

Top tips

Evangelism ideas for Christmas outreach



Wrapping up Christmas: Why not offer a free gift wrapping service at Christmas time in your local shopping centre providing the opportunity to express God's love and extending an invitation to your Christmas services. Carols or words of blessing could accompany this idea.

Thank you for the music: If you are part of a local band or music group, ask your conductor or leader if you can do a programme of carols or Christmas music at shopping centres or schools as part of service to the wider community. You can explain the joy and comfort people get from listening to this type of music. Offer to write the programme and perhaps include a simple and appropriate prayer for the community in it.

Mince pie giveaway: Take to the streets with free mince pies during one of the weekends before Christmas when people are busy shopping. Wrap the mince pies individually in cellophane and attach a sticker to them with a Bible verse and a weblink to your church website. This is an easy way to engage your whole church in mission.

Carols by Candle Light and Christingle Services: Never underestimate the evangelistic potential of Christmas – this may be the only time of year people are prepared to step foot in a church. As part of your Christmas services make sure the gospel is clearly presented in an accessible way. Also, take the opportunity to advertise any follow-up courses beginning in the new year and regular church groups that are available for people to get involved in.



International friendships: If you belong to a church which is close to a university, take the opportunity to make contact with international students who may be spending Christmas alone in their halls of residence away from their families. Offer to pair them up with a church family where they can enjoy the experience of a traditional British Christmas.

School outreach: Organise a Christmas Experience event for primary school pupils where they can enjoy a trip to the church and hear more about the real meaning behind the birth of Jesus. It is a great opportunity to strengthen links with the local school and to engage children with the Bible through crafts, storytelling and singing. You could also offer schools, both primary and secondary, the opportunity of hosting their Christmas concert in your church.

Get crafty: Host a Christmas craft morning in early December for those with young children in your community. Think home-made Christmas tree decorations such as stars and angels, Christmas cards and of course plenty of glitter! During the event, take the opportunity to invite everyone to your Christmas services, particularly those aimed at families and children.



Food hampers: On the run up to Christmas, organise a team of people in your church to collect for and put together food hampers for families in need. This is a great way of practically demonstrating the gospel.

Online evangelism: When you are organising an event add the website address www.christianity.org.uk to the bottom of every invitation, letter, email, poster, tweet, PowerPoint, T-shirt, news sheet, text message, Facebook page, envelope, quiz sheet, flyer and ticket! This website is run by the Christian Enquiry Agency in partnership with Church Army. It provides information for people who want to find out about the Christian faith. The information is reliable, objective and given confidentially.

Live nativity: Join together with other churches in your area to organise a live nativity service in your local park.

Christmas dinner: For many people, Christmas can be an extremely lonely time of year. So why not host a Christmas dinner at your church for those who are vulnerable or marginalised.

Small print:

- Please be safe! Church Army is not responsible for organising, supervising or hosting your community evangelism activities. All activities, and participation in them, are at the organisers' and participants' own risk, and Church Army is not responsible for any outcome arising from your activities.
- If you plan to hold an event using pre-recorded film or music, broadcast TV, or live music and entertainment, please make sure the venue and organisers have the appropriate licences and permissions (where appropriate) from the copyright holders. These might include a TV licence, a Church Video Licence, a Performing Rights Society (PRS) Licence, and a local authority Premises Licence or Temporary Event Notice. For more details see www.ccli.co.uk/fact-files and your local authority website.

Church Army, Wilson Carille Centre, 50 Cavendish Street, Sheffield, S3 7RZ.
Telephone: 0300 123 21 13 or email info@churcharmy.org.uk Registered
Charity nos: 226226 & SC040457. A company limited by guarantee 37169.