

Advent Communications Calendar Template

Copy this into your own planning doc, replace the bracketed items, and check off each row as you go. Dates are for 2026: Advent begins Sunday, November 29, and Christmas Eve falls on Thursday, December 24.

When	Task	Channel	Owner	Done
By Nov 13	Confirm Christmas Eve service times, locations, and livestream plan	All	[Pastor / worship lead]	☐
By Nov 13	Choose Advent theme weeks (hope, peace, joy, love) and scripture pairings	All	[Communicator]	☐
By Nov 15	Design the graphic set: one template, four theme variations	Social, slides, web	[Communicator / designer]	☐
By Nov 20	Draft the first three emails	Email	[Communicator]	☐
By Nov 20	Recruit volunteers for photos, signage, and social scheduling	Volunteers	[Communicator]	☐
Nov 23 to 25	Schedule Advent Week 1 content	Email, social	[Communicator]	☐
Nov 23 to 25	Publish the Christmas Eve event page	Website	[Communicator]	☐
Nov 23 to 25	Update holiday hours on Google Business Profile	Google	[Communicator]	☐
Sun Nov 29	Advent Week 1 (Hope): launch devotional or theme series	Email, social, slides, bulletin	[Communicator]	☐
Nov 29 to Dec 5	Post a "What is Advent?" explainer for newcomers and families	Social, website	[Communicator]	☐
Nov 29 to Dec 5	Send the first Christmas Eve invitation	Email, social	[Communicator]	☐
Sun Dec 6	Advent Week 2 (Peace): publish theme content	Email, social, slides, bulletin	[Communicator]	☐
Dec 6 to 12	Promote Blue Christmas or Longest Night service, if you hold one	Email, social, website	[Communicator / care team]	☐
Dec 6 to 12	Share a volunteer or ministry story	Social, email	[Volunteer]	☐
Sun Dec 13	Advent Week 3 (Joy): publish theme content	Email, social, slides, bulletin	[Communicator]	☐
Dec 13 to 19	Send "what to expect" email: parking, kids' options, service length	Email	[Communicator]	☐
Dec 13 to 19	Ask members to invite one friend, with a copy-and-send text message	Email, bulletin, pulpit	[Pastor / communicator]	☐
Sun Dec 20	Advent Week 4 (Love): publish theme content	Email, social, slides, bulletin	[Communicator]	☐

When	Task	Channel	Owner	Done
Dec 20 to 23	Send final Christmas Eve reminders	Email, social, text	[Communicator]	☐
Dec 20 to 23	Confirm livestream link and test it	Livestream	[Tech volunteer]	☐
Dec 20 to 23	Check signage, directions, and parking volunteers	On site	[Volunteer coordinator]	☐
Thu Dec 24	Post day-of social message with service times and address	Social	[Communicator]	☐
Dec 25 to 31	Thank volunteers and share a photo recap	Email, social	[Communicator]	☐
Dec 27 to Jan 6	Send a "what's next in January" note and invite guests to the first Sunday of the year	Email, social	[Communicator]	☐
Wed Jan 6	Epiphany: close the season with a short reflection	Email, social	[Communicator]	☐

Keep two slots open each week

Use them for weather changes, schedule shifts, and last-minute requests from your pastor. If nothing comes up, use the time to get ahead on the next week.

One idea, many channels

For each theme week, write one reflection and one scripture, then reuse them across every channel.

Theme week	Scripture	Email	Social	Slide	Bulletin	Web banner
Hope	[Scripture]	[150-word devotional]	[Graphic with scripture]	[Title slide]	[Two-line insert]	[Homepage banner]
Peace	[Scripture]	[150-word devotional]	[Graphic with scripture]	[Title slide]	[Two-line insert]	[Homepage banner]
Joy	[Scripture]	[150-word devotional]	[Graphic with scripture]	[Title slide]	[Two-line insert]	[Homepage banner]
Love	[Scripture]	[150-word devotional]	[Graphic with scripture]	[Title slide]	[Two-line insert]	[Homepage banner]

Christmas Eve Sample Invitation Set

Fill in the brackets, delete what doesn't apply, and keep every piece answering the same questions: when, where, how long, and what to expect.

Details to gather first

Detail	Your answer
Church name	[Church Name]
Address	[Street, city]
Service times	[4 PM and 7 PM]
Service length	[About 50 minutes]
Parking and entrance	[Free parking in the north lot, main doors]
Kids and nursery	[Nursery for ages 0 to 3 at both services]
What happens	[Carols, a short message, candlelight]
Livestream link	[Link, if offered]
Event page link	[Link]
Contact for questions	[Name, email or phone]

Social posts

Short invitation

Christmas Eve at [Church Name]: [4 PM and 7 PM]. Candlelight, carols, and the story of Christmas in about [50 minutes]. Free parking, nursery care, and a seat with your name on it. [Link]

What to expect

First time, or first time in a while? Here's the plain version. Services at [Church Name] are [4 PM and 7 PM] and last about [50 minutes]. Park in the [north lot], come in through the [main doors], and a greeter will help you find a seat. No one will ask you to speak or sign anything. [Link]

Day-of reminder

Tonight at [Church Name]: services at [4 PM and 7 PM]. Doors open [30 minutes] early. Parking is in the [north lot]. We'll save you a seat. [Address]

Emails

Invitation email

Subject options:

- Christmas Eve at [Church Name]: what to expect
- A seat for you on Christmas Eve
- If it's been a while, come back on Christmas Eve

If it's been a while since you've been to church, Christmas Eve is a good time to come back. Here's what to expect: services are at [4 PM and 7 PM], each about [50 minutes] long. You'll hear familiar carols, a short message, and end the night holding a candle. No one will ask you to do anything but show up.

Park in the [north lot] and come in through the [main doors]. A greeter will meet you there. [Nursery care is available at both services.]

We'd love to see you. [Link to event page]

Member email: invite one friend

Subject: Who could you bring on Christmas Eve?

Think of one person who might come to church if someone asked them. A neighbor, a coworker, a relative who's been away for a while. Christmas Eve is the easiest invitation of the year to make.

Below is a text message you can copy and send. Add their name, and add the service time that suits them.

[Text message]

Follow-up email to guests

Subject: Thank you for spending Christmas Eve with us

Thank you for joining us at [Church Name] on Christmas Eve. We were glad you were there.

If you'd like to come again, our next service is Sunday, [January 3] at [time]. It looks a lot like Christmas Eve, just with fewer candles. [Link]

If you have a question, or a prayer request, write back to this email and [Name] will reply.

Text messages members can copy

Simple invitation

We're going to the [7 PM] Christmas Eve service at [Church Name]. It's about [50 minutes], with music and candles. Want to come with us? I'll save you a seat.

For a family with kids

Our church has a [4 PM] Christmas Eve service that's about [50 minutes], with a nursery and a kid-friendly story. Want to join us? We can meet in the parking lot.

For someone who feels unsure

No pressure at all. But if you'd like to come to church with us on Christmas Eve, I'd love to sit with you. It's short, it's quiet, and no one will put you on the spot.

Postcard and printed pieces

Front

Christmas Eve. [4 PM and 7 PM]. Candlelight, carols, and a warm welcome.

Back

[Church Name], [Address]. Free parking in the [north lot]. Nursery care available. About [50 minutes]. No one will ask you to do anything but come as you are. [Web address or QR code]

Bulletin insert

Bring a friend on Christmas Eve. Services at [4 PM and 7 PM], about [50 minutes]. Ask a greeter for a postcard to hand to a neighbor.

Website event page

Headline: Christmas Eve at [Church Name]

First paragraph: Join us on Thursday, December 24, for an evening of carols, a short message, and candlelight. Services are at [4 PM and 7 PM] and last about [50 minutes].

Quick facts:

- Where: [Address]
- Parking: [Free parking in the north lot]
- Kids: [Nursery for ages 0 to 3 at both services]
- Accessibility: [Step-free entrance at the east door, large-print bulletins, live captions if available]
- Livestream: [Link, if offered]

Closing line: If you have a question before you come, write to [Name] at [email]. We'll get back to you the same day.

Google Business Profile update

Christmas Eve services on Thursday, December 24 at [4 PM and 7 PM]. About [50 minutes], with free parking and nursery care. All are welcome. [Link]

Before you send anything

- Read each piece as someone who has never been to your church. Does it say where to park?
- Check that service times match across the website, Google Business Profile, email, and social.
- Remove insider terms, or explain them in a phrase.
- Add the same link everywhere, so guests always land on one current event page.