



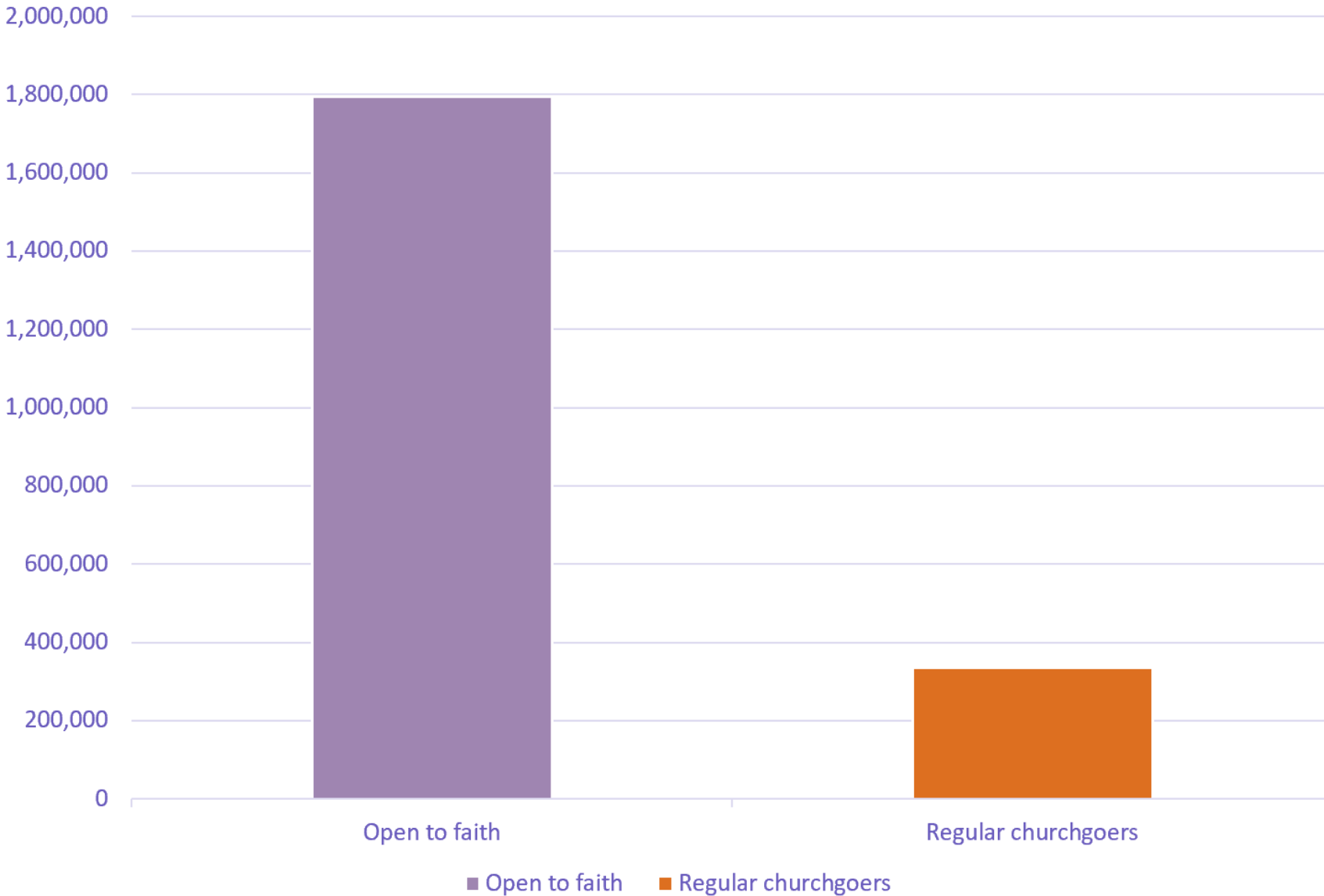
FollowTheStar

www.churchofengland.org/christmas



THE CHURCH
OF ENGLAND

How many people saw a social media #FollowTheStar ad?



Audience	Amount
Regular churchgoers	334,114
Open to faith	1,794,862



#Follow The Star

Loving God, help the world to follow the star and find peace: help us follow the star to know your love in our homes, and may the star lead us to find Jesus in our lives, this Christmas and always. Amen.

THE CHURCH OF ENGLAND

BBC RADIO 4 Daily Service

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Listen now

Follow the Star: God's Home

A space for spiritual reflection with a Bible reading, prayer and a range of Christian music.

15 days left to listen
15 minutes

Theme: Follow the Star: God's Home
Led by Revd Shaun Lambert

In the bleak midwinter (Truro Cathedral Choir)
Thorns In The Straw (Graham Kendrick)
Home (Rivers & Robots)
Luke 2: 41-52

Show more

BBC RADIO 4 Christmas Service

Home

Listen now

The Archbishop of Canterbury, the Most Revd Justin Welby, reflects on the birth of Jesus in a service for Christmas morning from the Chapel of Lambeth Palace.

7 days left to listen
42 minutes

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Church of England → Diocese of St Albans → St. Cuthbert, Rye Park

St Cuthbert's

VIEW OUR CHRISTMAS SERVICES AND EVENTS

#FollowTheStar

St Cuthbert's Rye Park

#FollowTheStar by email or download our app

Sign up to our free daily reflections or download the app to take the life-changing Christmas journey this year.

Christmas at St Cuthbert's

Discover what's on offer this Christmas at our church. We'd love you to come and celebrate with us.

#Follow The Star

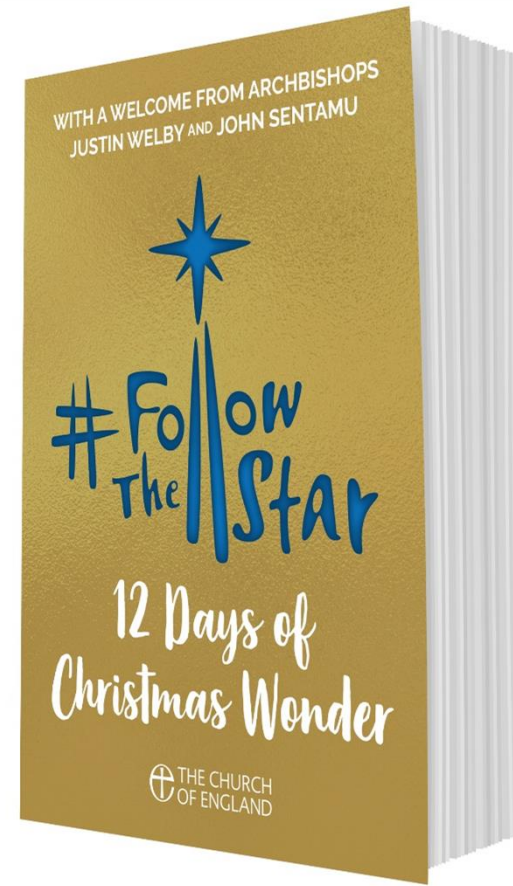
THE CHURCH OF ENGLAND

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#FollowTheStar 2019: reflections

12 days of Christmas wonder

- Booklet by The Revd Mina Munns
- Published 23 September
- Special early-bird bulk discounts
- New 'taster' leaflet
- SMS
- Email
- App for iOS and Android
- Audio for Alexa, Google Home and app
- Accompanying family activities.



#FollowTheStar 2019: content and wider campaign



- More content for Advent
- Video content and customisable videos
- Social media campaign
- Online shop
- Updates to A Church Near You
- Launch at Lambeth Palace
- Encouraging 'Night of the stars' events.

"I found getting involved in the campaign was fantastic. We've had a good response from the local community and have seen more new people to our church in January."

"I thought this year's marketing was among the best I have seen. Thank you!"

"My faith is quiet and personal rather than church-going and I found the reflections excellent, thought-provoking and helpful"

User feedback



THE CHURCH
OF ENGLAND

How can your church reach more people this Christmas?



1. Update your A Church Near You pages with your Advent and Christmas services and events
2. Order the *#FollowTheStar: Twelve days of wonder* booklets and download the FREE app when it launches
3. Download and buy posters, logos, prayer cards, bookmarks and other resources
4. Display a star on your church building – and tag this on A Church Near You
5. Use our new Christmas videos and brand-new customisable video tool to help your church promote its services and events.
6. And... Sign up to the Church of England Digital Charter!



FollowTheStar

Go to www.churchofengland.org/christmas