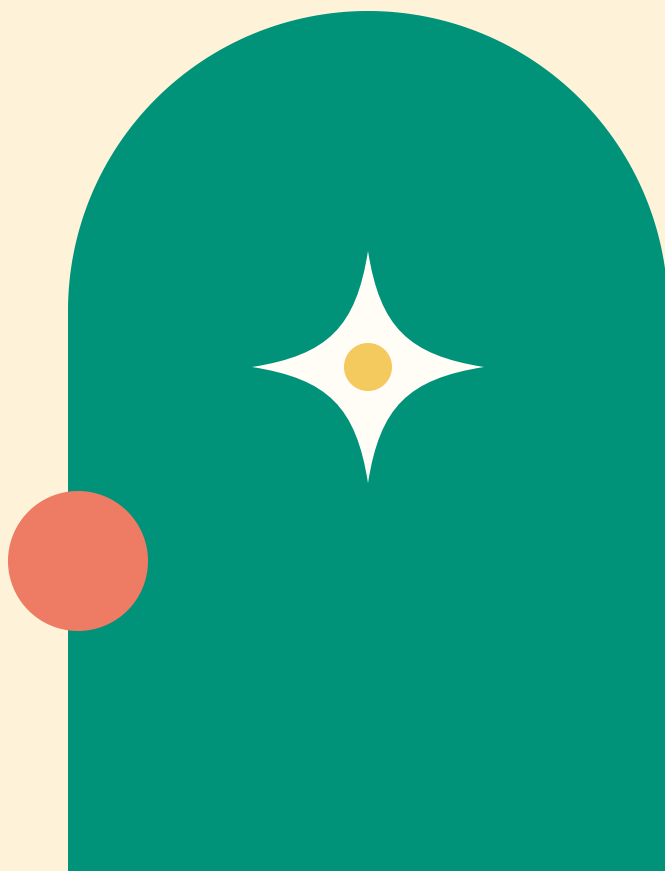


FREE GUIDE • CHRISTMAS 2026

# Your 6-week *Christmas* communications plan

A simple, week-by-week plan to help more people hear about Christmas at your church, feel welcome when they come, and come back in January.

**David Gray**  
Grayhaven Studio  
[grayhavenstudio.com](http://grayhavenstudio.com)



# Start six weeks out.

Christmas is the biggest guest weekend of the year for most churches. Starting early means fewer late nights and more people invited.

## Week 1

Nov 9–15

### Decide and plan

- Lock Christmas Eve service times, locations, and childcare.
- Choose your Advent theme or series title.
- Decide who owns what: design, social, email, website, print.
- Set a small budget for invite cards and any social ads.

## Week 2

Nov 16–22

### Design everything once

- Create one look: series art, slides, social graphics, website banner, email header.
- Design a printed invite card and order it now to allow for printing time.
- Write the core message in one sentence. Every piece points back to it.

## Week 3

Nov 23–29

### Launch on the first Sunday of Advent

NOV 29

- Publish a "Christmas at [Church]" page: service times, kids, parking, what to expect.
- Hand out invite cards on Sunday and ask everyone to invite one person by name.
- Post the series art and service times on every channel the same day.
- Thanksgiving week is busy. Schedule posts ahead of time.

## Week 4

Nov 30–Dec 6

### Invite

- Send your first Christmas email: times, the invite challenge, and how to RSVP if you use it.
- Start a simple social countdown with one post every few days.
- Film a short story video: a life changed, a family who found a home at your church.

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## Week 5

Dec 7–13

### Tell a story

- Share the story video on Sunday and on social. Stories invite better than announcements.
- Recruit greeters, parking, and kids volunteers for Christmas Eve.
- Decide your one next step for guests, such as a January series or a lunch for newcomers.

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## Week 6

Dec 14–20

### Prepare to welcome

- Walk the building as a guest would: signs, parking, kids check-in, restrooms.
- Print connect cards and plan how guests will hear about the next step.
- Write and schedule your guest follow-up email now, before the rush.

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## Christmas week

Dec 21–24

### Remind and welcome

- Send a short reminder email and post service times the day before.
- On Christmas Eve: warm greeters, clear signs, and one clear invitation from the stage.

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## After Christmas

Dec 26–Jan 10

### Follow up

- Send a thank-you to guests within 48 hours, with an invitation to your January series.
- Share photos and a thank-you with your church family.
- Write down what worked and what to change for Easter, while it's fresh.

## The essentials

- ☐ Service times, locations, and childcare decided
- ☐ One series look used everywhere
- ☐ Printed invite cards ordered
- ☐ "Christmas at [Church]" web page live
- ☐ Service times at the top of your homepage
- ☐ Invite-one challenge announced
- ☐ Two or three Christmas emails scheduled
- ☐ Social posts scheduled through Christmas Eve
- ☐ Story video filmed and shared
- ☐ Volunteers scheduled for Christmas Eve
- ☐ Signs and kids check-in ready for guests
- ☐ Connect cards printed
- ☐ One clear next step for guests
- ☐ Guest follow-up email written and scheduled
- ☐ Notes saved for Easter

## Invite card ideas

### WARM AND SIMPLE

"There's room for you this Christmas."

Christmas Eve at [Church] · [times] · [address]

### FAMILY-FOCUSED

"Bring the whole family. We'll save you a seat."

Candles, carols, and a special kids' moment.

### FOR THE CURIOUS

"Not sure about church? Christmas is a great place to start."

Come as you are. Stay for cocoa after.

Keep invite cards to one message, the times, the address, and your website. Less is more.

## Want help making this happen?

I help churches plan, design, and tell their story every week. Start with a free communications check-up.

[grayhavenstudio.com/checkup](https://grayhavenstudio.com/checkup)  
[david@grayhavenstudio.com](mailto:david@grayhavenstudio.com)