



Planning & Timeline

C20's goal is to invite one million souls to worship at WELS churches this Christmas. To this end, we are providing resources to help congregations do three things:

1. Invite their communities through congregational efforts (mass mailings, social media ads, etc.).
2. Encourage and equip members to invite acquaintances.
3. Conduct excellent gospel-centered Christmas worship with both members and visitors in mind.

Our hope is that every WELS congregation is involved in doing all of these. But we recognize that *how* each congregation accomplishes them will be different because every congregation's ministry setting is unique. This means your congregation may choose to use a few, most, or all of the materials provided in C19. That's fine. Whatever works for you.

We encourage you to look over all of the resources in C20 and then decide which makes sense in your setting. Then, set up a timeline for implementing the resources you have chosen. You can find all of the [C20 resources here](#). Below is a suggested timeline for implementing all of the C20 resources.

September

Outreach Materials

- Decide what outreach materials you will use (postcards, business cards, banners).
- Decide how many of each you will use (based on your budget).
- Order outreach materials from [Echt Printing](#).

Children's Christmas Service

- Read and discuss [A Healthy Tension](#) article with your LES faculty and/or Sunday School faculty as well as others responsible for making worship scheduling decisions. Decide when you will hold your children's Christmas service.

Equipping Children

- Read and discuss [Encouraging Evangelism with Children and their Families](#) with your LES faculty and Sunday School faculty. Decide how your school/congregation will encourage and equip children and families to invite others to Christmas Eve worship.

Christmas for Kids

- If you choose to offer a *Christmas For Kids* event in December, identify and recruit organizers. You can read about the benefits of such an event as well as where to find resources in [Christmas for Kids One Day VBS](#).

October

Promotion

- [Bulletin insert](#)—Use the bulletin insert to alert your members about the C20 effort.
- [Bulletin/Newsletter blurb](#)—If you choose not to use the full bulletin insert, include a blurb in your bulletin or newsletter.

Christmas for Kids

- Identify and recruit volunteers.

Canvassing

- Begin planning for any door to door canvassing you will be doing. You can read about how to carry out a canvass in [Door Hanger Canvasses](#). Choose dates in December when you will be canvassing. Begin advertising to recruit volunteers for those dates.

Worship

- Begin organizing any special music you will be incorporating.
- Begin recruiting musicians and rehearsing.

November

Encourage and equip members to invite others

- Distribute [My Personal Mission Field](#) cards to LES and Sunday School children. Distribute [My Personal Mission Field](#) cards to your congregation.
- Distribute postcards and/or business card invites to members of your congregation. Explain how to use them and encourage your members to use them.

Worship Visitor Follow Up

- Put your plan together for following up on those who visit your Christmas worship. [Worship Visitor Follow-Up](#) provides ideas and resources to assist you.

December

Social Media Ad

- Post social media ad. You can download the free video in the [C20 Social Media Resources](#).

Postcards and business card invites

- Continue to provide these invites to your members and encourage their use.

Mailings

- Send out mass mailing invites a couple of weeks before Christmas Eve.

Canvassing

- Conduct canvasses.