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RMMN RESOURCE

7 QUESTIONS TO ASK YOUR TEAM 7 WEEKS FROM CHRISTMAS



Jingle bell, jingle bell, jingle bell rock! Christmas time for church staff has a different tune. As a Church leader, we are setting up the biggest birthday celebration of the year. The birth of Jesus! It's a time of joy, excitement, and anticipation, but without proper planning, it can become overwhelming and disappointing. If we don't have the right mindsets, we may miss the opportunity to reach those lost. With Christmas only seven weeks away, here are 7 mindsets to consider as we approach the holiday season.



Have we solidified and prepared our plans?

By this point, all the planning, ordering of supplies, and special service elements should all be planned and in place or, at minimum, in progress. In my opinion, to reduce stress and enjoy a refreshing holiday season at home, it's best to start planning for everything no later than August 1. We implemented this approach about five years ago, reducing stress for our staff and providing relief for our top volunteers. By having all these things already in progress or in the works, you can be focused on people, which is what matters most!

Have I provided my intercessory prayer team with specific prayer focuses?

As ministers, we all believe and declare that prayer is where the victory is won! As leaders, we need to provide specific prayer focuses for our prayer warriors to pray for daily leading up to Christmas services. All the planning and preparation components have to be covered in prayer!



Does our promotion plan appeal to non-believers?

This is an interesting mindset, but it is important if we are going to reach people far from God. Most people, including non-believers, celebrate Christmas in some way, shape, or form. Because of this, we have an opportunity to reach people because Christmas celebrations are engraved into our American culture. With that in mind, if we are going to make the most of this opportunity, how will people in your community know about your Christmas Eve services? Do you have good professional photos or videos to show people what they can expect? Is your website updated? Can you easily find information on social media platforms?

Have I rallied my team to prepare for first-time guests?

It is important to think about how you can gather and rally your team to get them excited about what is coming on Christmas Eve. Do we have enough first-time gifts or packets prepared? Do we have reserved parking for them? Is our signage clear and adequate to lead them to know where to go and what to do with their kids? Have you personally walked the interior and exterior of your property to address any maintenance and cleanliness issues?



Have we scheduled a robust team?

It is important to do this early, as many of your key leaders will have personal plans in place, but it is also important to still provide a welcoming environment. Every church of any size faces similar challenges when it comes to scheduling volunteers for Christmas. Don't just assume your go-to leaders will be available; if they are not, you may need to do additional recruiting and training to prepare a robust team.

Have we created a clear call to action?

Christmas is often a bit different than a normal Sunday, but there is one thing you can't forget: A simple call to action. We avoid all regular "announcements" or updates and have two action items. Fill out the connection card, and join us next week for our normal service. It is important to tell people what they can expect, as they may not know. Consider showing some professional photos, or maybe a video. Be sure to talk about your kid's ministry. If you are launching a new sermon series that hits felt needs, you can plug it here as well. I would encourage you to avoid adding anything else for them to remember as it is unlikely to stick as they will be thinking about the things they have to complete before their family shows up for dinner on Christmas Day.



What touches can we add to make this celebration feel extra special?

Christmas shouldn't feel or look like a normal weekend service as we are celebrating the birth of Christ! How will this be reflected in the lobby of your church? Will you have decorations, a photo booth, cookies for the kids, and a hot chocolate bar? These things are not the things that draw people to attend, but they do make their experience exceptional. If Christmas is important to us, which it is, it should be reflected in all of our environments. Just a tip: don't try to be overly creative; keep it simple. It is okay to be simple and nostalgic with these special touches.

Hopefully, these mindsets trigger some personalized thoughts and ideas to make the most of this Christmas season! May God richly bless your efforts and preparation!



This Resource was written by Caleb McNaughton, who serves as lead pastor of Highpoint Church in Aurora, CO. He thinks strategically and leads intentionally in a growing church that knows how to capitalize on those “BIG DAY” experiences. We asked Pastor Caleb to write out seven things he and his team think about heading into the Christmas Season. What other things would you add to this list? How do you make the most of “BIG DAYS” with visitors and salvations?