

Advent Reading Plan Tip Sheet

The ReDiscover Christmas Advent Reading plan is a versatile resource your church can use during the holiday season - here are some ideas of how you can distribute the PDF Plan to engage with your church members and your greater community.

- 1) Print copies and use it as a connection tool with people in your church and community who are “low tech” or prefer printed copies. We have heard from many pastors that they need a way to engage with members who do not have internet, smart phones or are not tech savvy - so here is a list of possible areas that you could consider:
 - a) Nursing Homes - Drop off copies that care takers can distribute.
 - b) Your elderly members who are quarantined at home - drop off a copy outside their doors.
 - c) Families who would like an activity that doesn't involve screen time- have printouts available to pick up at your building or to be mailed.
 - d) Homeless Shelters - Provide copies to the administration that they can make available at their facility.
 - e) To empower military and prison chaplains to use with their constituencies.
- 2) For social media pages and digital sharing
 - a) Post on your FB or IG pages and ask your members to share it with friends and family.
 - b) Use it as a Free Offer in a Facebook Ad to increase interest in your Christmas events. “Free Christmas Reading Plan PDF when you attend our services this weekend -online or in person.”
- 3) Keep church members engaged during the holidays
 - a) Post it to your Website as a Free item that your members and community can download during the holidays.
 - b) Use the readings for small groups during the holiday - Encourage everyone to go through the readings together and share their thoughts during group time.
- 4) As a free offer on the back of your outreach tools like direct mail invitations and doorhangers. Use a QR code or special URL on your site to drive people to your website to learn more about your church before they download the PDF.
 - a) Advanced Tip - if your website provides it, set up a form that visitors have to complete before they can download and use the information to reach out and personally invite new people.

Do you have any other ideas? Share them with us at <https://www.facebook.com/backtochurch>