

Making Advent and Christmas **Evangelistic**

Many churches do a variety of things during Advent and Christmas. It is a time when people are looking for church activities. Many churches have community meals for folks who have nowhere else to go. As we invite folks to the church for activities: *what if?* What if we asked them about their lives, listened to their stories, heard about their faith, their joys and their sorrows, and also told them who we are, why we serve? What if we told them about Jesus?

- Where have you seen Jesus at work in your community?
- What has Jesus been poking you to do?
- How has Jesus given you hope?
- Invite them to worship in a community of Jesus.

Luke 2:20 reads, “The shepherds returned, glorifying and praising God for all they had heard and seen.” We imagine them telling everyone they met the amazing story of the birth of Jesus. How will we share the story in this season?

Here is a beginning list of ideas — and we hope you might add to it:

- Take worship or a carol sing to places in your community — a nursing home, a park, a hospital, a fire or police station, a mall, a pub or a community gathering.
- Go to places to listen to people — to their joys and sorrows, laments and struggles — and tell of Jesus’ welcome and comfort.
- Stage a live nativity or a Christmas walk, telling the story of the Word become flesh.
- Bless people — find ways to pronounce a blessing upon the people being served at a community dinner or food distribution and pray for/with them.
- Invite friends or other family members to serve with you.
- Post invitations on social media, or send or hand out invitations. Check out the free [Christmas Communications](#) resources from the ELCA.
- Invite all the people you encounter to come to worship on Christmas Eve/Christmas Day.
- Ask people to tell you the story of their faith journey — find ways to invite them into further conversations.
- Recruit a listening team to accompany workers so some are serving and others are listening to those being served.



- Ask those being served what they think the church should be doing to help the community or what are important community needs.
- Adopt families through local charities that the church can sponsor.
- Plan worship services that include familiar music, and use a variety of ways/media to tell the Christmas story.
- Above all else, tell the story — make Jesus the reason for the season.

For additional evangelism resources, visit [ELCA.org/evangelism](https://www.elca.org/evangelism).