

Social Media Week

During the week of March 14-20, the Gulf Coast Synod will provide daily social media posts for you to share on your channels, inviting members of your congregation to generously support their neighbors through this appeal. In this socially distanced time, this enables a great opportunity to reach a wide audience. Gifts come directly to the synod, with donors able to share that they are part of your congregation (to work toward the challenge gift).

These social media posts will be made available in two ways:

- You can directly include them on your social media platforms. The text, images, and memes for the daily posts will be available at <https://gulfcoastsynod.org/emergency-winter-freeze-appeal-congregations/> on March 10th. Simply download and insert them daily.
 - To download the images, right click on any image.
 - It will open in a new window or tab.
 - Right click on the image and select "Save Image as"
 - Download the image to a place where you can locate it and then you are free to upload it to your social media.
- The posts will be made on the [Gulf Coast Synod Facebook](#) page. You may share these daily posts to your congregation with words of encouragement and support.

Sunday – 3.14.21

We invite you to take part in the Gulf Coast Synod's Emergency Winter Freeze Appeal, raising \$100,000 to rebuild lives. This includes St. James Lutheran Church in Houston, where people in the community have long turned for support. Give and learn more at <https://gulfcoastsynod.org/emergency-winter-freeze-appeal/>.

*Our church is taking 20 to 25 calls a day from people needing help. **We are out of grant monies at this time**, and are having to turn away needy people until we receive a grant. Rev. Arthur Murphy, St. James Lutheran Church, Houston.*

A generous donor will provide \$5,000 when 400 donors give gifts of any size. As God's people come together, we can reach this goal!

Monday – 3.15.21

We invite you to take part in the Gulf Coast Synod's Emergency Winter Freeze Appeal, raising \$100,000 to rebuild lives and buildings. This includes Prince of Peace Lutheran Church in Houston, where burst pipes led to significant damage. Give and learn more at <https://gulfcoastsynod.org/emergency-winter-freeze-appeal/>

*When we can repair all that is damaged, **we will continue to be a community of faith gathered by the love of God** and our neighbors can continue working in the kingdom of God, allowing ourselves to be used by the Spirit of God to touch the lives of our community and its surroundings. ~ Rev. Adriana Johnson-Rivas, Principe de Paz Lutheran Church, Houston*

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Tuesday – 3.16.21

We invite you to take part in the Gulf Coast Synod's Emergency Winter Freeze Appeal, raising \$100,000 to rebuild lives. This includes people like those in Pastor Pete Lopez's community. Pastor Pete's home received significant damage. Others faces worse. Give and learn more at <https://gulfcoastsynod.org/emergency-winter-freeze-appeal/>

*There were some who fared much worse than we did. We are blessed to have home insurance and although insurance is not paying for everything, we are blessed to have jobs to keep us going. This is not the case for an apartment complex about 3 miles away from our home. These apartment buildings are subsidized housing. **Here are people who have so little and it all burned on that frozen night.** ~ Rev. Pete Lopez, St. John Lutheran Church, Angleton and St. Peter Lutheran Church, Bay City.*

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Wednesday – 3.17.21

We invite you to take part in the Gulf Coast Synod's Emergency Winter Freeze Appeal, raising \$100,000 to rebuild lives. This includes our siblings in Christ in Galveston. Give and learn more at <https://gulfcoastsynod.org/emergency-winter-freeze-appeal/>

*We still have families dealing with water break issues... once one break is fixed, another explodes as the water system pressurizes. We have folks needing to choose which bill to pay as they struggle to make it day to day. Before the freeze we had many hurting families in the community, the freeze has only exacerbated the number of families. **How can we not respond when we see our sisters and brothers in need?** ~ Rev. Richard Rhodes, First Lutheran Church, Galveston*

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Thursday – 3.18.21

We invite you to take part in the Gulf Coast Synod's Emergency Winter Freeze Appeal, raising \$100,000 to rebuild lives. This includes St. James Lutheran Church in Houston, where people in the community have long turned for support. Give and learn more at <https://gulfcoastsynod.org/emergency-winter-freeze-appeal/>

*The Winter Freeze brought a 50% increase in demand for food and cash. We logged 300 families asking for assistance at our church. **I noticed in the families stopping by our church more despair and anxiety.** They don't know who else to turn to for help. ~ Robert Rivera, St. James, Lutheran Church, Houston*

A generous donor will provide \$5,000 when 400 donors give gifts of any size. As God's people come together, we can reach this goal!

Friday – 3.19.21

We invite you to take part in the Gulf Coast Synod's Emergency Winter Freeze Appeal, raising \$100,000 to rebuild lives. We thank the many generous people who have taken part. Give and learn more at <https://gulfcoastsynod.org/emergency-winter-freeze-appeal/>

*It's not just about serving, any organization can do it. **As a church we are called to serve and evangelize.** Show the face of Christ to others. ~ Rev. Gabriel Marcaño, Sagrada Familia/Kinsmen Lutheran Church, Houston*

A generous donor will provide \$5,000 when 400 donors give gifts of any size. As God's people come together, we can reach this goal!

Saturday 3.20.21

If you haven't done so yet, we invite you take part in the Gulf Coast Synod's Emergency Winter Freeze Appeal, raising \$100,000 to rebuild lives. Generosity abounds! Together we're making a huge impact in our communities. Give and learn more at <https://gulfcoastsynod.org/emergency-winter-freeze-appeal/>

*I have been so touched by the ways individuals and congregations have responded to the disaster we have experienced this year. We have to do all we can to support this important work. **Thank you for your generosity.** Bishop Michael Rinehart*