



CHRISTMAS PROMOTION BLUEPRINT

A 5 week plan to strategically communicate with your church and community this Christmas



PROMOTION CHECKLIST

The human brain needs to hear about something 7+ times before making a decision.

That means last minute, single hit, promotions won't be effective.

It requires time and repetition for your church and community to hear about your Christmas plans.

This checklist will help you deliver the necessary information with enough repetition and in enough formats to reach your church and community.

CHRISTMAS PROMOTION BLUEPRINT – CHECKLIST

Week 1 *(5 weeks before Christmas)*

Internal Communications

- Bulletin Ad**
 - Overview of the event details
- Verbal Announcement**
 - Introduce Invite cards and explain their use
- Pre Service Slide**
 - Introduce the theme
- Posters Up**
 - Hang around church campus as a visual reminder

External Communications

- Event Page on Website**
 - All details
 - Link to social images they can share
- Event Page on Facebook**
- Street Banner Up**
 - Confirm with city ordinances before hanging
- Invite Cards Available**

CHRISTMAS PROMOTION BLUEPRINT – CHECKLIST

Week 2 *(4 weeks before Christmas)*

Internal Communications

- Bulletin Ad (wk 2)**
 - Overview of the event details
- Flyer in Bulletin (wk 1)**
 - Explaining next steps of how they can invite friends, family, co-workers, etc
- Verbal Announcement**
 - Explain Invite cards again
- Pre Service Slide**
 - Remind about the theme
 - Add details about events
- Launch Series Bulletin**

External Communications

- Invite Cards Available (wk 2)**
- Social Media Posts**
 - 1-2 for the week

CHRISTMAS PROMOTION BLUEPRINT – CHECKLIST

Week 3 *(3 weeks before Christmas)*

Internal Communications

- Bulletin Ad (wk 3)**
 - Overview of the event details
- Flyer in Bulletin (wk 2)**
 - Explaining next steps of how they can invite friends, family, co-workers, etc
- Verbal Announcement**
 - Explain Invite cards again
 - Explain Social media sharing
 - Give event details
- Pre Service Slide**
 - Remind about the theme
 - Details about events

External Communications

- Invite Cards Available (wk 3)**
- Social Media Posts**
 - 1-2 for the week

CHRISTMAS PROMOTION BLUEPRINT – CHECKLIST

Week 4 *(2 weeks before Christmas)*

Internal Communications

- Bulletin Ad (wk 4)**
 - Overview of the event details
- Verbal Announcement**
 - Explain Invite cards again
- Explain Social media sharing**
 - Give event details
- Pre Service Slide**
 - Remind about the theme
 - Details about events
- Email**
 - Let them know what is coming, what to expect, and how to invite people
- Text Messaging**
 - Remind church members of details and ask them to invite a friend

External Communications

- Invite Cards Available (wk 4)**
- Social Media Posts**
 - 1-2 for the week
- Social Ads Launch**
 - Target your immediate church radius with ads in their news feeds
- Text Messaging**
 - Use your list of previous guests and invite them to Christmas
 - Link to website for more details

CHRISTMAS PROMOTION BLUEPRINT – CHECKLIST

Week 5 *(1 week before Christmas)*

Internal Communications

Email

- Remind them what is coming, what to expect, and how to invite people

Text Messaging

- Remind church members of details and ask them to invite a friend

External Communications

Social Media Posts

- 2-3 for the week
- Video of pastor inviting your community

Social Ads Continue

- Target your immediate church radius with ads in their news feeds

Text Messaging

- Use your list of previous guests and invite them to Christmas
- Link to website for more details

CHRISTMAS PROMOTION BLUEPRINT – CHECKLIST

Week 6 *(Follow up: 1 week after Christmas)*

Internal Communications

Email

- Highlight what God did during your services
- Link to social and website for video and image galleries

Text Messaging

- Highlight what God did during your services
- Link to website for video and image galleries

External Communications

Thank You's

- Guests
 - Thank them for coming and invite to upcoming service
- Volunteers
 - Thank them for help
 - Highlight "wins" about attendance, salvations, etc.
- Vendors
 - Personally thank any group who helped you accomplish your vision (even those whose services you paid for)

Social Media Highlights

- Video
 - Post entire service
 - Post highlights of service
- Photo Gallery
 - Pictures of services
 - Pictures of volunteers
 - Pictures of guests



DESIGN LIST

A good designer wants to make your look good. Working together to create promotions that meet your goals and cause readers to stop and pay attention.

You can help them meet this goal, and save design costs in the process, by providing them with a list of all your needed design assets.

Print this design list and take it to your design meeting, so they know the expectation at the project start.

CHRISTMAS PROMOTION BLUEPRINT – DESIGN LIST

Print

- Bulletin Cover for continuity with theme
- Invite Card for your church to give to friends and family
- Flyer for church attenders that explains details and explains how to invite guests
- Posters in hallways to reinforce branding and details

Social Media

- Theme image
- Image overlay for various posts
- Thank you images for after Christmas
- Post images
- Facebook Ad images

Video

- Themed overlay image for invitation video
- Themed ending slide with church name and call to action

Slides

- Announcement Slide
- Theme Slide
- Sermon Notes Slide

CHRISTMAS PROMOTION BLUEPRINT – DESIGN LIST

Scripture Slide

Quote Slide

Signage

Street Corner Banner for cars driving by

PopUp Banners for hallways / welcom area

Website

Events page image

Rotating banner ad

Email

Header image

Introduction image

Total Needed: 30-50 creative elements of the themed artwork

FEELING STUCK?

By following these checklists, you will increase the number of times your church and community hear about your Christmas plans. This repetition will be the difference your community saying, "I wish I had known about it..." and "That was an amazing service..."

If your church has a gap between the design assets needed for this blueprint and your time or ability to create them, Graphics.Church can help. Stop feeling stuck, and get the design help you need today.

Contact me directly at ryan@rad-ideas.com to discuss your options.

CONTACT ME TODAY >>

