutheranHourMin/featured>
- Vimeo: <https://www.youtube.com/user/LutheranHourMin/featured>
- LinkedIn: <https://www.linkedin.com/company/lutheran-hour-ministries>
- Stay tuned on what LHM is doing with up-to-date news at [lhm.org/news](http://lhm.org/news)

*Additional Resource: Bulletin Announcements*

## August

### Back to School

Partner with day school and preschool teachers, or your Director of Education and Sunday School leaders to host a fun lunch or afternoon watch party to get families ready for a new school year by visiting a *Gospel Adventures* ([gospeladventures.org](http://gospeladventures.org)) country that teaches kids about the world and how others live in faraway places. Create a gift bag for each family with an array of resources:



- An array of Gospel Adventures Tattoos or Colored Pencil set for the kids
- Project Connect Booklets School Bundle for adults and children
- From the Households of Faith resources
  - *30 Days of Household Devotions*;
  - *Household of Faith Magnet Notepad*;
  - *Vibrant Conversation Deck* (playing cards)
- Special drawing to give away copies of *The Spiritually Vibrant Home – The Power of Messy Prayers, Loud Tables and Open Doors*.

You can find the resources above at [shoplhm.org](https://shoplhm.org).

## Better Together – [hopefulneighborhood.org](https://hopefulneighborhood.org)

Do you want to encourage the people in your congregation to love their neighbor? Not just in the general sense, but the people who share the same street? The *Better Together Kit* has resources for just that. Along with those resources, *The Hopeful Neighborhood Project* offers an online network and a 3-step process designed to help people complete a neighborhood project that uses the God-given gifts of a neighborhood and a focus on possibilities to improve neighborhood well-being. They are also great for churches and members to participate in National Night Out in August.



Celebrate National Good Neighbor Day on September 28 with these resources:

- Getting Started Guide for Churches to download for free.
- Free curriculum for small groups, *Love Where You Live*.
- The digital kit includes sermon outlines, a small group curriculum, publicity materials, and more.
- You can find these resources at [nationalgoodneighborday.org](https://nationalgoodneighborday.org)

**Additional Resource:** *Ambassador Graphic*

## EveryGift Inventory

Curious about the aptitudes, innate abilities, and acquired skills that make you unique? You have access to the *EveryGift Inventory* through the *Gifted For More* resources, a central tool to help your congregants understand their giftings and discover the role they play in serving their communities.



This comprehensive assessment covers 12 distinct areas of giftings, and can point congregants to the aptitudes, innate abilities, and acquired skills that make each of them unique.

Share the *Gifted For More* resources with your pastor and church leadership to engage the whole congregation to use and share their giftedness at home, in the church and in the community. All the *Gifted For More* resources are found at <https://shoplhm.org/lhm-barna/gifted-for-more/>.

## September

### Tournament of Roses Parade LHM Float & PetalPushers – [shop.petalpushers.org](https://shop.petalpushers.org)

Share with your congregation the opportunity to volunteer with the PetalPushers during the Christmas holidays. As a PetalPusher volunteer, you participate through float decoration and/or assist with outreach and hospitality before, during, and after the Tournament of Roses Parade. A special project of the So California LLL District, the LHM float is the longest running Christian float in the parade devoted to proclaiming God's love in Jesus. Here are various ways to engage your church family with the parade:

- Download the Coloring Page Contest information this fall to share with children to participate. Completed artwork due November 1
- Host a watch party at the church to ring in the new year
- Publicize the TV stations (check your local listings).

## Celebrate Hispanic Heritage Month – [lhm.org/hispanicministry](http://lhm.org/hispanicministry)

Hispanic Heritage Month (September 15 – October 15) is a nationally recognized time to celebrate the cultural heritage and contributions of Spanish-speaking communities in the United States. LHM participates in a special way by highlighting the outreach efforts through our Hispanic Ministry division and uplifting our Hispanic neighbors with LHM resources.

**Additional Resources:** [Ambassador Graphics](#)

## Prison Ministry - [lhm.org/worthy](http://lhm.org/worthy)

LHM has resources for outreach to incarcerated people. Review all the resources available to share with chaplains or churches involved in prison ministry. Here are the resources available:

- *The Journey Home*, a 12-part Bible Study is also available in Spanish
- *More Gifted than You Realize* Bible Study
- Project Connect Booklet – *The Voice You Can Trust: Encouragement for the Incarcerated*
- LHM Learn Online Courses ([lhm.org/learn](http://lhm.org/learn)) Behind Bars I and II

**Additional Resource:** [Ambassador Graphic](#)

# October

## Halloween Outreach – [lhm.org/projectconnect](http://lhm.org/projectconnect)

When the kids come knocking this Halloween, share something that will last longer than candy: kids' booklets from LHM. Slip these little gems into Halloween baggies and be a big hit with the little ones. These are great resources if your church hosts a Trunk or Treat. Fun titles include the following:



- *Let's Be Disciples*
- *Sharing Your Faith*
- *Learning to Pray*
- *The Easter Story*
- *The Christmas Journey*
- *The Bully*
- *I Love My Neighborhood*
- *Precious in His Sight*
- *Do You Know Who Jesus Is?*
- Most titles are also available in Spanish.

## Reformation Day Celebrations - [lhm.org/biblestudies](http://lhm.org/biblestudies)

Naturally, LHM has great resources to honor the life and legacy of Martin Luther. Work with the pastor and Director of Education to share with Bible Study Groups, Day School, and Sunday School leaders. Use the three Video Bible studies, each study featuring expert commentary on Luther, and in-depth discussion guide:



- *A Man Named Martin: Part 1: The Man*;
- *A Man Named Martin: Part 2: The Moment*;
- and *A Man Named Martin: Part 3: The Movement*
- Project Connect Booklet ([lhm.org/projectconnect](http://lhm.org/projectconnect)), *A Treasurer Revealed: Martin Luther and the Events of the Reformation* by Dr. Carol Geisler.

## The Lutheran Layman - [lhm.org/layman](http://lhm.org/layman)

With each themed issue (available in print and online editions), readers learn about LHM's global ministry operations, new books, booklets, and Bible Studies, upcoming conferences or gatherings, ministry impact stories from around the world, and more. Annual donors receive a complementary copy delivered to their home. Congregations receive free copies and can request more to meet their needs. Go online to review current and previous issues.



# November

## LHM Resources for Veterans - [lhm.org/veterans](http://lhm.org/veterans)

Celebrate Veteran's Day by connecting veterans in your congregation with LHM resources designed specifically for them. This is a wonderful opportunity to reach out to veterans in the community to join you. We have a variety of resources your church can use for a special day all designed with, by, and for veterans:



- *Called to Serve - Utilizing Our Gifts as Veterans* Bible Study
- *Warriors of Faith* Bible Study
- *Valuing Veteran's Gifts to the Community*
- Make a gift bag for those who attend the event with Project Connect Booklets - *Why Do Bad Things Happen - Courage During Difficult Times* and *The Conflict at Home - Soldiers Confronting PTSD*

**Additional Resources:** *Ambassador Graphics*

## Advent Devotions - [lhm.org/advent](http://lhm.org/advent)

In celebration of the birth of our Savior, LHM's Advent devotions are read by thousands in English and Spanish.



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- This is a great resource to customize and print to share in your church's outreach events or have church families share with others.
- Great for Bible Study groups to use the reflection questions to have deep spiritual conversation!
- Share with your church families to use as part of their family devotion time during Advent.
- Encourage members to subscribe and have them delivered directly to their email.

### **Giving Tuesday** - [lhm.org/giving-tuesday](https://lhm.org/giving-tuesday)

When you give this holiday season, please keep LHM's ongoing ministry in mind. Since its inception, LHM has been a donor-driven member organization. As such, Giving Tuesday is an excellent opportunity to make a financial gift to LHM and participate in the work LHM does here in the U.S. and around the world, spreading the Gospel to those who need to know their Savior. To take advantage of this opportunity held the first Tuesday after Thanksgiving, to help expand LHM Gospel reach. You can also share these resources with church members:

- The Lutheran Layman - [lhm.org/layman](https://lhm.org/layman)
- Annual Report - [lhm.org/report](https://lhm.org/report) - to share how these financial gifts are stewarded along with impact stories in sharing God's message of hope through the Gospel around the world.

**Additional Resources:** *Bulletin Announcements*

## December

### **LHM Christmas Specials** - [lhm.org/christmas](https://lhm.org/christmas)



Gather your evangelism team and education leadership to host a party to watch some LHM classic TV programs. Encourage your congregation to host at their home for family, friends and neighbors. LHM offers programs including:

- *Christmas Is*
- *Red Boots for Christmas*
- *The Little Shepherd*
- *The City That Forgot Christmas*
- and *The Stableboy's Christmas*

The Lutheran Hour has provided a few Christmas specials are a great addition for Bible Study groups, faculty or church admin devotions, or personal devotion time.

## End of the Year Thank you!

Nothing says, “Thank you!” like a little party showing your appreciation. The end of the year is full of joy over the blessings God has provided during the year. As a testimony to the generosity of these financial gifts and LHM’s able stewardship with these funds, we now reach hundreds of millions of people around the world with some form of Gospel message. As the year draws to a close, we say “Thank you!” for your gracious support and invite you to share our thanks with donors in your congregation by writing a thank-you note or hosting a thank-you party.



Go to [shoplhm.org](https://shoplhm.org) to share a small gift to go with your thank you note or to share at the party. Gift bags could include:

- *One Year Bible Reading Plan*
- *LHM Resource Bookmark*
- *Prayer Cards*
- *Trifold of Hispanic Resources*
- *Stickers –*
  - *Daily Devotion Mountain Stickers*
  - *Daily Devotion Flower Stickers*
  - *variety of LHM Stickers*
- *Have a special drawing for copies of:*
  - *The Spiritually Vibrant Home – The Power of Messy Prayers, Loud Tables and Open Doors*
  - *Devotional book Step by Step*
  - *or Sing for Joy: 100 Days of Psalms*

Contact Suzie Sallee ([suzie.sallee@lhm.org](mailto:suzie.sallee@lhm.org)) to request your Congregation Member Report (CMR) to use as an invitation list for those in your church who support LHM.

## Ambassador Training and Reward Programs

Take time to reflect on a wonderful year of mission and ministry. We are blessed by your partnership in ministry. Use this time to review the Training Modules as well as make plans for completing the Reward Program at this half-way mark.