



# *Christmas Communication Strategy Guide*

church media  
*Squad*



PRO CHURCHMEDIA



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# Introduction & Goals

Hey there, and welcome to Pro Church Media's Christmas Strategy Guide. Woven within these pages are insights, tips, and strategies designed to equip you with community, resources, and inspiration this holiday season.

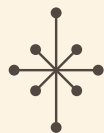
You're about to discover a goal-setting guide, communication plan, content calendar, sample copy (aka the words for your communication), and a Christmas checklist.

Our primary goal through this guide isn't about filling your church to the brim; it's about creating impactful connections in your community that hopefully last long beyond the holiday ham.

When using this guide, we encourage you to not just copy and paste but to think about how you can take the ideas, concepts, and strategies and implement them uniquely in your context and community (...and when it works, just copy them too 😊).

When you take the time to contextualize these ideas for your own community, you're not just repeating words—you're building an authentic conversation that has the potential to change lives.

So, let's get to it! Because Christmas will be here before you know it. 🤖



# Setting Clear Communication Goals

## *Making Your Christmas Communications Shine Bright!*

Ever wondered how to set a clear goal that truly resonates with your Christmas Communication Plan? It's all about intent and impact, friend. It's time to replace the old habits of merely "getting people in the door" with a strategy of making a lasting, meaningful impact.

Just remember: You're not promoting an event, but offering an invitation to an experience that extends beyond Christmas. Keep this at heart, and you'll not only have a healthy turnout but also cultivate deeper, more enriching connections.

### **How to Set a Clear Goal for your Christmas Communications Plan:**

Rather than just getting people in the door, focus your communications strategy on making a lasting impact. (We'll probably say it at least one more time...) Start by defining your desired outcome - what difference do you want attendees to experience?

For example, instead of solely aiming for "X number of people at the Christmas Eve service," set a goal like "helping people encounter the love, hope, peace and life found in Jesus." This will direct all your communications from a place of meaningful ministry rather than simple marketing.

With that outcome in mind, craft targeted messages. Share stories of how others discovered love, hope, peace, or life through Christ. Create devotionals or challenges on social media guiding people to actively seek these things in Jesus during the season. Make it about more than just Christmas - help people draw near to their Savior!

People face thousands of ads daily, so avoid a solely promotional approach. If readers feel encouraged and equipped to grow, rather than just marketed to, you've truly won them over.

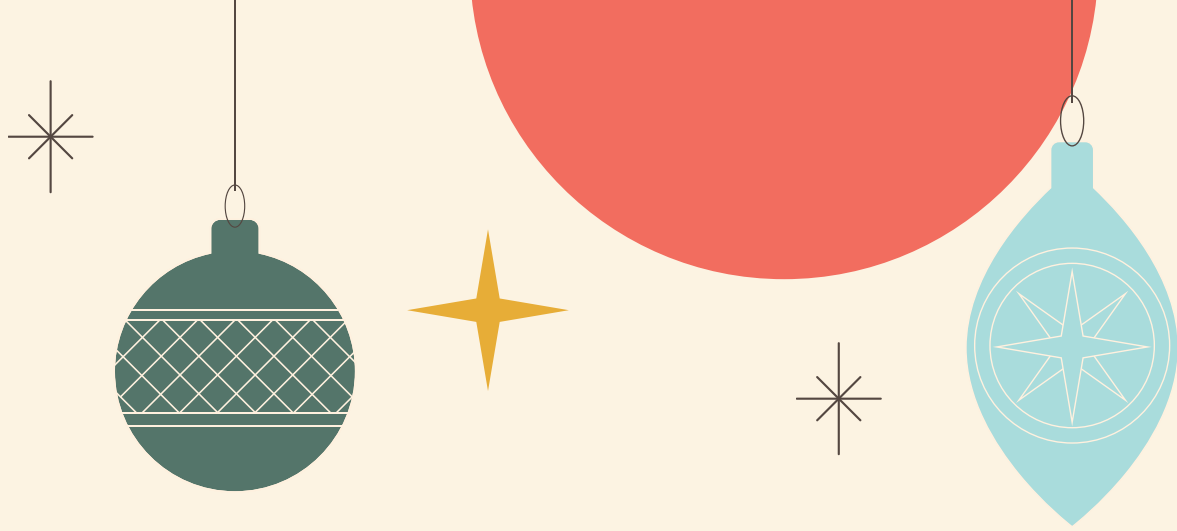
But we get it, numbers are still important for event planning purposes. However, by focusing communications on outcomes over turnout, you'll have a more rewarding impact - and that's the true goal, isn't it? Get started defining your desired outcomes today to create communications truly worth sharing this Christmas.

#### **DON'T DO THIS:**

We want to see an average of 400 people attend every Christmas Eve service.

#### **DO THIS:**

By attending the Christmas Eve service, people will learn that the love, joy, peace, and compassion found in the holiday can be experienced all year round in Jesus.



You can see the focus shift from simply wanting 400 people to attend your Christmas Eve service to more actionable items you can hone in on for sermon writing, social posts, newsletter copy, and more. Knowing we want church-goers to understand that true love, joy, peace, and fullness of life can be experienced year-round in Jesus will allow everything you write to point toward this goal!

#### NEWSLETTER COPY NOW SHIFTS FROM:

Join us for one of our Christmas Eve Services this holiday season and learn how to get those Christmas vibes all year long.

**Service Times:**

Dec. 23 | 3 PM, 6 PM

Dec. 24 | 3 PM, 6 PM

TO

Love, joy, hope, and peace – these words deck the halls and ring through our radios this time of year. But are these blessings meant only for Christmas? What if we could experience action-oriented love beyond December? Or joy that lasts past the lights coming down. This Christmas Eve, come discover how you can experience the best parts of Christmas all year round in the Kingdom of God! Whether you call Calvary Church your home or are simply looking for a service your family can attend, Christmas Eve at Calvary is for you.

**Service Times:**

Dec. 23 | 3 PM, 6 PM

Dec. 24 | 3 PM, 6 PM

***So give it a try.***

**Pro Tip:** Get your decision-makers together and write out your Communications Goal for this Christmas.

# Crafting the Communication Plan

Alright, friends, it's time to roll up those sleeves and get down to planning. We're talking about creating an exceptional content calendar, crafting powerful on-stage announcements, and making the best use of your social platforms, emails, websites, or even a text messaging service, if you have one.

Remember, every communication channel is your ally this season, but you don't have to use every communication channel out there. Think through which channels are the best for engaging with your people and the community.

This image shows a blank sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# Social Content Calendar Example

Coming up next, we've got a Christmas Content Calendar that's going to make social media management feel like a breeze this season. Below, you'll find a breakdown of different types of posts you can create and what those posts do for your engagement.

**Pro Tip:** Remember, the key is not to imitate completely, but to contextualize the content for your own community and church family. However, if it really works to use the same content, we're not mad about it. 😊

## December 2023

**TEAM IDEA:**  
Reels covers can be photos from past Christmas events.

PHOTO POST

GRAPHIC POST

REEL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30 REEL - Lead Pastor invite / Less than 1 month away!	1	2
3	4 GRAPHIC POST - Why does the birth of Jesus matter for humanity?	5 REEL - College Pastor Invite / Speaking to college students	6	7 GRAPHIC POST - Jesus brings love / Christmas Invite	8	9
10	11 GRAPHIC POST - Jesus brings hope / Christmas Invite	12	13 REEL - Kid's Pastor Selfie Invite / Kid's activities	14 GRAPHIC POST - Jesus brings joy / Christmas Invite	15	16
17	18	19 REEL - Lead Pastor Selfie / Join us this Sunday	20 GRAPHIC POST - Jesus brings peace / Christmas Invite	21 PHOTO POST - See you Monday! / Christmas meaning	22	23
24 GRAPHIC POST - Why does the birth of Jesus matter for humanity?	25 PHOTO POST - Merry Xmas! / Xmas Eve Recap / Testimonies or "What God did"	26	27	28	29	30

## Reel - Selfie Video:

Imagine getting a personal invitation from your pastor or ministry leader that delves into an upcoming sermon theme, targets a specific audience, or just offers a word of encouragement. Our aim with these posts is to strike a chord by addressing real questions and meeting your communication goals. Interestingly, we've noticed that selfie-style videos, as opposed to high-end productions, often resonate more with viewers on social media. Why? Their authenticity and approachability seem to get more eyes and create a stronger connection.

## Graphic Post:

This type of post lets your design shine and leans into the power of words. Use this type of post to encourage your followers to interact with scripture, consider relevant questions, and apply biblical principles to their life - all aligning with your Communication Goal. (You'll see some examples of this on the following pages). You can get creative and put the meat of the content in the graphics and use carousels to break it up into bite-sized bits of information OR you can hit 'em with a stunning graphic and put the quality content in the caption. Give both and try and see which one gets better engagement with your followers.

## Carousel Post:

We love the power of a well-built carousel post. It can be with words (as we mentioned above) or photos. One of the strengths of a carousel post is that Instagram will essentially create a post using each image from the carousel on your followers' feeds, so the potential to see your content is multiplied.

## Photo Post:

I don't think we need to explain the impact of a great photo. That's what this post is - a chance to say all the things you wish you could but don't have to when a picture says it all. Share great photos from last year.

### This could include:

- ★ A photo that helps people to understand what to expect from your space because they see your lobby or your worship center.
- ★ A photo of people at a photo booth or enjoying coffee or hot chocolate. This type of photo helps them relate to you and realize they can expect some fun and kid-friendly experiences.
- ★ A photo of kid's ministry. Parents love to have an idea of what they are putting their kids into - so show them! If you don't have kids ministry options available, then show a picture of families within your service to help people understand it's "all ages welcome" kind of thing.
- ★ A photo of the traditional moment in your Christmas service. Most non-believers come to church on Christmas because they consider it one of their traditions. As much as you think they might like the pre-service Christmas movie trivia or the live music in the lobby, they often love the things they know they can always expect- like the candlelight moment in Joy to the World.

The main thing with photo posts is to make sure they are authentic, represent your community, and we can't help but say it, are HIGH QUALITY. We can no longer get by with blurry images or pixelated photos. Try your best to post images that are clear. Remember, you're competing with ads, highly creative influencers, and... well Gen Z!

If you don't have any photos, here are some free resources we love.

[unsplash.com](https://unsplash.com)

[pexels.com](https://pexels.com)

[pixabay.com](https://pixabay.com)





# *Mastering the Art of Engaging Copy for Effective Church Communication*

We've mentioned the term "copy" several times throughout this guide, so let's pause to clarify its meaning. In the communications and marketing industry, "copy" refers to written content designed to convey a message or promote something. For example:

## ***Boring Copy:***

Join us for Christmas at Dartwood.

## ***Better Copy:***

Where do you plan to celebrate the true reason for this season on Christmas Eve? Why not bring your family to Christmas at Dartwood?

## ***Great Copy:***

Longing to experience something real this Christmas? Come meet the God who offers you joy over momentary pleasure, peace that quiets the noise, and love that never expects you to have it all together. Join us for our Christmas gathering at Dartwood!

So then, copywriting is the verb - the action of writing said things and always with the assumption that it is "great copy." You don't ask for copywriting and expect the boring option. Copywriting is one of the most important skills you can have when it comes to crafting effective communication pieces.

The power of our words cannot be overstated, sharing the biblical wisdom found in Proverbs 18:21, "Death and life are in the power of the tongue." This truth holds whether we're prophesying from the pulpit or promoting Christmas Eve Service on social media. Our words are not tools for manipulation; they are instruments to offer something profoundly better to those who hear them! And let's not forget that we have the best thing to offer: the life-changing love and grace found in Jesus Christ!

As communicators for the Kingdom, we bear a responsibility to craft our messages with intention, clarity, and creativity. After all, if we remember correctly, there was a Man from Nazareth who set the ultimate example by using words that both challenged and comforted, provoked thought, and provided peace. Let's aim to follow in His footsteps, using the power of words to offer real life change, whatever platform we're graciously given to share them.

And while you may not be a professional or have one on your team, your newsletters, website copy, social posts and more can be set apart from the rest with these 4 tips:

## 1. Attention Grabbing Headline

Your headline is the first thing your audience will see, so it's important to make it attention-grabbing and relevant to their interests. Use powerful words, action verbs, numbers or an emoji to make your message stand out.

### Avoid Christmas Service Headlines like:

- ★ Join Us for Christmas Service
- ★ Attend Christmas Eve Mass with Us
- ★ It's Christmas! Come Celebrate with Us

### Instead, Lean Into More Engaging Christmas Service Headlines:

- ★ Discover the True Meaning of Christmas with Us
- ★ Christmas at [Your Church Name]: Experience Joy and Love Like Never Before
- ★ A Christmas Like No Other: Find Lifelong Peace and Hope

## 2. Lean into the Power of the Word "You"

Avoid sending generic messages that don't connect with your reader. Use personalization to tailor your message to just one reader. Remember that communication is about connecting with people. Using language that is empathetic and relatable will draw in a reader and keep them with you long enough to make it to your call-to-action. (More about this later.)

## 3. Share Outcomes, Evoke Emotion, and Use Storytelling

Outcome-oriented language and emotional appeals can create a sense of urgency and excitement around your message (whether it's an event or sermon series). Using storytelling can also help to make your message more relatable and memorable.

## 4. Provide One Clear Call-To-Action (CTA)

Your call-to-action should be clear, concise, and actionable. Make it easy for your reader to take the next step, whether that's signing up for an event, joining a small group, or putting into practice the biblical principle you just talked about. Don't keep people from doing what they need to do to be at your event or practically live like Jesus.

### Event-based CTA:

- ★ Sign up to save your spot at the training here: [Insert Link]

### Discipleship-based CTA:

- ★ Take a courageous step this week: pray out loud for one person, whether in your small group or with a friend, because the best way to grow is to take action!

### Avoid Uninspiring CTAs like:

- ★ Confirm Your Attendance for the Christmas Service
- ★ Register for Christmas Eve Service
- ★ Sign Your Kids Up for Christmas Eve Gathering

### Instead, opt for More Effective Christmas Service CTAs:

- ★ Let Us Know We'll See Your Face at the Christmas Celebration: [Insert Link]
- ★ Ready to Experience the True Heart of Christmas? Save Your Spot Now: [Insert Link]
- ★ 🌟 Light Up Your Child's Christmas! Secure Their Spot at Kid's Christmas: [Insert Link]



# Sample Copy for Social Posts

Here are some of our favorite ideas for engaging content that'll keep your community excited and involved during the run-up to Christmas. Let these inspire your social media and stage announcements!

## Service/Sermon Promotion Posts

### Carousel Post:

[Portrait pictures of the nativity scene, with text overlay on each image] Slide 1. The manger. Slide 2. Mary & Joseph. Slide 3. The shepherds. Slide 4. The Wise Men. Slide 5. The Star.

Caption: Each tells a unique story of Emmanuel – God With Us. Join us this Sunday for ‘The Different Voices of Advent.’

Sunday | [service times 9 & 11 AM] | Grace Church

### Graphic Post

Caption: This Sunday, walk away with a better understanding of Jesus' journey from the manger to Messiah and what it means for you today.

Saturday 7PM | Sunday 9 & 11AM

### Graphic Post:

Text in graphic: Christmas is here...but i'm just not feelin' it.

Caption: It's the season of joy, laughter, and carols, but something's holding you back from feeling it this Christmas. Don't worry, you're not alone.

Join us at Grace Church where everyone's welcome, even the Scrooges. 😊 Just because you don't "feel" it, doesn't mean there isn't joy, love, and hope surrounding you!

Saturday 7PM | Sunday 9 & 11AM

## Creative Christmas Post

### Carousel Post:

Slide 1: (Image) Close up of a manger scene

Slide 2: (Image) Focus on the baby Jesus

Slide 3: (Image) Mary and Joseph

Slide 4: (Image) The farm animals around them

Slide 5: (Image) Wide angle of the entire scene

Caption:

When you look at a manger scene, what do you see?

- An innocent baby?
- A young mother and protective father?
- A bunch of smelly farm animals?

Beneath this quaint scene lies a profound narrative. God Himself choosing to dwell among us. Divine authority wrapped in human vulnerability. A promise of eternal life for all.

🤔 As we pass by countless nativity scenes this Christmas, let's remember the raw and extraordinary significance. It's not simply about the birth of a baby, but the story of an unshakeable love – a story that can change us all.



Mary & Joseph



## Christmas Gathering Posts

### Carousel Post

*Slide 1: (Image) Families from last year's Christmas gathering*

*Slide 2: (Image) Children enjoying Christmas activities*

*Caption: Memories are made here. Join us for a Christmas gathering packed with joy, laughter, and love.*

*RSVP now. #Linkinbio*

### Carousel Post

*Slide 1: What are we celebrating on Christmas, really?*

*Slide 2: On Christmas we celebrate God's greatest gift to us – Jesus. His birth was the start of a deep relationship. A relationship in which God isn't just a concept, but a loving Father reaching out, ready to walk with us every step of the way.*

*Slide 3: The birth of Jesus means hope in our darkest days, strength in our weakness, and a love so profound that it erases our sin.*

*Slide 4: Jesus came not to condemn, but to call us back to the heart of God, one heartbeat at a time.*

*Slide 5: So this Christmas! Come celebrate with us at Grace Church because we have the biggest reason to celebrate.*

*Christmas Services*

*Dec. 23, 7PM | Dec. 24, 7 & 9PM*

*Caption: Swipe to learn why we celebrate... and why you should, too!*

*Christmas Services*

*Dec. 23, 7PM | Dec. 24, 7 & 9PM*

**Loving this content, but don't have time to write your own?** Let Church Media Squad's Communication Squad handle it for you. [Learn more >>>](#)



The birth of Jesus means  
hope in our darkest days,  
strength in our weakness,  
and a love so profound  
that it erases our sin.



the star

## Download the Free Christmas Social Pack

If you like these post ideas download the free Christmas Social Pack to use for your church.

Pack contains 3 Carousels and 1 Post for you to use for your church.

DOWNLOAD NOW





# Sample Copy for Stage Announcements

## Script Idea 1:

*Do we have some Christmas enthusiasts out there? Who's been humming 'Jingle Bells' since Halloween? Ok, honest truth, who turned your home into a dazzling spectacle right after Thanksgiving? Hey, I like your style! I too am a Christmas enthusiast- it's the best time of year! But sometimes, even my inner Christmas fanatic yearns for a deeper celebration, something that brings out the true meaning of why the birth of Jesus truly matters. Can you relate?*

*If you're like me, I just want you to know, you're not alone and I also want you to know that our Christmas Eve service is just what you're looking for. We've crafted a beautiful gathering that's full of all the nostalgic things we love, but with deep intention and reverence for the God who chose to take on the vulnerability of humanity and dwell among us so that we might know Him.*

*So, everyone grab out your phone, yes it's ok, but discipline people, go straight to your calendar and pop in a reminder for the Christmas Eve service you want to attend. The times are on the screens, so throw in the one that will work best for your family, or take a picture so you can make a decision later when you're altogether.*

*Having that ONE thing that really brings us back to center on what Christmas is truly about, never gets old and having that moment together makes it even more special.*

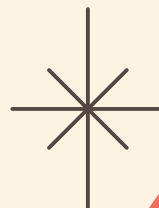
## Script Idea 2:

*Who's got all their Christmas plans sorted out? Show of hands, who's hosting Christmas Eve dinner? What about Christmas Day festivities? Who still has no idea what's going on?*

*Well you're in luck, because I have the perfect idea for you and you'll look like the intentional, family-oriented hero we know you are. Bring your whole family to Christmas at [insert church name]. We've planned a captivating service for both kiddos and grandparents alike- having both engaging activities for the kids and those traditional moments we love.*

*You're welcome! Your search is over - You can send your thank you gifts to [insert your name and church email...] But in all seriousness, we truly hope your family and friends will join us on Christmas Day. The gathering times are on the screen so go ahead and take a photo so you don't forget or use that QR code to RSVP to the one you think you'll attend. That way we can make sure there's a seat for everyone.*

*While you do that, the band told me they wanted to spread a little Christmas cheer with their favorite Christmas song this morning...[let band play christmas diddly for 30 sec.]*



### Script Idea 3:

*Good morning, church family! Do you know what a wonderful Christmas gift is to give? Sharing the joy of Jesus with others! (It wasn't a hard question). But, I know we often choke when the moment comes to invite our friends or colleagues to church. To be honest, I've been there too. But did you know that Christmas season is one of the times when people are most open to considering matters of faith. Add to that the desire to "do something festive" with the family and your friends and colleagues are more prone to accept your invitation to church than any other time of year!*

*Now, our church is no stranger to these facts. That's why we put so much intention behind what we do around here during the Christmas season. We want to create the best possible opportunity for people- your people - to encounter Jesus. So I want to extend a challenge to you this week. Inviting 1 person would be something you could do in your own strength- so I'm going to multiply it by 3. The challenge is to invite 3 different people to the Christmas gathering. You can use these handy dandy invite cards or shoot them a text with the dates and times and let them know you'll save them a seat, whatever your strategy is, I want you to really think about 3 different people who you could share the joy of Jesus with this season.*

*Don't miss the easiest opportunity to share what we have here. Extend an invitation to those around you. Because, after all, your friends and colleagues are likely to go somewhere to celebrate Christmas, so why not invite them to do it with you and open that door for them to come back in 2024?*

### Script Idea 4:

*It's the most wonderful time of the year, am I right?! All the Christmas crazies just lit up. Unfortunately, I know there are many in this room that can be triggered by questions like that. And I don't say that to make anyone feel bad about being happy about Christmas or to single out others who feel lonely during the holidays either. I say it to be honest, to recognize we all come from different experiences that can affect what the holidays mean to us. Christmas can be a tough season for many, especially those who feel like you're celebrating it alone. If that's you, please hear this: You're not alone. We want our church to be your home this Christmas.*

*We want this place to be somewhere you can find welcoming smiles, empathetic ears, and loving hearts. If you feel overcome by loneliness, difficult memories, or just the Christmas blues, I want to encourage you to lean in this season because this community truly cares, genuinely and deeply about you.*

*Because at the end of the day, this place is just a building without each and every one of you. You are the church! And you all are a part of the family we get to create here. Help us make this place a home for everyone this season.*

*Part of the way we make sure this place feels like home is by making sure there's a seat for everyone. This is especially important on Christmas Eve and Christmas Day, when lots of new guests join us. Help us prepare this space for you and everyone else by taking a moment to RSVP for the gathering you will be attending. Scan the QR code on the screen or open up the Church Center app and let us know which service you'll be at and how many will be coming. By doing this simply act, you help make sure [insert church name] feels like home for everyone.*



# Checklist for ALL Things Christmas

## ***I. Pre-Event Preparation & Planning***

- ☐ Define your Christmas theme: Choose a compelling theme for all your Christmas services and events that ties in with the message you wish to convey.
- ☐ Choose intentional songs to add to your setlists that will help communicate these themes throughout the month.
- ☐ Plan your schedule: Finalize the date and time for your Christmas Eve gathering and all related events. Have a detailed timeline in place for your planning and execution.

## ***II. Communication & Promotion***

- ☐ Draft your Communication Goal: More directions about this on page 2 “Setting Clear Communication Goals”
- ☐ Create a chain of emails: Email marketing is an easy way to communicate to the masses. But just because it’s communication to the masses, doesn’t mean it can’t be personal.
  - ☐ Mailchimp- Did you know you can segment your email list based on various criteria such as:
    - » location (for campus specific emails)
    - » event attendance (to uniquely follow up with attendees)
    - » or even engagement level (like who actually opens your emails 🤔)

They also have a pretty user-friendly drag-and-drop editor or you can choose from pre-designed templates to create visually appealing emails that resonate with your audience. But one of their coolest features is the automated workflows you can set up to send personalized follow-up emails based on user actions - like opening your email or clicking the RSVP link. This ensures you’re continually engaging your audience and driving them to those desired call-to-actions.

- ☐ Planning Center- Get to creating those lists, grouping your congregation based on various criteria such as attendance, household type, or involvement in specific ministries. Once you’ve generated these lists, you can use them to craft incredible emails with personalized and relevant content, increasing the likelihood of engagement and enhancing your church’s impact.
- ☐ Text In Church- Similar to email, you can use text! Segment your contact list into specific groups—like new visitors, youth, or active members—so you can tailor your messages to each audience. Then, schedule a series of festive and inspirational text messages, incorporating variables like first names for that personal touch, to be sent out in the lead-up to Christmas services or events.
- ☐ Promote through local print media: Design a highly engaging ad that can be featured in the local newspaper, local billboards, and distributed as posters around the community.

- ☐ Utilize your social media: Regularly update your social media platforms with engaging posts, stories, reels, and live chats about the upcoming events.
- ☐ Church website: Update your website with the Christmas schedule, theme, and images to attract online visitors. Your Christmas Service times and locations should be one of the first things people can access on your landing page during the month of December.

### ***III. Engaging Experience Planning***

- ☐ Kid-friendly activities: If you don't have Kids programming during your services, what are you doing to engage their minds and hearts to encounter Jesus?
  - ☐ List examples
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- ☐ Decorations: Spruce up your space with festive decor that aligns with your chosen theme.
- ☐ Photo booth: This one is for the moms. It can seem like a lot of work, but setting up a photo booth in the lobby or your chosen space is another easy win. This could be themed around the nativity, winter wonderland, or something something very simple. Families just want that "one" photo of them altogether at Christmas - be the church that makes that happen for them.
- ☐ Christmas Service: How can you creatively blend multigenerational elements into your gatherings? Whether it's through a mix of carols/hymns, scripture readings, sermon illustrations, etc. how are you touching each person in your target audience with the Communciations Goal?
- ☐ Coffee & Cookies: Arrange for serve-yourself coffee and cookie stations. These small gestures create a sense of community and encourage people to linger longer.

### ***IV. Collecting Information***

- ☐ Connect Card: For new guests, pen and paper is still the easiest way to get a guest to let you know they were there. It's also the most effective way for collecting contact details, ensuring you can follow-up in the new year. Remember, the goal is lasting transformation, right? It's all about that follow up.
- ☐ Online Form: You can also add an online RSVP link for your services. This will allow you to get a pulse on how many people plan to attend your services and which times seem to be more popular. This can aid in encouraging people to come to a different service time if one is filling up.
- ☐ An online form also services as a contact collection point so you can uniquely communicate with people attending your service.
- ☐ You could send out a text the morning of service day they chose, reminding them that you can't wait to see them later that day.
- ☐ If there's any event changes, traffic/parking details, etc you can communicate these things directly with the people who RSVP'd rather than sending an email to your entire database and overwhelming people with another email.



## ***V: Post Event***

- ☐ What's Happening After Christmas?!
  - ☐ Preparing for Post-Christmas Sermons: The end of Christmas should lead to a planned transition to what's next. Have your sermon series planned and ready for after Christmas and into the New Year. The last thing you want is to scramble for content when the new year hits. This will also help you invite people back with intentionality, offering them a clear view of what they can anticipate in the upcoming weeks. Use the follow-up communications to give them a sneak peek of what's in store, keeping them connected and reminding them that you are there as a guide on their journey. Show them you're more than a nice organization; You're a revolutionary community that navigates life's ups and downs together through the power of Jesus!
  - ☐ Thank you email: Send a thank you email to everyone who attended your Christmas service acknowledging their presence and inviting them to join you in the New Year for your regular service. Include:
    - ☐ Graphics for your new series
    - ☐ A short snippet from your pastor
    - ☐ A footnote of your mission statement. Just don't make it too long!
  - ☐ Pictures & Videos: Share photos and video on your social media platforms and website to keep the excitement of your message alive. Engage with those who post photos/videos from your service or photo booth.

## ***VI: Add Your Own***

- ☐ \_\_\_\_\_
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# Fresh **Christmas Graphics** and Design Elements for your church.

Browse a collection of over 300 Christmas templates for your church's Christmas marketing. Every template includes an editable Photoshop file and pre-made graphics. Easily update the text to customize the title and make it your own!

**Grab a customizable  
Christmas Template today  
at [sermonseriesdesigns.com](https://sermonseriesdesigns.com)**



 **Sermon Series Designs**

# Unlimited graphic design, video, branding, and more for your church!

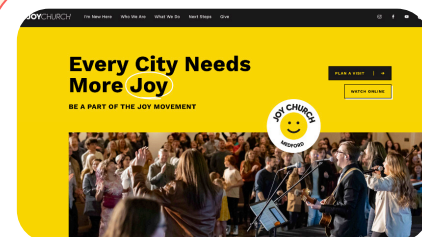
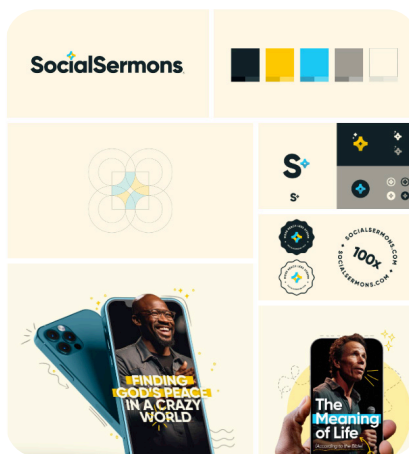
\*Seriously. Unlimited design projects, Unlimited video requests, Unlimited revisions... PLUS add-ons like Communications Coaching, Branding, Web Design and more!

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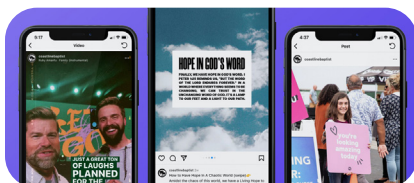
## Branding

Consider our custom branding services designed exclusively for churches. Expand your brand identity with a strategic approach and professional design. With three packages to choose from, we've got you covered!



## Websites

Get a stunning, strategy-driven website that champions your brand and goals. And the best part? We'll take care of all the website updates for you, so you can focus on what really matters – your ministry.



## Communications Add-On

Benefit from unlimited communication plans, social posting, copywriting, visual direction, coaching, and more. Maximize impact and effortlessly engage with your church community.



# *A Heartfelt Message From Our Team to Yours*



As we draw to a close on this **Christmas Communications Strategy Guide**, we want to cast a spotlight on you, the dedicated church staff that works tirelessly behind the scenes to bring the love and message of God to people. We see you, and more importantly, God sees you. The countless hours, the sleepless nights, the energy – every ounce of effort you pour into serving His church doesn't go unnoticed.

We know that the next few months will be a whirlwind of activity – planning, executing, connecting, inspiring. In the midst of all of this, we hope you remember one fundamental truth: The church you serve is God's Church. It's not yours or ours, but He has graciously placed all of us in a position to serve it for this season, however long or short that may be.

So, as you wake up each morning during these upcoming busy months, we encourage you to take a deep breath, soak in the peace of the morning, and say,

*"Thank you, God, that I get to serve [insert your church name] – Your church. May You perform incredible works here. May lives be changed and futures be restored. Heal the hearts that are broken, exchange shattered manmade dreams for your Kingdom purpose, provide comfort to those in pain. Stir reconciliation where wounds run deep. Guide Your people in embodying Your Kingdom here on Earth, today and every day. And if You choose to use me to make any of this happen, my heart, my hands, and my mind are Yours to command."*

Never forget, God could have chosen anyone, but He chose you.

**Standing with you always,  
TheSquad and Pro Church Media**

P.S. In this busy season remember – you're human, not superhuman. Take care of yourself, nourish your own relationship with God, be present with your friends and family, and always know that it's not what you do that matters most to God.

***A Christmas  
Resource from***

church media  
***Squad***

**&**

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