



The formula for a Merry Christmas

(AND A HAPPY NEW YEAR!)

Prepare for Christmas and create a January engagement strategy so more people show up—and keep showing up—while keeping your team healthy and productive.

TWO KEY TERMS

Expansion: This is dreaming and ideating. Throw ideas against the wall. See what sticks.

Contraction: Start making decisions. What will work and what won't? What ideas align with what we believe God wants from us and the constraints he's given us?

KEY MINDSET SHIFT

Create a “next steps” plan. Because the goal isn't getting people to show up for Christmas. It's drawing people into a relationship with Jesus and the life of his church after December.

JULY



Expansion Meeting:

Get the team together and dream.

AUGUST

SEPTEMBER

- ☐ **Lock in & Confirm:**
 - ☐ Dates
 - ☐ Reservations
 - ☐ Rentals
 - ☐ Messaging
 - ☐ Visual Identity
- ☐ **Marketing Campaign Expansion:** Ask, "How can we get people to show up?"

- ☐ **Messaging Expansion:** Ask, "What do we want to say this Christmas?"
- ☐ **Visual Expansion:** Ask, "What would look amazing?"
- ☐ **January Expansion:** Ask, "What do we want to invite them back to in January?"
- ☐ **Set Your Budget:**
 - ☐ Production and Creative Marketing
 - ☐ Special event(s)
 - ☐ Departmental (Children's, Youth, Men's, Women's, etc.)
 - ☐

OCTOBER

NOVEMBER

- ☐ **Implement Marketing Campaign:**
 - ☐ Internal (Email, announcements, videos, flyers, etc.)
 - ☐ External (Organic social, social ads, PR, etc.)

- ☐ **Easter Expansion Meeting:** Get the team together and dream.
- ☐ **Marketing Campaign Contraction:** Finalize marketing direction and create all necessary assets.

DECEMBER

- ☐ **Implement Retention Marketing Campaign:**
 - ☐ Tease January series
- ☐ **Enjoy your Christmas events!**

JANUARY

- ☐ Continue Retention Marketing Campaign
 - ☐ Keep people engaged in your January series
 - ☐ Invite people into the life of your church (small groups, volunteering, etc.)
- ☐ All-team after-action review: Celebrate, evaluate, and dream about next year!

GET ARTSPEAK'S TEAM SUPPORT ALL YEAR LONG

RESOURCES

CHRISTMAS RESOURCE HUB

Get all of ArtSpeak Creative's Christmas and Event Planning Resources in one place



ARTSPEAK CREATIVE COMMUNITY

Collaborate with others on the journey to Christmas as well as all things church creativity + communications. All access creative templates library, free resources, weekly meetups, & more.



FREE 30 MINUTE STRATEGY SESSION

Get 30 minutes with one of our strategists to talk about your goals for the upcoming season. On the linked page, let us know your name, email, & what you're looking for help with. We'll follow up to book the call.

