

BIG DAY RALLY CRY EMAILS

Email to Service Programming Team //

Subject: Planning for a "Big Day Rally Cry" in December

Hi [Service Programming Team],

As we look ahead to December, I'd like to discuss incorporating a unique element into one of our services early in the month—something I'm calling a "Big Day Rally Cry."

At a high level, this would be a 10-15 minute focused moment where we inspire and equip our congregation to invite people to our Christmas Eve services. The goal is to create a compelling invitation opportunity using testimonies, interactive elements, and a direct ask to fill our services with guests. (I have a sample from another church that we can take a look at when we're together.)

To move forward, I'd love to get your input on two key things:

1. **Which weekend in December** would be best to adjust our typical service rundown for this?
2. **When can we set up a time to meet** and plan this element out so we can execute it well?

Looking forward to hearing your thoughts and working together to make this a powerful moment for our congregation!

Email to Potential Testimony Person //

Subject: We'd Love to Share Your Story this Christmas

Hi [Name],

As we prepare for the Christmas season at [Church Name], we've been reflecting on the many stories of life change that have come through the simple act of an invitation—**and your story is one that has come to mind.**

I remember you first coming during a Christmas service because someone invited you. Your journey with us has been such a blessing, and we'd love to share that story with the broader church family as part of an effort to inspire and encourage others to invite their friends and loved ones to Christmas services this year.

There's no pressure at all, but we're creating a short video to showcase how one invitation can make a big difference, and we think your story could be a beautiful part of that. It would involve a brief interview about what that first Christmas experience was like for you and how it has shaped your connection to the church and your faith.

If you feel comfortable sharing, we'd love to include your story in this particular moment. Please let me know your thoughts, and if you're open to it, we can discuss the details whenever you're ready.

Thank you for considering this, and thank you for being part of our church family! **Whether or not this feels right for you, I want you to know that we are so grateful for your presence and for the journey you've been on with us.**