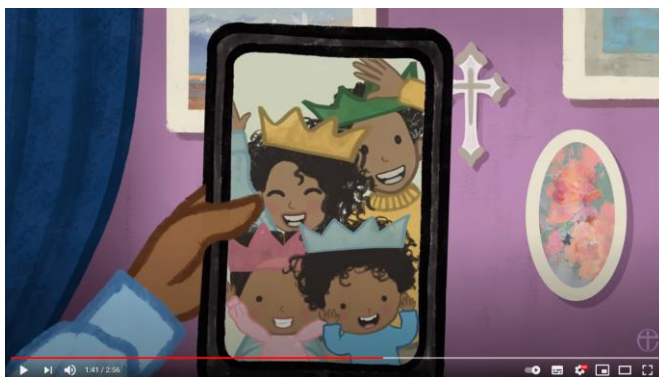




Getting ready for Christmas

MacBook

Looking back at the 2020 Advent and Christmas campaign



- **35.7 million combined impressions** on social media - up from 12.6 million in 2019.
- More than **91% of people** said the campaign was helpful, very helpful or extremely helpful in **bringing them closer to God**.
- More than **16 million page views** on AChurchNearYou.com from the beginning on Advent - up from 12 million in 2019.
- A **quarter of a million free hymns** were downloaded for churches to use online and onsite by AChurchNearYou.com editors.
- **59% increase in reflections booklets** distributed compared to 2019 – reaching an offline audience.
- Reflection emails were **opened 600,000** times throughout the campaign.
- **Nine online services and events** received more than **2.5 million views** in total.



Reaching new audiences in 2020

- Worked with influencers to create a series of reflections for young people and received more than **40,000 views on Instagram**
- **Nine online services and events** received more than **2.5 million views** in total.

And supporting offline audiences

- **59% increase in reflections booklets** distributed compared to 2019 – reaching an offline audience.
- Daily Hope line received **348,000 calls** and was listened to for **4.27 million minutes**



A free phone line of hymns,
reflections and prayers



Comfort and Joy



Pauline [redacted]

Have really enjoyed the comfort and joy series. It has been inspiring. And prayers at this difficult time have been very helpful. And the thoughts of how and what to give of ourselves have helped me to focus less on my problems and reminded me that there are others who to are going through distress of different kinds and suggestions of how to help show our faith and love have been good. THANKYOU God for all those who have been involved in the preparation of this booklet, giving their time to share thoughts and ideas and help me to open my eyes to moving ahead amen 🙏

Like · Reply · Message · 1 w



Samantha [redacted] My first midnight mass, first year of following God so didn't feel the urge to go before. Hope everyone is well and you are able to enjoy Christmas no matter how you are having to celebrate this year.

During these difficult times I found the campaign especially useful in getting closer to God when the churches were closed. It was especially good to hear the prayers and readings

I found the reflections meaningful and enlightening. The Advent Reflections led a simple and insightful journey - I loved the Christmas Reflections - found so much in the carols that I had never noticed before. Liked the layout and the content. Well done, to all concerned.



THE CHURCH
OF ENGLAND

Plans for Advent and Christmas 2021



At the heart of Christmas



At the heart of Christmas



The message behind the campaign

- A **challenge** for those who already belong to Church to ponder what the fullest meaning of Christmas is and reflect.
- An **invitation** to others who may not yet belong to place the story of Jesus – and celebrating that story with the Christian community – central to their Christmas.
- And a **doorway** that can open onto a variety of calls to action – from ‘Come and sing carols once again at your local church’ to something more focused on home, online, school or other ways to engage with the good news of Christmas, whatever the prevailing circumstances and public mood.
- A **message** that can be used alongside local, diocesan and national campaigns and activities – underlining the value of what the Church is already offering, rather than demanding more.
- A **quietly confident statement about the centrality of the Christ** – and therefore the Christian faith and Christ’s Church – to a season that is the focus for so many people across society.

At the heart of Christmas



Rooted in scripture

But Mary treasured all these words
and pondered them in her heart.

Luke 2.19

No one has ever seen God. It is God the only Son,
who is close to the Father's heart,
who has made him known.

John 1.18

At the heart of Christmas



Christmas resources



Resources that support
evangelism and discipleship



At the heart of Christmas



Reflection journeys



Advent: app and audio

- Exploring **Matthew's Gospel** from *Reflections for Daily Prayer*
- Sharing new content from **Stephen Cottrell and Guli Francis-Dehquani**

Christmas Eve to Epiphany: booklet, app, audio, email

- At the Heart of Christmas: 12 Stories and Meditations
- Sharing new content from **Justin Welby, Stephen Cottrell and guests**

Reflection booklets available to pre-order now

 chpublishing.co.uk/christmas

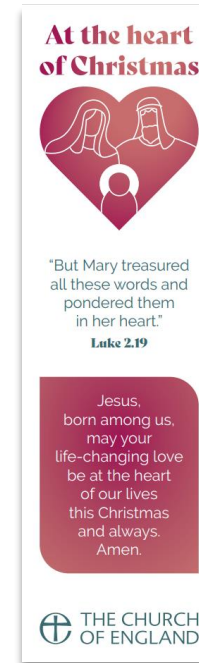
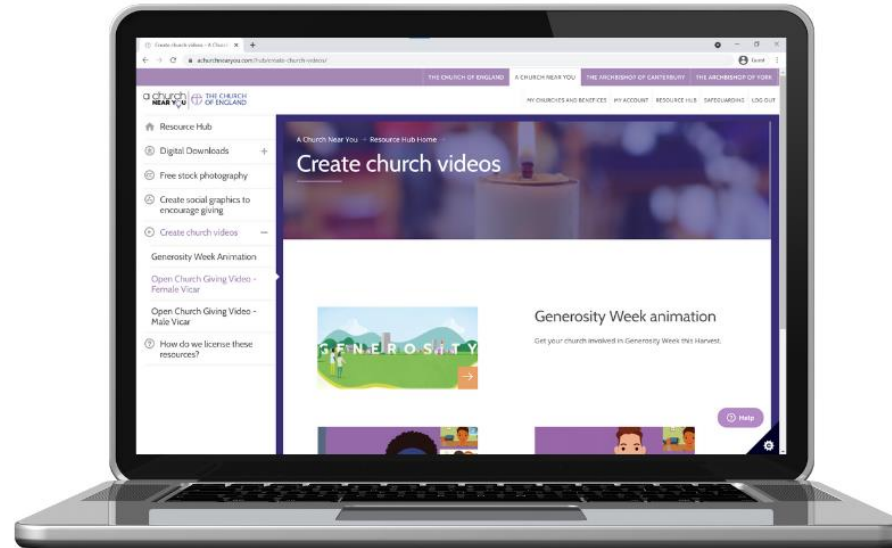
Christmas resources for churches

 cofe.io/Christmas

At the heart of Christmas



Resources for churches



Digital skills training for Christmas

 cofe.io/DigitalLabs

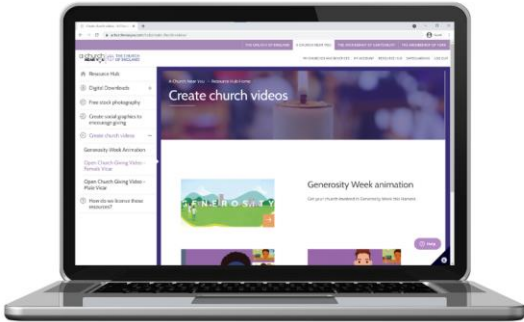
Christmas resources for churches

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At the heart of Christmas



Resources for churches



- **National online services** for the Sundays of Advent and Christmas
- **Customisable social media graphics and videos** on ACNY Resource Hub
- **Hymns and carols** for use in online and onsite services on ACNY Resource Hub
- **Print invitational resources** available from Church House Publishing
- **Family resources** throughout Advent and Christmas
- **Youth resources** exploring new ways of reaching teenagers digitally
- **Seasonal material** available on the **Daily Prayer and Time to Pray** podcasts/apps



At the heart of Christmas



Digital Labs webinars

- How to use the **national campaigns locally**
- Learn how to create **videos for your church** with Canva.com
- How to use social media to reach your **local community this Christmas**
- **And more!**

Sign up links in your follow-up email

