



Promotional Helps

We've provided plenty of resources to help you promote *Connected Christmas*. We suggest you recruit a Publicity Leader to help publicize your Celebration Event. Be sure to give that leader access to all the Promotional Helps.

Show the Introduction video (or do the Introduction live!) Send notes to parents. Post information on your church's website and social media. Use posters in hallways and fliers as bulletin inserts or handouts. Contact local radio stations and newspapers that announce and list upcoming Christmas community events. Whatever kind of publicity works best for your church, do it!

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Introduction Video + Scripts

Video

Show the [Introduction Video](#) and follow it up, sharing details of how *Connected Christmas* is going to work for your church.



INTRODUCTION VIDEO SCRIPT

In addition to the [Introduction Video](#), we have included the script in case you would prefer to do a live introduction to *Connected Christmas: A Family Experience*. You can show clips from *Connected Christmas* episodes as suggested or have volunteers ready to act out the scenes as you speak!

[HOST talking directly to the audience, possibly onstage with Connected Christmas scenery in the background. Upbeat Christmas music is playing. Connected Christmas logo could be on-screen.]

HOST: It's Christmastime again! The "most wonderful time of the year," as the song goes. But we know that Christmas can also be one of the busiest and most stressful and disconnected times of the year. Amid the hustle and bustle this season, we want to help you and your family connect—with God and with each other!

- ▶ Show clip from Episode 1 of Mary sweeping. Then jump to clip from Episode 1 of Gabriel showing up and surprising Mary.

HOST: That connection starts with remembering what Christmas is all about. Sure, Christmas trees, cookies, Christmas sweaters, piles of presents. They're all great. But Christmas is really about something way better than any of that.

- ▶ Show clip from Episode 2 of Mary, Joseph, and baby Jesus in the stable and all the animals surrounding them.

HOST: Christmas is a time to celebrate Jesus' birth!

[Show clip from Episode 3 of the angel talking to the shepherds. Jump to a clip from Episode 3 of the shepherds telling others about Jesus.]

HOST: God gave the whole world the chance to reconnect with Him through His Son, Jesus.
AND God gave some simple shepherds a great reason for connecting with others!

- ▶ Show clip from Episode 4 of the wise men giving their gifts to young Jesus.

HOST: Now that is one incredible gift—Jesus! A gift worthy of our worship!

- ▶ Show clip from Episode 2 of Mary looking at baby Jesus.

HOST: So this Christmas we invite your family to reconnect with each other and with God as you watch some sweet ...

- ▶ Show clip from Episode 4 with the star bouncing all around and the wise men seemingly confused.

HOST: ... and sometimes silly reenactments of the events surrounding the birth of our Savior.

*[If possible, show a couple of the activity options. Or, as **NARRATOR** speaks, show another clip from Episode 2 of Mary, Joseph, and baby Jesus.]*

Host: Along with each episode, there are lots of activity ideas for your family to choose from to help you continue connecting. Whether you love to sing, create, bake, be active, or serve, there is something for you!

- ▶ Show clip from Episode 3 of the shepherds going to see Jesus.

HOST: We hope you'll laugh and learn along with us as we celebrate together. May we all have a very connected Christmas this year!

- ▶ Cut to *Connected Christmas* logo.

Live Event Announcement

(Follow-up to Introduction Video)

If you are planning to host The *Connected Christmas* Celebration at your church, you can make a live announcement about the date, time, and place for the event. We've provided a script you can use.

LIVE EVENT ANNOUNCEMENT SCRIPT

Hey, everyone!

We are so excited about *Connected Christmas*, and we hope you are too! In addition to everything you just saw in the video, we will be hosting a special event so we all can come together as a church family and celebrate Jesus! It's going to be big!

The *Connected Christmas* Celebration will be on _____ at _____ and located in _____. There will be games, connection opportunities, Christmas cookie decorating, worship, and a great message about God's plan to connect with each of us through His Son, Jesus. We would love to have your entire family join us! Invite friends, neighbors, or anyone else you can think of who might like to come and connect!

Please sign up at _____ so we can have everything ready to celebrate with you. We hope to see you there!