



HOW TO USE THE GOOD NEWS CHRISTMAS CAMPAIGN

The Christmas season is one of the big three moments of the year to reach new people (followed by Easter and the month of September). The **Good News! Experiencing the Genuine Jesus** collection of resources was designed to aid your congregation in presenting the message of Jesus to your community during this most impactful time of year. The custom design of the kit includes a number of tools for this purpose. The following introduction will acquaint you with the included materials and provide suggestions for getting the most out of the resource packet.

ORGANIZATION OF THE INSTRUCTIONS

- A. Good News Basics
- B. Sermon Overviews (with themes and promotional tags)
- C. What's Included
- D. Suggested Timeline for Use
- E. Credits

A. Good News BASICS

The season of Advent is a special time in the life of the church. It is a time where we celebrate the Good News, but also the time of waiting that preceded the coming of Christ. We spend time in anticipation and preparation, not just for Christmas Day, but also for an encounter with the genuine Jesus. This year, the season of Advent begins on December 1, 2019.

The 2019 campaign takes traditional advent themes and makes them relevant to where people are living. It is called **GOOD NEWS! EXPERIENCING THE GENUINE JESUS**.

Series Introduction: In a world seemingly overwhelmed with bad news, it's time for some good news. Maybe it's a positive doctor's report, a promotion, or the announcement of a much-wanted pregnancy. Whatever the good news, it restores hope, energizes love, excites joy, and brings peace. Over the past two thousand years, people just like you and me have found that experiencing Jesus—the genuine Jesus—has enriched, and even, changed our lives. This Christmas, we invite you to sample the best news of all. His name is Jesus.

Summary: The real and moving experience of Jesus is the best news of all.

Scripture: "Therefore the Lord himself will give you a sign: The virgin will conceive and give birth to a son, and will call him Immanuel." Isaiah 7:14 NIV

Goals:

1. Engaging culture by increasing the number of people presented with Jesus during the season.
2. Enriching the church community by offering compelling and relevant seasonal tools for church life.
3. Extending the clock for pastors and church leaders by providing a fully planned program to help de-stress Christmas.

B. SERMON OVERVIEW

The following provides a quick overview of the sermon for each week.

FIRST SUNDAY OF ADVENT

Date: December 1, 2019

Author: Rev. Jim Lyon, General Director of the Church of God, Anderson, Indiana

Title: Good News: Hope When You Least Expect It

Scripture: Matthew 1:18-21(NLT)

The Sermon in a Sentence: *Hope believes “yes” when our circumstances say “no.”*

Summary

Joseph’s circumstances seemed bleak. His betrothal to Mary created the hope of a wonderful life with the one he loved, but it seems that only moments later, he received the worst news possible – she was pregnant, and not by him. His “yes” to a new life suddenly became a “no” to possibility. This first sermon in advent brilliantly helps us to experience what life must have been like for Joseph AND how God restored hope for him – and restores hope for you today.

SECOND SUNDAY OF ADVENT

Date: December 8, 2019

Author: Rev. Efrain Cirilo, Lead Pastor and Church Planter, Merge Church, Conroe, Texas

Title: Good News: Love Overcomes

Scripture: 1 John 4:18

The Sermon in a Sentence: *Love lives courageously when life looks away.*

Summary

Fear is a powerful force, often making people look the other way from what is really happening around them. Fear keeps people from becoming all God has for them, and it keeps people from taking courageous action. But love is greater than fear. In fact, the Christmas story is full of moments when “love drives out fear.” In week two of The Good News series, both biblical and real life examples of courage will inspire us to live more fearlessly. We’ll also learn how boldly following Jesus makes a genuine difference in the world today.

THIRD SUNDAY OF ADVENT

Date: December 15, 2019

Author: Rev. Kylee Larson, Associate Pastor at Church of the Crossing, Indianapolis, IN.

Title: Good News: Beauty in Brokenness

Scripture: Luke 2:1-20

The Sermon in a Sentence: *Joy sees beauty when we feel broken.*

Summary

Every person’s life writes a story for others to read. Undoubtedly, this story embroils some level of conflict, brokenness, and trial. The real story of the genuine Jesus is not the cozy and warm story we often see; it contains dramatic struggle and a dark spiritual battle. The lesson this week helps us to see the value of brokenness to redefine our story by appealing to our impulse to find beauty in the ashes of struggle. And as you will see, the Good News has never been better.

FOURTH SUNDAY OF ADVENT

Date: December 22, 2019

Author: Rev. Dr. Rebecca New-Edson, Regional Pastor, Western Pennsylvania

Title: Good News: Peace in a Divided World

Scripture: Isaiah 9:2,6; Ephesians 2:14-18

The Sermon in a Sentence: *Peace speaks “calm” when everything whispers “worry.”*

Summary

Peace in a broken world is elusive, fleeting, and just hard to find. Not only is this true socially, but it’s also true personally. People tend to approach life with the conviction that if they control their circumstances they can control their inner peace. The last sermon in the Good News series asks: how do we find peace in the midst of chaos and confusion? It then provides a different strategy for rediscovering genuine peace from a genuine Jesus. The solution is not only revolutionary in today’s world, but it can change how you live.

C. WHAT'S INCLUDED

Custom art

The included art can be used to make signs, banners, and other printed materials. The beautiful art invites people to consider joining your church this Christmas.

Sermon Manuscripts

Four full text sermons are included. These can be used in total or in part. The manuscripts also give preaching pastors more time for other seasonal duties. All materials are copyright free.

Sermon Outlines

The outlines are notated where the fill-in blanks should go, and they correspond with the PowerPoint slides.

Sermon Slides

The PowerPoint slides are beautifully done and will complement your sermon. They come in both standard and widescreen format.

Small Group Curriculum

Four adult small group or Sunday School sessions are included with this kit to help reinforce the theme in each sermon.

Children's Materials

Included in this program are two types of children's materials:

1. Children's Curriculum that can be used for either Sunday School or Children's Church.
2. For congregations who have a children's sermon during the service, these children's talks are themed for the child in all of us.

Additional Sermon Illustrations

In addition to the full manuscripts, additional sermon illustrations are included. These can supplement the current sermons or be used as a basis for a different approach to the weekly theme.

NEW! Videos

Beautifully produced by Church of God Ministries, these real-life videos will powerfully assist in leading people to an impactful moment with God.

NEW! Worship Guides

Give your worship leader a break! Fully prepared sample worship services for contemporary and more traditional worship styles are now included.

NEW! Assimilation Track

This resource outlines key best practices to help guests effectively pursue a deeper relationship with your church.

NEW! Social Media and Connecting People to Jesus

Social media presents a wonderful opportunity for congregations to engage their communities. The included resource offers helpful and common sense insights for maximizing your communication during the season.

Outreach Ideas

Running dry on how to reach your community? The resource contains numerous suggestions to share the Good News.

Invite Cards

Invite cards are a great way for your members to share Good News with the community. Members can distribute these invite cards to friends, neighbors, people they meet along the way of life, or even distribute in a door-to-door fashion. See information below for more information on how to order your customized cards.

Jenifer Lee, Graphic Designer

Call 480.326.2931 or email designer@cr8tvi.com

Get full color, double-sided invitations customized with your church's details, printed on 14pt card stock and shipped to your door for under \$100. Call for quote!

Price is good for up to 1,000 cards.

D. SUGGESTED TIMELINE FOR USE

Below is a sample schedule on how to implement the Good News campaign.

Upon receipt of the *Good News*

1. Spend time familiarizing yourself with the materials included in the program.
2. Pray for wisdom and guidance in its implementation.
3. Create a calendar to ensure all the tasks are accomplished in a timely fashion.
4. Call a local sign company or find an internet based company and order the appropriate number of banners to display on the outside of your church or on/near your sign. One Internet based company is www.esign.com.
5. Order the appropriate amount of signs/displays for the interior of your church.

First week of November (November 4-10, 2019)

Meet with your small group or Sunday school leaders along with key children's personnel. Distribute the Small Group and Children's curriculum. Talk through the materials to familiarize them with it. Personalize it to your congregational context.

Meet separately with key worship leaders. Design your worship experiences to help people get the most out of the season.

In addition to these areas, it is also suggested you consider the following:

1. Get a team together to design your auditorium stage decoration.
2. Place announcements in your bulletin about the upcoming Christmas series. You might consider using the series summary from Section A.
3. Determine and organize your Welcome strategy.

Second week of November (November 11-17, 2019)

1. Begin a prayer emphasis to highlight the importance of reaching people during the holiday season.
2. Follow up on key decisions made from last week's meetings.

Third week of November (November 18-24, 2019)

1. Make the *Good News* Invite cards available to congregation members.
2. Take a few moments in the service to creatively teach people how to use them. Don't assume all your people fully understand their use. For example:
 - a. Cards can be given to neighbors and co-workers.
 - b. Children can take them to school and give to their friends.
 - c. You can leave them on the table with your tip to invite the server to join you.
 - d. If appropriate, you can organize a distribution day in which you place them on household doors.

Last week of November (November 25-30, 2019)

1. Decorate the stage in an exciting and relevant way.
2. Make sure you have visitor cards (or some method) ready for the first Sunday.
3. Implement your Welcome strategy for the series, including themed welcome gifts for guests.

For Sunday, December 1

1. Begin Series: *"Hope When You Least Expect It"*
2. Small Group Session 1.
3. Post the Service Summary (from above) into your social media outlets. Try to use a captivating graphic to go along with it.
4. For Advent specific hints and helps, refer to pages 5-6 of the CWC Advent Resource Book.

For Sunday, December 8

1. Continue Series: *"Love Overcomes"*
2. Small Group Session 2.
3. Replace welcome gifts and materials as needed.
4. Post the Service Summary (from above) into your social media outlets. Try to use a captivating graphic to go along with it.
5. For Advent specific hints and helps, refer to pages 5-6 of the CWC Advent Resource Book.

For Sunday, December 15

1. Continue Series: *"Good News: Beauty in Brokenness"*
2. Small Group Session 3.
3. Replace welcome gifts and materials as needed.
4. Post the Service Summary (from above) into your social media outlets. Try to use a captivating graphic to go along with it.
5. For Advent specific hints and helps, refer to pages 5-6 of the CWC Advent Resource Book.

For Sunday, December 22

1. Finish Series: *"Good News: Peace in a Divided World"*
2. Small Group Session 4.
3. Replace welcome gifts and materials as needed.
4. Post the Service Summary (from above) into your social media outlets. Try to use a captivating graphic to go along with it.
5. For Advent specific hints and helps, refer to pages 5-6 of the CWC Advent Resource Book.
6. Collect the Christ Birthday Offering, emphasizing the kingdom advancing work it accomplishes.

E. CREDITS

Numerous persons were involved in the production of Simple Faith. Here's to a huge **shout out** to each person for his or her participation. May God receive the glory!

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