

# STRENGTHEN AND GROW YOUR MINISTRY

## LCEF MINISTRY MOMENTS VIDEO SERIES

### **Preparing for Christmas Eve Worship #3 – After Worship**

Rev. Tom Eggebrecht

LCEF Vice President Ministry Solutions

Christmas brings new people and infrequent attendees into your church and generates excitement and momentum.

#### **How to keep the momentum going after Christmas?**

##### **1. January Event**

- Plan an event for mid to late January.
- Begin publicizing it on Christmas Eve.
- Give people a reason to remain attached to your church in the new year.
- Encourage regular members to invite their family and friends to come back for this event.

##### **2. Photo Area**

- Set up a photo area with a Christmas backdrop at the Christmas Eve services.
- Offer to take free photos of the people who come for worship and promise a framed photo. Tell them to come back on a following Sunday to pick it up.

##### **3. Series**

- Plan a lecture series on a popular topic, a concert series, or a series of speakers.
- Begin the series in January.
- Use the Christmas Eve audience to publicize the series in the bulletin, on the screen, and in the announcements.

##### **4. Club**

- Start a club or group (or multiple) for a particular hobby or fun activity – book club, restaurant touring group, etc.
- Provide sign-up opportunities on Christmas Eve.

##### **5. Invitations**

- Remind your regular members to connect with and invite the guests around them.
- Encourage people to invite people they know, like extended family or friends.