



NEWVILLE *Christmas*

2025 Playbook





Let's get started...

This is the ultimate playbook for your Christmas season! We have everything to make sure you are prepared for the best Christmas at New Life to date.

- Theme:** "Oh the Joy" – Discovering and experiencing the joy only found in Jesus.
Season: November 30 - December 24, 2025
Key Verse: Luke 2:10 "Fear not, for behold, I bring you good news of great joy that will be for all the people."

Your Christmas Planning Meeting

Schedule a Christmas Planning Meeting with your team and use the worksheets on the following pages to brainstorm ideas and start your Christmas plans.

Email your essential leaders and volunteers to this meeting. Invite your worship, tech, children's, welcome, hospitality, creative, and anyone who plays a big hand in making Sundays possible!

Action Steps

- Schedule your planning meeting date, time, and location
- Identify your Christmas team coordinators
- Invite your key leaders and volunteers

Sample Email

Christmas will be here before we know it! We want you to be a part of the prepping and planning for one of the best Christmas seasons at our location. We want people to know that God came down as a small child to save us all and to celebrate God's kindness and character this Christmas.

At New Life, our Christmas planning begins now, and we need your help! Will you be a part of our planning team and help us reach our community this Christmas? I want to invite you to join us for a Christmas planning meeting.

[Date]

[Time]

[Location]

Please let me know if you will attend and bring any ideas you have to make this our best Christmas season to date. So excited to see you!



12 Ideas to Help Get You Started

1. Print invites for your congregation to handout to family and friends
2. Mail a postcard to the surrounding community
3. Decorate the lobby, stage, and Kids Zone to create multiple photo ops
4. Plan a Christmas cookie exchange
5. Use the pre-made provided social media posts from series resources and post on your Instagram and Facebook pages to create excitement and engagement.
6. Host a family movie night with popcorn, cookies, and hot cocoa
7. Prepare the children's ministry to sing a special Christmas song
8. Plan a candlelight Christmas Eve service and sing Christmas carols
9. Give a special Christmas offering to local initiatives
10. Dress up your welcome team or have an ugly sweater Sunday
11. Have a family share a short testimony/story on video or live on Sunday
12. Host a Christmas bake-off and/or Tree-lighting and decorating night

Communications Check List

For updates to your website and app please fill out a Communications Request form.

- The basics: Dates, service times, address, website, events.
- Check your website: Google your church **(CHECK ALL LINKS)**
- Find a photo to use for your Instagram and Facebook ads.
- Identify who is taking photos and videos for your Christmas services.
- Remember to update the website if you are doing special times for Christmas Eve or Day.

Your Core Team

Name

<p>Christmas Champion <i>Deliver the weekly announcements, updates, and celebrations.</i></p>	
<p>Communications Coordinator <i>Keep track of the weekly action steps and calendar.</i></p>	
<p>Social Media Coordinator <i>Share weekly posts and connect with people online.</i></p>	
<p>Decoration Coordinator <i>Create a warm and welcoming atmosphere for guests and families.</i></p>	



3 WAYS TO INVITE SOMEONE TO CHURCH THIS CHRISTMAS

1.

2.

3.

3 NEXT STEPS YOU WANT PEOPLE TO TAKE THIS CHRISTMAS

1.

2.

3.

3 EVENTS OR IDEAS TO BRING PEOPLE BACK AFTER CHRISTMAS

1.

2.

3.



Photography Shot List

Here is a quick and easy list of photos and videos for your social media volunteers to get photos of in the weeks to come before Christmas! (Quick tip!! You can also get some general winter photos since everyone will be wearing layers!)

- Hugging (this is super easy to ask people to pose for you!)
- Groups of People Smiling.
- Invite cards (a picture of different people holding them!)
- People waving at the camera.
- People walking into your building.
- People serving on Sunday Morning.
- People decorating for Christmas.
- Signage

Visuals

Check out New Life Admin for all Christmas Graphics. There will be a Canva project that will have all of the graphics, invites, fonts, and colors selected for you! All you need to do is add your location details!

- Main screen/ slide
- Blanks to use for sermon points.
- Lower thirds are an option for slides as well.
- Square Instagram/ social media blanks to share events on.
- Thin header for Bulletins

Canva Templates

Each pop sign, Instagram graphic, and postcard can be customized to your address and services on Canva... here is a list of assets we provide that need to be altered to your location.

- Mailers
- Post Cards
- Invite Cards
- Outdoor Banner



CHRISTMAS OFFERING CAMPAIGN

CLARIFY YOUR VISION

[Empty box for clarifying vision]

IDENTIFY YOUR TOP 3 INITIATIVES

1. [Empty box for initiative 1]

2. [Empty box for initiative 2]

3. [Empty box for initiative 3]

CHRISTMAS OFFERING GOAL

Take your average Sunday offering for the year	
Multiply a Single x 1, Double x 2, Triple x 3, Homerun x 4	
Total Christmas Offering Goal =	



CHRISTMAS INVITATIONS

Christmas is a great time of year to invite people to church. Many people are looking for a church to attend and are often more open to receiving an invitation from family and friends. There are several great ways to get the word out, equip your congregation, and reach the community!

ACTION STEPS

- Outline your Christmas service times and special events
- Determine your Christmas invites and budget
- Order your invites and materials at newlifeadmin.org

INVITE BUDGET

(Pricing is an estimate, confirm pricing online before ordering)

MATERIALS	QUANTITIES & ESTIMATED PRICING				BUDGET
<input type="checkbox"/> Mailers	1000 = \$696	2500 = \$1098	5000 = \$1,770	10,000 = \$2,990	
<input type="checkbox"/> 3x3 Invites	100 = \$36	250 = \$48	500 = \$60	1000 = \$72	
<input type="checkbox"/> 4x8 Banners	1 = \$50	2 = \$100	3 = \$150	4 = \$200	
<input type="checkbox"/> Digital Ads	Minimum of \$100 budget (e.g. \$10 x 10 days)				
ALL ORDERS ARE DUE BY NOVEMBER 10th!				TOTAL	

Invite Checklist

- Keep details clear and simple – Dates, times, address, and website.
- Review website, app, and social media profiles.
- Listen/watch your service online and make any notes for improvement
- Do a walkthrough of the church and make a list of anything that needs to be changed, updated, or replaced before Christmas (signs, cards, stands, etc.)

Resource Orders

This is a time to check your inventory and ensure you are ready for Christmas!

- Offering Envelopes
- First Steps Books
- Baptism/Mentor Shirts

November 10th is when all resources are due. Thank you!



COMMUNICATIONS CALENDAR

Here are all the dates to keep in mind and to help you stay ahead! Work with your team to fill in events that will help lead up to Christmas!

SUN	MON	TUE	WED	THU	FRI	SAT
				OCT 31	Nov 1	2
2	3 	4	5	6	7	8
9	10	11	12	13	14	15
16	17 	18	19	20	21	22
23	24	25	26 	27 Thanksgiving	28	29
30	DEC 1 	2	3 	4	5	6
7	8 	9	10 	11	12	13
14 Christmas Offering	15 	16	17 	18	19	20
21	22 	23	24 Christmas Eve	25 Christmas Day	26	27
28	29 	30	31 New Year's Eve	Jan 1 New Year's Day	2	3



Week of November 30

Theme: Prepare Your Heart

Focus: Building anticipation and gathering your team

Email Template

Subject: Christmas is Coming — Let's Get Ready Together!

Christmas is right around the corner, and we couldn't be more excited! This season, we're discovering *the joy that only Jesus brings*.

We're preparing our hearts, our homes, and our church to welcome our community with hope, warmth, and love.

Join us as we begin our Christmas series, **"Oh the Joy"**, starting this Sunday.

Action Step: Invite a friend or family member to come with you!

Social Post

✨ Christmas is coming! Join us this Sunday as we kick off *Oh the Joy* — a new Christmas series about discovering lasting joy in Jesus.

📍 [Your Location] | 🕒 [Service Times]

Action Steps

- Finalize your lobby décor and photo station
- Record a short video invite with your pastor
- Launch digital invites on Facebook & Instagram



Week of December 7

Theme: Invite Others

Focus: Personal invitation and community engagement

Email Template

Subject: Who Are You Inviting This Christmas?

The joy of Christmas grows when it's shared. Think of a friend, neighbor, or coworker who could use encouragement this season — and invite them to join you at New Life.

A simple text, call, or invite card can change someone's story.

Social Post

♥ Who can you invite to experience *Oh the Joy* this Christmas?
We've made it easy — grab an invite card at church or share online at [link].

Action Steps

- Distribute printed invite cards
- Launch paid Facebook/Instagram ad (Dec 8–24)
- Encourage members to post their personal invitations with #OhTheJoy2025



Week of December 14

Theme: Celebrate Generosity

Focus: Christmas Offering and community impact

Email Template

Subject: Let's Bring Joy to Others 📺

This Sunday, we're giving toward our annual **Christmas Offering** — an opportunity to impact lives through local and global ministry.

Together, we're supporting [insert 3 initiatives].

Let's give generously and bring joy to others this Christmas!

Social Post

📺 This Sunday is our Christmas Offering!

Let's give with joy and help make a difference in our city and beyond. Learn more at [link].

Action Steps

- Prepare offering envelopes and online giving link
- Share video highlighting your giving initiatives
- Send thank-you notes to early donors



Week of December 21

Theme: Experience the Joy

Focus: Candlelight Service and Christmas Eve celebration

Email Template

Subject: You're Invited — Christmas at New Life 🎄

You're invited to a beautiful Christmas Eve service as we celebrate the birth of Jesus! Experience music, candlelight, and a message of hope and joy for the whole family.

 Christmas Eve |  [Time] |  [Location]

Let's celebrate together — invite someone new to join you!

Social Post

🌟 Christmas Eve at New Life

A night of hope, joy, and worship for the whole family.

 [Date/Time] |  [Location]

Action Steps

- Post daily countdown stories (Dec 20–24)
- Capture and share Christmas photos after each service
- Post recap video or highlight reel Dec 26–27



Week of December 28

Theme: Reflect and Rejoice

Focus: Gratitude, testimonies, and New Year vision

Email Template

Subject: Thank You for an Amazing Christmas!

What a Christmas season! Thank you for every prayer, every act of generosity, and every invitation shared.

Because of you, countless people experienced the joy of Jesus.

As we close this year, let's look forward to 2026 with faith and anticipation for all God will do!

Social Post

🙏 Thank you, New Life Family! This Christmas was filled with joy, generosity, and the presence of Jesus. Here's to a new year of hope and purpose.

Action Steps

- Share year-end giving reminder
- Post photo/video recap
- Begin planning your New Year series



Looking Forward to 2026

Email Template

Subject: Here's to a New Year!

It's the final week of the year. Celebrate, give thanks, and worship God for what He has done! Build off the momentum from this past season to launch into the next year. Remind people of the big vision they are a part of and commit the year ahead to the Lord.

Action Steps

- Highlight the total Christmas offering given to date
- Send thank you notes to those who gave a Christmas offering
- Remind people that they can still give before the end of the year
- Consider making a year-end video/slideshow to highlight the past season/year

WEEKLY SCRIPT

We hope you had a wonderful Christmas celebration with your family and friends! On this final day of the year, we want to say thank you to everyone who participated in our Christmas at New Life initiatives. Together as a church, we were able to give \$_____ for our Christmas offering and support these important initiatives.

(Celebrate the vision for your Christmas Offering and highlight the initiatives).

(Play year-end video/slideshow).

Social Post

What was your favorite memory from this year?
(Share your year-end video/slideshow online).



BONUS: 10 IDEAS FOR CHILDREN'S MINISTRY

First off, thank you! Your ministry to children is so important, and though often unnoticed, God sees your work. It's amazing how a simple word of encouragement, a big smile and high five, or a small toy or snack can make a difference in a child's week. Here are some ideas to prepare your children's ministry for Christmas.

1. Start a Christmas highlight wall where everyone can see all the crafts and what the kids are learning.
2. Plan a training time for your volunteers and show your appreciation by including a special lunch and thank you gift.
3. Recruit extra volunteers. Extra people around Christmas means you need extra hands and people available to welcome and assist your teachers.
4. Download some fun crafts for your kids to take home or hang up in Kids Zone! A few ideas...a sticky wreath, handprint Christmas trees, and sticker nativity scene.
5. Plan a lesson series that they need to come back to hear more about the Christmas Season. Part 1 on Hope, Part 2 on Peace, Part 3 Joy, and Part 4 Love.
6. Have a special day where the kids can start worship by singing a short Christmas song.
7. Make it fun! The first question parents will ask their kids is, "Did you have fun today?"
8. Snacks! Get the good stuff and be sensitive to allergies.
9. Give new children a gift bag. Order some drawstring backpacks, water bottles, stickers, etc.
10. Have a prize box that children can pick a prize from when completing all four weeks of Christmas.



Congrats, you finished the playbook!

We hope you feel excited and ready for this Christmas season! We pray that God will use your location to make a difference this Christmas to whoever walks into your doors.

What is great about this playbook is that if you filled it out or took notes, this is the perfect outline for all your Christmas meetings! No need to stress that you are missing anything! This would also be great to fill out again with your team to align your goals for this Christmas season!

We hope this tool is a nice fresh breath of air and you don't feel like all the weight is on you. Please reach out if you have any questions, and we are happy to help you or just point you in the right direction.

Happy New Year!