

Christmas Caroling an Outreach Tool? Yes!

How would you like to have the largest number of first-time visitors at your Christmas Eve Service? We can't imagine any of you saying, "Oh, I don't know." You better not. That being the case, please read on. Here's how to do it successfully step by step.

Step One

The Pastor asks Sunday worshippers to meet in the fellowship hall a few nights before Christmas, men, women, and especially seniors and children. Pastor—be enthusiastic!

Step Two

Have someone in the church produce a written invitation something like the following:
We invite you to join us for our Christmas Eve Candlelight Service at 7:00 p.m. at St. Paul Lutheran Church, 3100 – 15th Street. It will feature a joyful Christmas message, a very special children's talk, singing of carols, and lighting of candles. We wish you a very Merry Christmas! From the people at—St. Paul Lutheran Church

Step Three

The church provides each person with an electric candle and a print-out of the first stanza of a number of familiar carols. A captain is appointed for each group of about ten to fifteen people. The captain will lead his group to an assigned area near the church for caroling.

Step Four

Carolers should stand fairly close to the front door. After singing, have a child bring an envelope to the front door and give it to the folks inside. Then everyone say in unison, "*We wish you a Merry Christmas!*" The envelope (A7) should contain a special invitation to join the congregation on Christmas Eve. Also include a church business card.

The Successful Conclusion

You will be surprised at the results. After the caroling have everyone return to the fellowship hall for hot cocoa, tea, coffee, and cookies and bars. Pastor—put a few good people in charge. Have them take care of all the details, and be sure that you give them public encouragement. Aim for a big turnout.

(Note: Run off some hard copies of this now)