**Avoiding Grinchmas**

**Dec 2-17**

**Tagline:** Practical ways to spread the joy

**Feel:** A play off of the popular “you’re a mean one Mr. Grinch”; Christmas season emotions, songs and all that the time of year brings

**Why this series now:** We want to help our guests not only experience the joy that’s possible through God during the Christmas season, but share and invite others to experience it too

**Response Areas:** No
**Memory Verse:** Psalm 16:11, You make known to me the path of life; in your presence there is fullness of joy; at your right hand are pleasures forevermore.

**Invite Pitch:** *(start in a sing song voice)*It’s beginning to feel a lot like Christmas. Right? We all want to feel joy, fun, space to relax and enjoy loved ones. What do we actually feel? Stressed, short on time and full of insert swear word here - hahaha! A recent study found that 62% of respondents described an increased stress level during the Christmas season while only 10 percent reported no stress! It’s as if some grinch steals what we want from Christmas every year. Is there anything different we can do? Are we just resigned to surviving the holidays? We’re on the search for ways we can experience and share what we all want each holiday season - turning Grinchmas into Christmas and we hope you are too. Join us throughout the month of December!

**Weekly Topics and Content Goal:**

**Week 1: Dec 2/3, Ben**

Key Focus: See the joy God offers

**Week 2: Dec 9/10, Barb**Key Focus: Experience joy in the struggle

**Week 3: Dec 16/17, Campus Pastors**Key Focus: Share the joy with others

**Series Goals:**

* Shareable Christmas invite
	+ Physical
	+ Digital (both from the app and social)
* LIO as part of The Daily: Advent Devotions

 How will we measure this goal?

* Number of shares of Christmas invite
	+ Physical – total number of invites given to guests (physical count)
	+ Digital – 1435
		- * Track social shares (Jes)
			* Link usage with Google (shows who navigated from the app) (Jason)
			* Track Rock Interactions with the page. (shows who might have saved the page and is navigating to it, not from the app) (Liz)
* Overall engagement with Advent content:
	+ Subscribed to text campaign – 400
	+ % of people who viewed in app – 30% of app users (Jason)
	+ % of people who viewed on webpage (this is from the text campaign) – 75% (Liz)

**Ministry Calendar and Holidays:**

Dec 2 - Santa Bowl

Dec 2/3 - Baptisms
Dec 9 - Second Sat Serve - Christmas Shoebox focus

Dec 13 - Student Night Semester End

Dec 16/17 - Fall Groups End, GrowthTrack Combined Week ¾

**Series Resources:**

* The Daily - Advent Devotions
	+ "Throughout the month of December, we have an opportunity for you to prepare for Christmas through our Advent devotions. Advent means arrival and for us, it’s a time of hopeful expectation to draw near to God. When you engage with our short readings, or devotions, you will be provided encouragement and reflection specific to this season of not only celebrating the birth of Christ, but also the day when he returns. Included also are devotions you can do as a family – consider making it part of dinnertime, bedtime or even at the bus stop. If you read The Daily in our app or get the LIO email each morning, the Advent devotions will already be there for you. If you would like a daily text reminder, text the word ADVENT to 419.419.0707."

**Family Ministries**

* Advent Resource alongside one for adults