

THE GIFTS OF Christmas

★ HOPE ★ LOVE ★ JOY ★ PEACE



CHURCH CAMPAIGN PLANNING TEMPLATE

THE GIFTS OF Christmas

Make this holiday season one of the most attended, and most special, for your members and visitors this year! This planning template gives you ideas and a helpful time line as you plan and host powerful Christmas services based on the themes of Hope, Love, Joy and Peace. Get your congregation excited about your services and empower them to invite their friends, family, and neighbors.

5-6 WEEKS OUT

TASK	ASSIGNED TO	DUE DATE	STATUS
Conduct initial planning with Church board or elders			
Hold vision meeting with lay leaders			
Have church leadership team and prayer team begin praying for the Advent series and/or Christmas Eve service			
Create a social media strategy (See the Social Media Marketing Guide in the Church Kit)			
Order church outreach tools and promotional resources (see list below)			

Outreach Tools and Promotional Resources

- Banners and posters
- Direct Mail campaign
- DoorHangers
- Bulletin Shells
- Outdoor Banners
- Postcards
- InviteCards

View these resources online at www.Outreach.com or contact an Outreach Specialist at 1-800-991-6011. We can help you select your target direct mail area, determine the number of cards to send, and establish your budget.

NOTE: Order materials six weeks before your service to ensure delivery in time for your event.

3-4 WEEKS OUT

TASK	ASSIGNED TO	DUE DATE	STATUS
Review <i>The Gifts of Christmas</i> sermons			
Customize <i>The Gifts of Christmas</i> sermons to the needs of your congregation/ personal style			
Prepare bulletin inserts (Included in the Church Kit)			
Play <i>The Gifts of Christmas</i> promotional video (included in the Church Kit) during your weekend services and announce the date and time of your Advent series and/or Christmas Eve services			
Update your church website with <i>The Gifts of Christmas</i> graphics and videos (included in the Church Kit)			
Equip your members with invitational tools, such as <i>The Gifts of Christmas</i> postcards and DoorHangers			
Begin displaying interior banners and posters			
Select target communities to distribute DoorHangers			
Recruit volunteers to distribute DoorHangers in their neighborhoods and areas around your church			
Begin social media announcements			

1-2 WEEKS OUT

TASK	ASSIGNED TO	DUE DATE	STATUS
Send Press Release to Media (Press Release template included in the Church Kit)			
Continue to play <i>The Gifts of Christmas</i> promotional video at your weekend services and encourage every member to invite someone to your Advent series and/or Christmas Eve services			
Continue social media and online promotions			
Two weeks before your <i>The Gifts of Christmas</i> services, mail your invite postcards			
Display <i>The Gifts of Christmas</i> outdoor banners throughout the series to attract passing traffic			
Distribute DoorHangers in your community			
Continue praying for your service			

Outreach can assist you with your postcard mailing! Speak with a Specialist at 800.991.6011 or visit [Outreach.com](https://www.outreach.com) to learn more.