churchofengland.org/Christmas

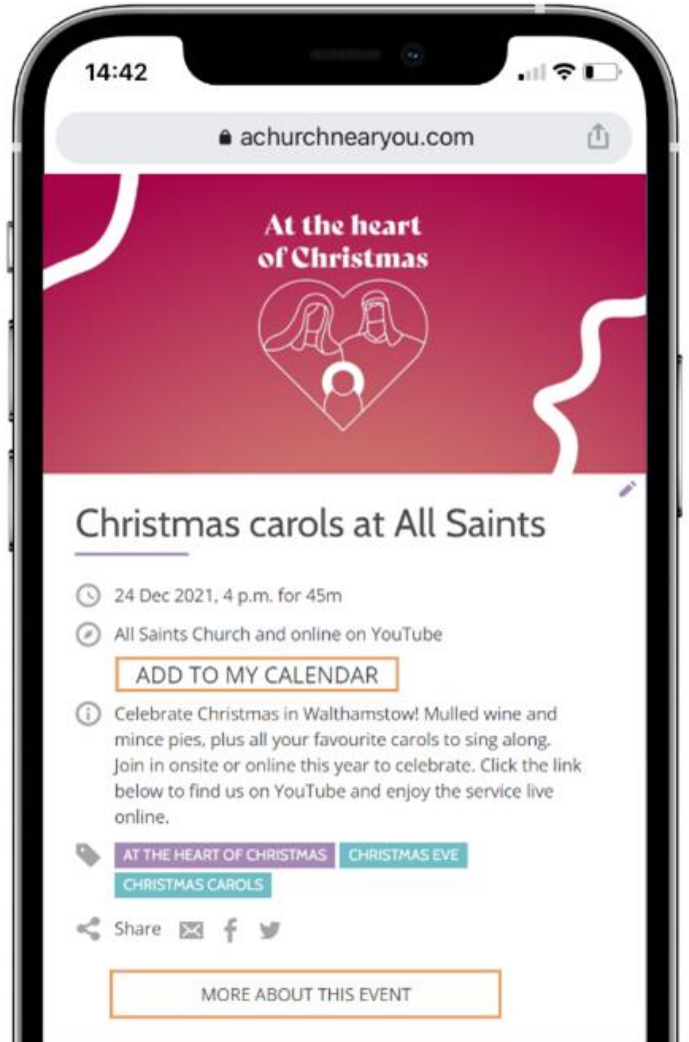
At the heart of Christmas

Summary 2021

THE CHURCH OF ENGLAND

At the heart of Christmas

Summary pack 2021



- At the Heart of Christmas content seen more than **27 million times** on social media
- Churches added **22,000 online and onsite** services to AChurchNearYou.com
- Shared eight national Advent and Christmas services seen more than **1.2 million times**
- **More than 100,000 printed resources** distributed by Church House Publishing
- Webinars to help churches use digital platforms this Christmas attended more than **1,000 times**.

THE CHURCH OF ENGLAND

At the heart of Christmas

The key campaign resources – at a glance

1. Daily reading, reflection and prayer, every Monday to Saturday from Advent to Epiphany, in text and audio

- Christmas reflections from a variety of contributors, including both Archbishops and Alexander Armstrong

2. National online services and events – with BSL interpretation and subtitles

- Accessible content for everyone to engage with

3. Christmas advert driving people to **AChurchNearYou.com/christmas** to find a church near them, onsite or online

4. Children and young people: Family activity advent calendar, on website and Instagram, and youth videos on YouTube, Instagram and TikTok.

5. Prayers and other social media content

6. Our first Christmas single!

7. Virtual Reality carols series

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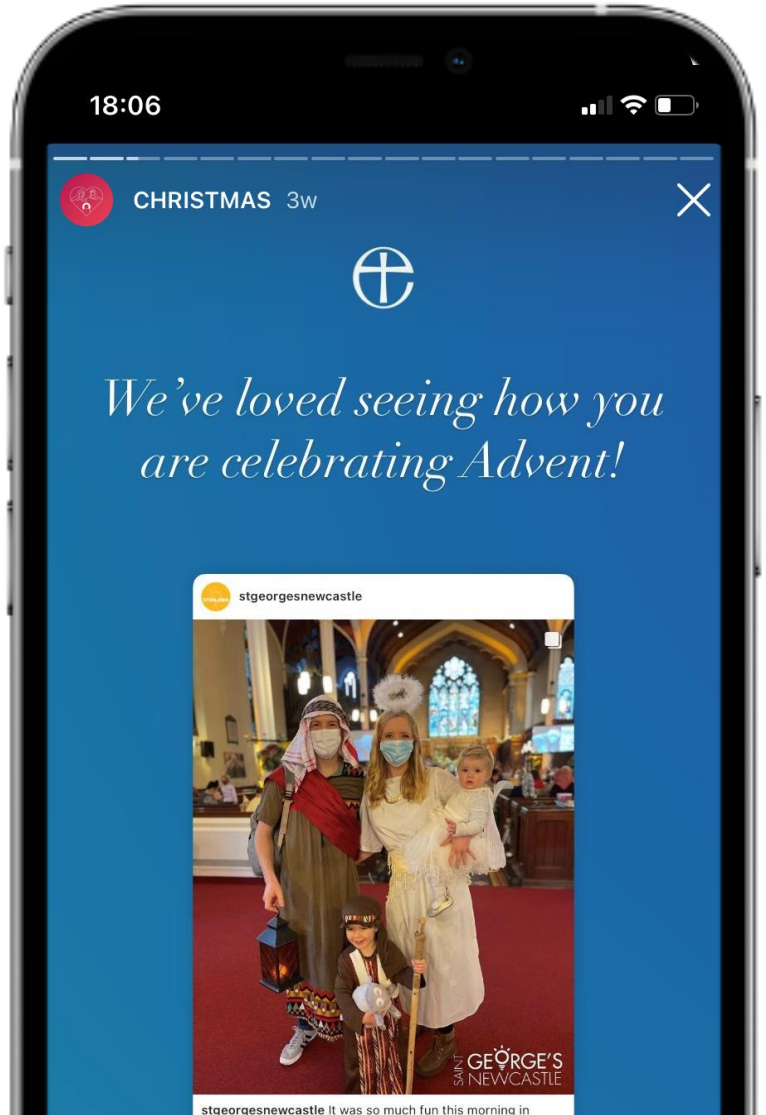
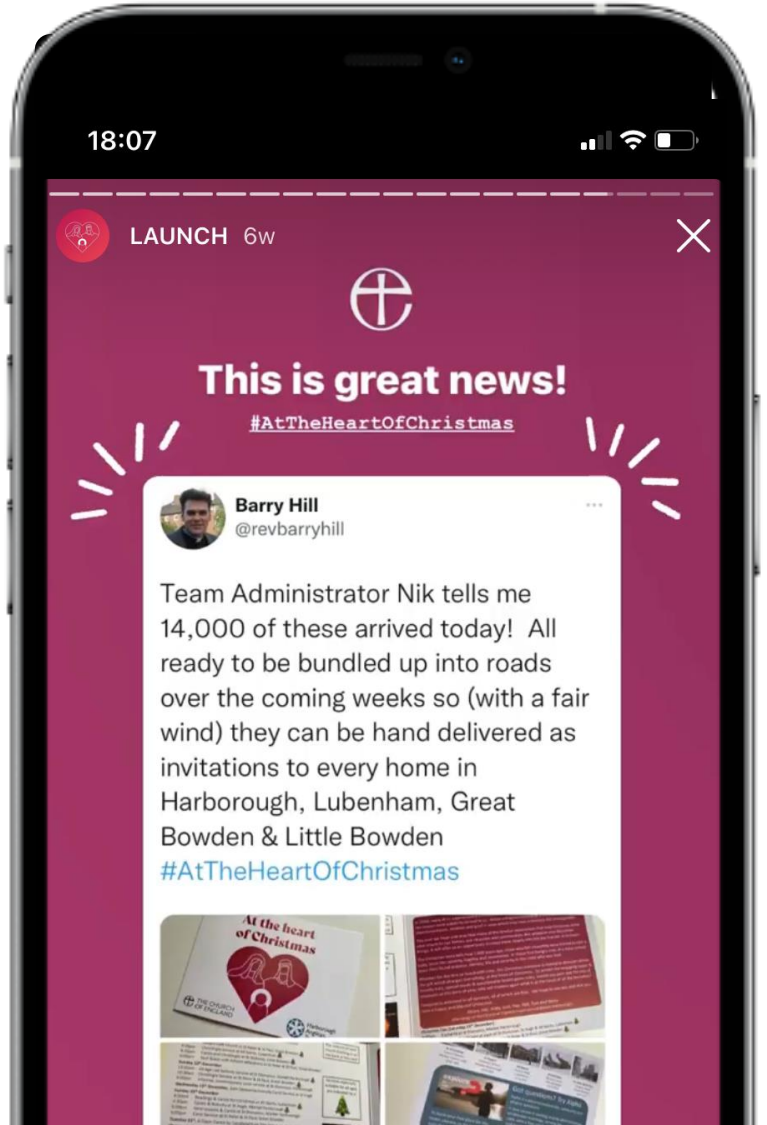
At the heart of Christmas

Equipping churches

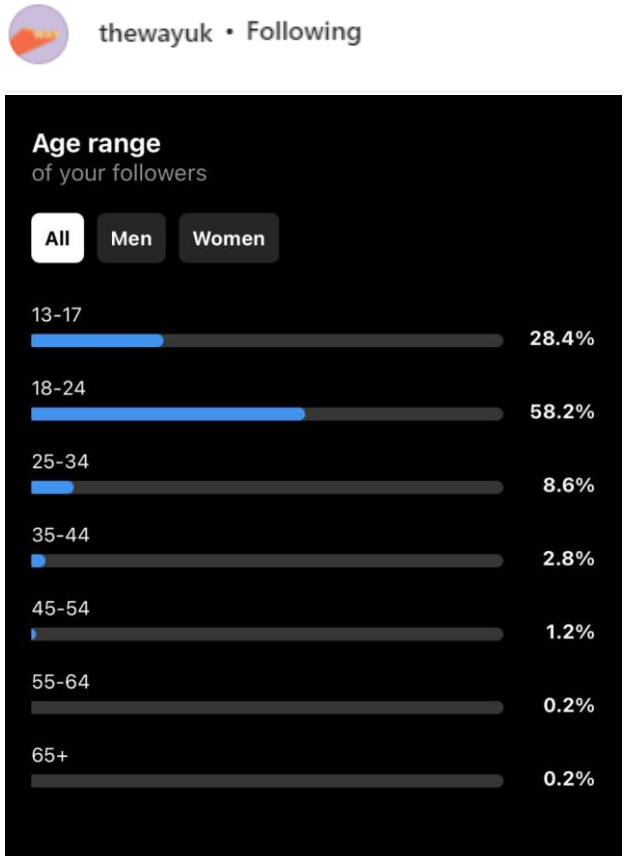




At the heart of Christmas

Youth reflections

- Commissioned ‘The Way’ to produce video content made by and for young people
- Driving young people to find a church at new page AChurchNearYou.com/youth
- **26,953 views** on YouTube, including:
  - ‘Jesse’s story’ - Powerful personal story linking to finding Jesus at The Heart of Christmas
  - ‘Discussing Christmas with strangers’ – Explores assumptions about Christmas and about evangelism in an engaging way
- **35,421 views** on Instagram and **500+ new followers**
  - Christmas Bible study on Luke 2
  - Excerpts from YouTube videos



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Family reflections

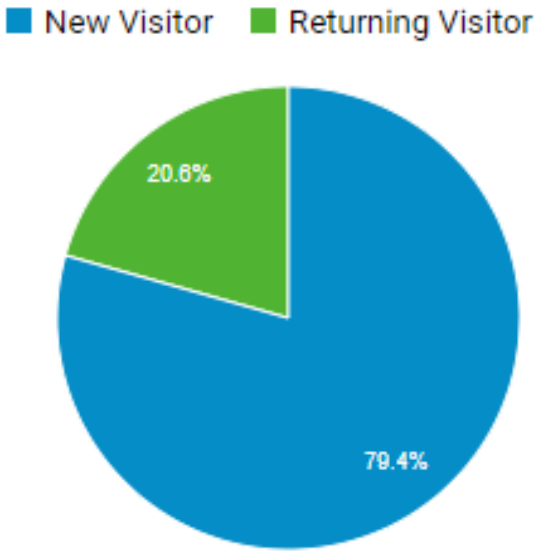
- As well as sharing the family reflections on the website **(25,000 page views),** we also shared these on Instagram, transforming our feed into an Advent Calendar.
- Total views**: 223,640**
  Total engagements: **14,552**
  Average engagement rate**: 6.5%**

"Amen, just did this prayer on the morning school run with my son, asked him to stop what he was doing for a moment and hold my hand whilst we prayed together. Didn't bother me if the other parents thought I was weird for praying on the school run so was a nice moment."

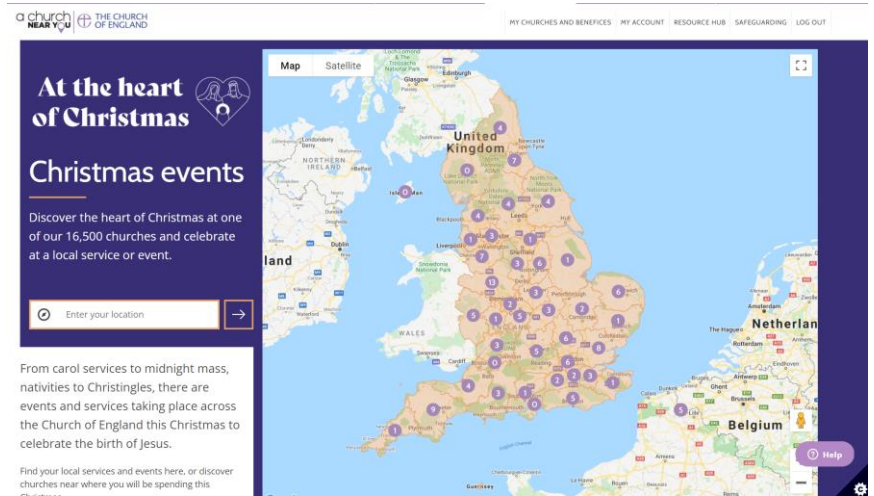
THE CHURCH OF ENGLAND

AChurchNearYou.com content

- More than **22,000 Advent and Christmas services** listed (up from 20,000 in 2020)
- Total page views of /christmas over **110,000***, unique visits almost 80,000*
- Total page views to anywhere on the site, **6.4million*,** from over **940,000 visitors***



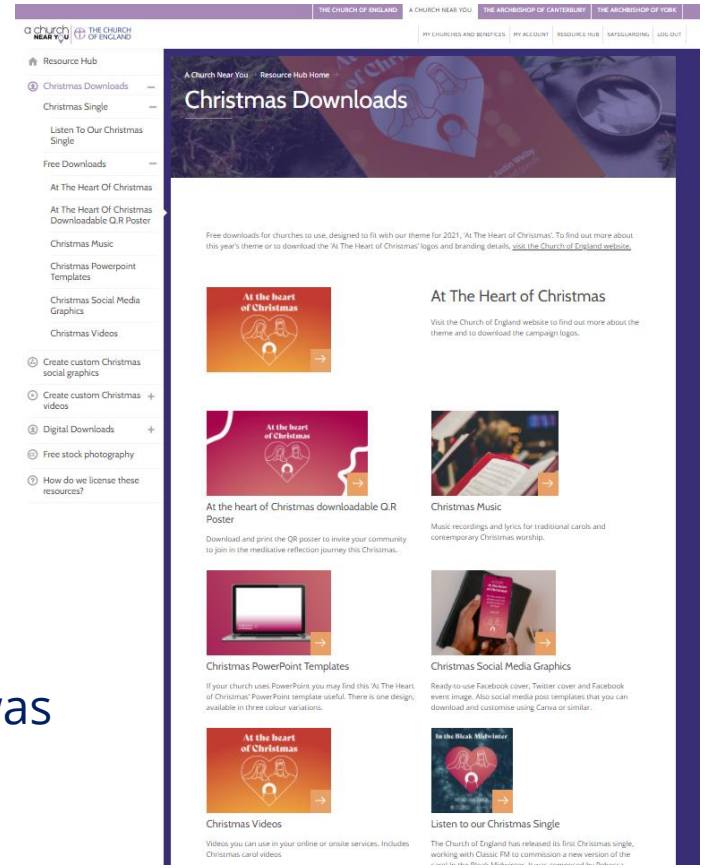
*these are extrapolated from Google Analytics, working off the basis that 11% of people accept cookies.



At the heart of Christmas

AChurchNearYou.com Resource Hub

- **11,000+** free music track downloads
- **4,000+** social media template downloads
- **300+** uses of custom social media generator
- **4000+** downloads of other campaign resources



"I used the At The Heart of Christmas logo and branding on our Benefice Christmas card and it was really helpful to have all the guidelines and image options. Thank you."

THE CHURCH OF ENGLAND

At the heart of Christmas

Learning from 2021 and next steps

- Despite the situation being relatively easier than Christmas 2020, churches were still struggling to navigate this year and plan – especially once Omicron hit the UK. Services were cancelled or moved online, and many resisted buying physical resources in case they were forced to shut.

- Feedback suggested our regular churchgoers would have valued more content throughout Advent and lots asking for the campaign app to be used throughout the year.

- Partnership with the Giving Team meant generosity content fed through the campaign – however for 2022 there's an opportunity to plan for Giving Tuesday in Advent.

- Need to consider how our printed and digital resources can help encourage physical attendance during Advent and Christmas 2022 with the group who would usually attend at this time of year but haven't since the pandemic.

- Online worship is continuing to engage a key audience – what would success look like for this group?

THE CHURCH OF ENGLAND

Advent and Christmas 2022

Following a series of difficult Christmases, we're all hoping for a Christmas to welcome people back to services and events that haven't been possible in recent years.

Some won't have been to church since before the pandemic. Traditions may have changed. Church might no longer like "a thing we do at Christmas" for some in our communities.

The Advent and Christmas campaign for 2022 needs to welcome people to our churches.

With the World Cup final taking place the last Sunday before Christmas and recent changes, having a more 'normal' Christmas will still mean we need to do some things differently.

Follow The Star

THE GREAT INVITATION

“Come to me, all you
who are weary and burdened,
and I will give you rest.”

Matthew 11.28

Resources for churches

Printed resources

- Reflections booklets
- Prayer card and family prayer card
- Christmas card with invitation, flyers

Digital resources

- Reflections on app, email and smart speaker
- Carols and hymns
- Customisable graphics and videos
- AChurchNearYou.com Christmas event finder with easy ways to share with friends on social media, email and WhatsApp

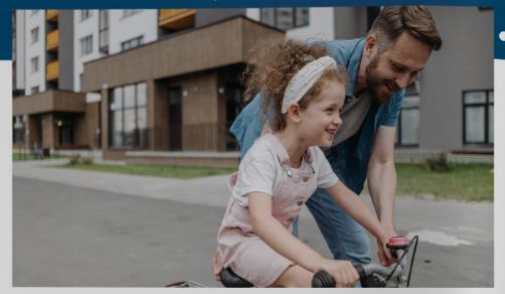
The Great Invitation event

- Resources to use and adapt locally – perhaps World Cup Final day

Wednesday 28 December

Day 4

AN INVITATION TO ... FIND REST



by A N Other

The end of the year is approaching. The remains from Christmas celebrations will probably still be lying around for a few more days. But before long it will be time for a good time for a clear out.

There are times in life where we need to let go in order to receive.

Sometimes it's just a matter of practicality; our hands are too full of stuff in order to take hold of the gift someone is wanting to give us.

At other times it's the number of things that fill our minds or trouble our hearts. We just don't have the capacity to take on anything new even when it is potentially life-giving, or even life-saving.

Reflection

The invitation this Christmas time to 'Follow the Star' is no exception. It's a journey that promises life and to grasp it fully will mean letting go of things that stop us moving forward.

It might be fear or arrogance that prevents us stepping out on the journey. It might be shame, or hurts we have carried for many years. Letting go might mean choosing to put something right.

In today's reading, we hear Jesus makes what is sometimes referred to as 'The Great Invitation'. Jesus invites us to let go of the burdens we carry and receive the gift of rest, forgiveness and peace that he offers to each and every one of us.

Read Matthew 11.28–30

Jesus said, 'Come to me, all you that are weary and are carrying heavy burdens, and I will give you rest. Take my yoke upon you, and learn from me; for I am gentle and humble in heart, and you will find rest for your souls. For my yoke is easy, and my burden is light.'

INVITATION

I invite you to spend some time today pondering Jesus' call to cast your burdens on him. What can you let go of in your life – in order to move on?

Prayer

Loving God, you invite all of us to come closer to you. We pray that you would give us the courage to move towards you. Amen.

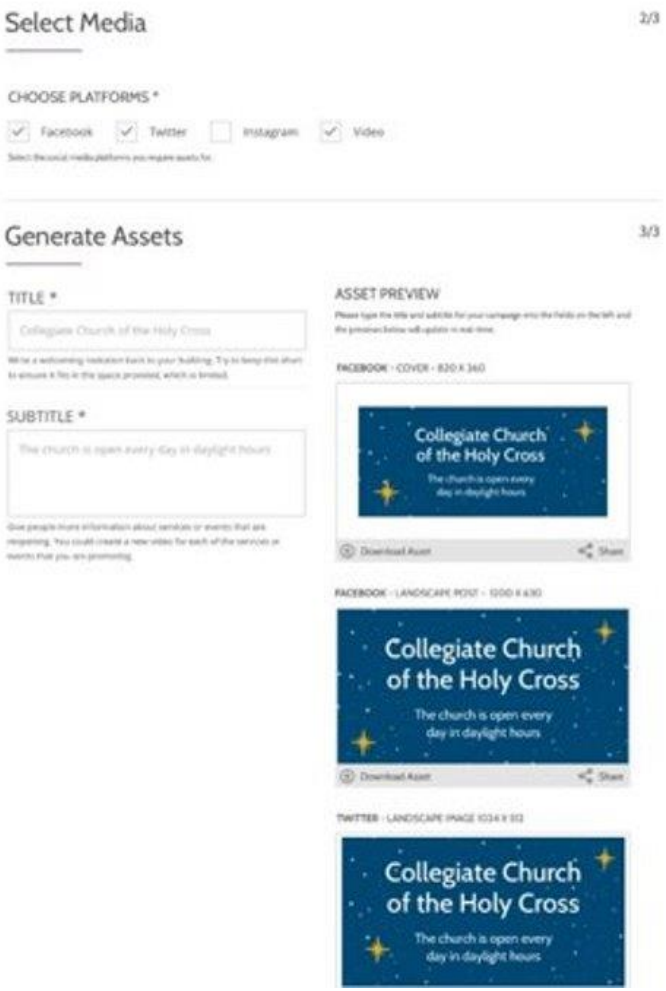
Resources for churches

- Advent and Christmas 2022
  - Downloadable Resources
    - Christmas Music Catalogue
    - Logos And Branding: The Great Invitation
    - Social Graphic Templates: The Great Invitation

Social graphic templates: The Great Invitation

Designs to download and customise using a design package of your choice, such as Canva.

Resources for churches

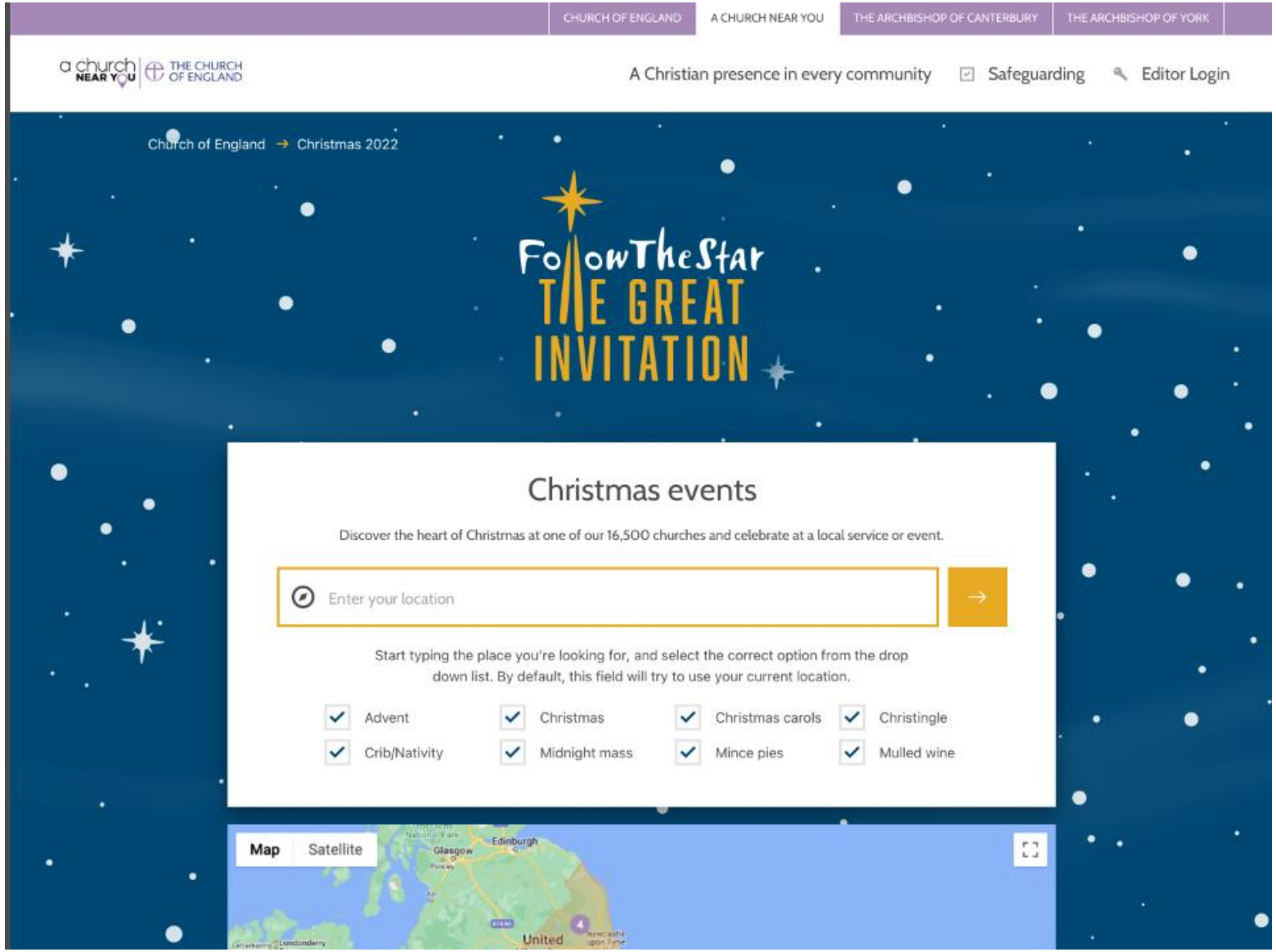


You're invited!

You're very welcome at a church near you this Advent and Christmas. From beautiful candlelit moments to joyful nativity and Christingle services for all ages, come and be encouraged by the hope of the Christmas story. Search your location to find your nearest services and events.

Enter your location

Start typing the place you're looking for, and select the correct option from the drop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THE ARCHBISHOP OF CANTERBURY
THE ARCHBISHOP OF YORK
a church NEAR YOU
THE CHURCH OF ENGLAND
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Safeguarding
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Church of England → Christmas 2022
FollowTheStar
THE GREAT INVITATION
Christmas events
Discover the heart of Christmas at one of our 16,500 churches and celebrate at a local service or event.
Enter your location
Start typing the place you're looking for, and select the correct option from the drop down list. By default, this field will try to use your current location.
Advent
Christmas
Christmas carols
Christingle
Crib/Nativity
Midnight mass
Mince pies
Mulled wine
Map
Satellite
Glasgow
Edinburgh
United

CHURCH OF ENGLAND | A CHURCH NEAR YOU | THE ARCHBISHOP OF CANTERBURY | THE ARCHBISHOP OF YORK

a church NEAR YOU | THE CHURCH OF ENGLAND

A Christian presence in every community | Safeguarding | Editor Login

- St. Thomas
- Benifice
- Services and events
- News and notices
- About us
- Find us
  Longford Rd/Hurst Rd, Longford, Coventry, West Midlands CV6 6DR
- Get in touch
  02476366635
- Facilities

Diocese of Coventry → Parishname →

St. Thomas

Everyone is welcome to come and worship at St Thomas' Longford!

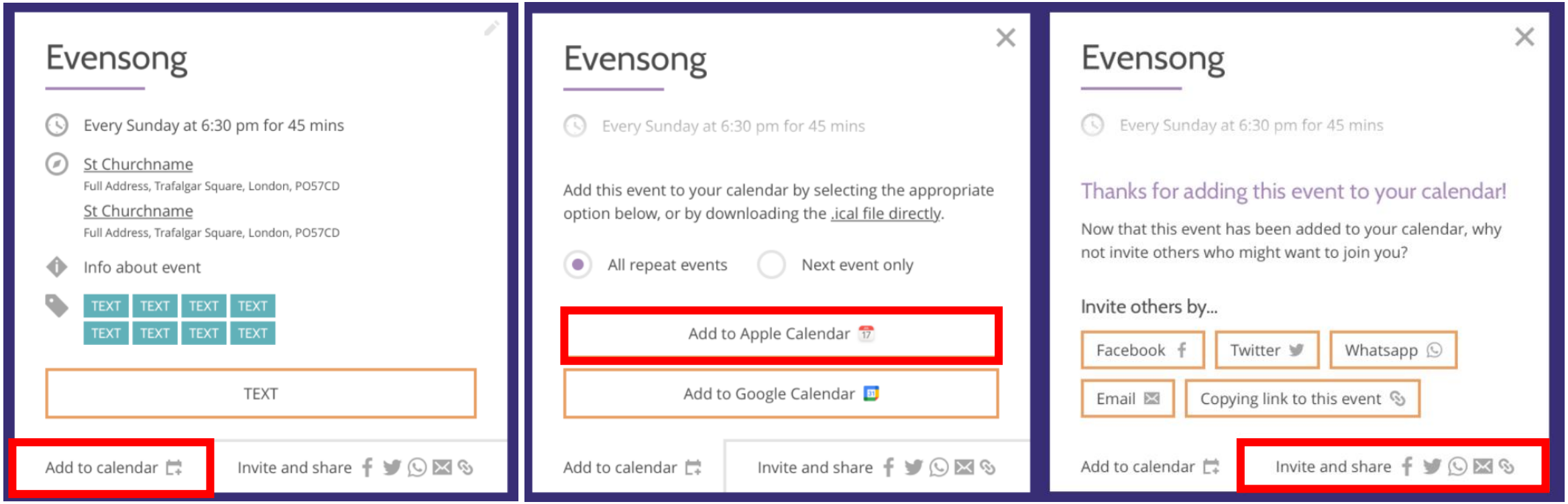
St Thomas' Longford has three key aims; Worshipping God, Making New Disciples, and Transforming Communities.

We'd be delighted to meet you.

You're invited!

You are very welcome at our Advent and Christmas services and events - bring your family and friends or come and join us on your own. Whether you will be coming along for the first time or you have been before, we look forward to welcoming you!

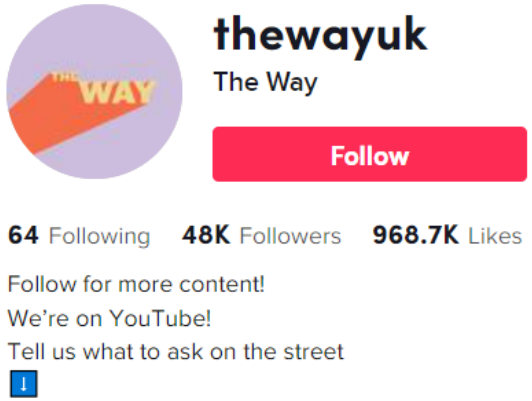
CHRISTMAS EVENTS


Evensong
Every Sunday at 6:30 pm for 45 mins
St Churchname
Full Address, Trafalgar Square, London, PO57CD
St Churchname
Full Address, Trafalgar Square, London, PO57CD
Info about event
TEXT TEXT TEXT TEXT
TEXT TEXT TEXT TEXT
TEXT
Add to calendar
Invite and share
Evensong
Every Sunday at 6:30 pm for 45 mins
Add this event to your calendar by selecting the appropriate option below, or by downloading the .ical file directly.
All repeat events
Next event only
Add to Apple Calendar
Add to Google Calendar
Add to calendar
Invite and share
Evensong
Every Sunday at 6:30 pm for 45 mins
Thanks for adding this event to your calendar!
Now that this event has been added to your calendar, why not invite others who might want to join you?
Invite others by...
Facebook
Twitter
Whatsapp
Email
Copying link to this event
Add to calendar
Invite and share

Resources for individuals

For young people

- Highly shareable, invitational content commissioned from The Way
- Will be published on Instagram (@thewayuk), YouTube (@TheWaychannel) and TikTok @thewayuk)



The Great Invitation

All resources for the public will seek to show that they're welcome to join us throughout Advent and Christmas online or onsite – and beyond.

Taking our content back to basics and assuming no prior understanding.

Our did-you-know explainer content performs very well.

Drive the public to AChurchNearYou.com to find their local church.

The Great Invitation

How can you equip your congregation to invite people to services and events this year?

World Cup 2022

- **Watch** – watch with others at your local sports club or pub and offer to lead carols and share a sport and faith testimony after the game, with an invitation to your Christmas services.
- **Screen-** Screen the Game in Church with refreshments. Showing Television or Films in Church – CCLI. Follow with an invitation to something more.
- **School –** Host a Christmas Sports Day instead of your regular collective worship. KICK works in schools regularly weaving a range of sport and Christian values Who we are | Kick
- **Socialise** - Host a Sports Quiz and Carols The Sports Quiz (christiansinsport.org.uk)
- **Go –** Host a Christmas themed, Sports Mission event in a public place. You could organise a simple football game and multisports, interweaving Advent and Christmas themes into the activities. Find ideas: Church Support Hub | How to get started
- **Sports Chaplaincy –** There are many Sports Clubs and Gyms that have Sports Chaplains. Talk to Sports Chaplaincy UK to see if there are Sports Chaplains serving in a club near your church. Perhaps invite them to share more about what they do at one of your Advent or Christmas coffee mornings or meals. You might see there is gap in your areas Sports Chaplaincy UK | Serving the community of sport

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