

# STRENGTHEN AND GROW YOUR MINISTRY

## LCEF MINISTRY MOMENTS VIDEO SERIES

### Preparing for Christmas Eve Worship #2 – During Worship

Rev. Billy Brath

LCEF Vice President Ministry Solutions

Christmas Eve brings many people together to worship at your congregation: regular members, infrequent attendees, and visitors alike.

#### How to inform worshipers about your congregation?

##### 1. Displays

- Update your display areas with current information.
- Focus on bulletin boards, signs, and unique displays that may capture attention.

##### 2. Materials

- Consider what you hand people as they walk in and what is in their seats when they sit down.
- Think about providing a bulletin even if you don't normally do so.

##### 3. Announcements

- Prep, rehearse, and script announcements.
- Inform attendees of who your church is, what your mission is, and what events are coming up.
- Make it clear that everyone is invited to participate in upcoming activities.
- Put the information in print in their hands as well as announcing it during services.

##### 4. Next Steps

- Make it extremely easy for people to get more information, to speak to someone, or to sign up.
- Consider an information table, a form in the bulletin, or a QR code leading to a form on your website.

##### 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.