

Advent Campaign

A Congregation's 7 Steps Timeline

(Please read over this plan completely before implementing!)

Step One: September

- organize a Steering Committee or Coordinating Team
 - o review Ask, Seek, Knock – The Art of Hospitality in Today's Congregations presentation
- recruit three-to-six teams
 - o two people each
 - o to do follow-up calls on those who visit the church during Advent.
 - o calls done within 48 hours after visit

Step Two: Week of October 1

- send in grant applications, if desired

Step Three: Week of October 15

- place buys (order/reserve spots) for radio ads

Step Four: Week of November 5th

- place newspaper ads

Step Five: Week of November 12th

- introduce the steering or coordinating team to the congregation
- begin greeter & usher training
- post information in monthly newsletters & weekly bulletins about the Open House
- Involve members in inviting people to Open House
 - o hand out invitation cards
- plan Open House refreshments
- Set a goal
- Be realistic
 - o base on worship attendance
- Reported benefits based on involvement level:
 - o Rely on the media exposure only:
 - 1-7 visitors potentially
 - o Rely on media exposure with supporting posters and invitations:
 - 7-15 visitors potentially
 - o Rely on the media exposure with supporting posters/invitations and Steering Committee members with key leadership (elders/deacons) doing inviting:
 - 15-20 visitors (depending on size of church)
 - o Experiences vary. Combined visibility and congregation's energy and enthusiasm in campaign increases awareness and the long term opportunity for continued interest of visitors

Step Six: Week of Sunday November 19th

- preach about hospitality (Romans 12:12-13)
- pray for reaching out to the community
- Repeat campaign phrases
 - o supported by various media regionally.
 - o "Come in Out of the Cold . . ."
 - –especially as weather turns colder

- o congregation seen as place where the warmth of God's love can be found
- o "Ask, Seek, Knock"
 - congregation seen as place where all are welcome
 - congregation seen as place where questions can be answered
- o Plan December 10th worship service
 - special experience for invited guests

NOTE: TV ads begin running November 24th

Step Five: Week of Sunday November 26th

- daily prayers for the Advent Open House
- continue inviting with verbal and written invitations
 - o personal invitation is the most effective tool in bringing people into the congregation

Step Six: Week of December 3rd

- remind members about bringing their guests to church
- commission your visitation teams
- have PW Circles or Church School classes prepare a wrapped treat for the visitation teams to take out with a brochure and a heartfelt invitation to return.
- assign hosts and hostesses for the Open House.
 - o acquaint visitors with the church building
- motivational Minute for Mission or an announcement
 - o importance of inviting people to worship and other church activities or functions (Matthew 28 or Mark 16:15).
 - o Share plans for the Advent Open House with congregation

Step Seven: Week of December 10th

- enjoy the visitors and fellowship time!
- announce upcoming special events and services

Follow Up Week of December 10th

- have visitation teams call on visitors