

LEADER CONVERSATION GUIDE

# Christmas Is the New Easter (Replay)

## - Episode 118

### *Recognizing the Shift and Making the Most of It*

Christmas time has the potential for your church to really have an impact, particularly on people outside the church and outside the faith. It's a time churches should set aside preferences and really embrace traditions to connect with people who may not visit your church at other times of the year. Easter has always been a significant holiday but recently we've seen Christmas take the place as the preeminent holiday because culture still embraces Christmas.

On this week's episode, Tony and Amy share some key ideas on how to best leverage this unique opportunity to connect with new people and see them return after the holidays :

### *Include Children on the Platform During the Holidays*

- Parents, grandparents and family members always love coming to support their kids.

### *Offer Free Tickets for People to Attend Christmas Eve Services*

- Makes inviting friends easier.
- Communicates that something big is going to happen.
- Helps move regular attendees to more non optimal times.

### *Commit to Your People That Christmas Services Will Resemble Your Regular Services*

- Helps new guests have a better feel of what to expect if they come back in January.

### *Create a Strategic Plan to Get People to Return After the Holidays*

- Don't start anything big the week after Christmas.
- Show people what's coming up next.
- Put invites in people's hands.

## *Be Intentional With Your Communication to People Who May Be Checking Out Your Church for the First Time*

- Eliminate insider language, be upbeat, smile and be as normal as possible.
- Place your sharpest leaders in key hospitality positions.
- Provide top-notch customer service.
- Look for ways to utilize Christmas nostalgia (sights, smells, atmosphere).

### *Next Steps*

With your team, consider taking some of the following next steps:

- Read [3 Strategies to Leverage Christmas for Reaching New People \(Yes, you still have time\)](#) with your team. Discuss your overall strategy for the upcoming holiday season. How can your church become more strategic in reaching new people and getting them to return in the new year?
- Discuss with your team how to be more intentional with communicating to the new people who may be coming to your church for the first-time. Are there any areas where your church has become internally focused?
- How will you measure wins this Christmas season? What percentage of first-time guests do you expect to return in the new year? What action steps are you taking to make the goal a reality?
- Consider reading [The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience](#) with your team. What are 3 areas of customer service that can be drastically improved before the Christmas season?

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