

## Christmas Countdown



Christmas Countdown: not a quiz show for the verbally and mathematically curious, but a 1 minute video advert for Christmas in church.

It is now live on the diocesan website and social media and intended to support parishes' efforts to reach new people this Christmas.

The video points viewers towards the AChurchNearYou.com website which allows users to find a church or even a Christmas service near to them.

In St Albans Diocese, more than four times as many people come to church at Christmas compared to an average Sunday. Across the diocese, including school, and civic services and Advent, this rises to a quarter of a million people. That means more than 1 in 8 people in the population hearing the Christmas story afresh or renewing their link with it.

Helping people to engage with the Christmas story when they are preparing for Christmas or when they come to church will help them to engage with the Christian faith.

The short ad shows a family preparing for Christmas, Christmas activities and services in church.

At the same time, the Mission Department has produced

a helpful checklist to help invite, welcome and relate to visitors this Christmas.

Finding ways of helping Christmas visitors to return sooner than a year is essential to helping them to make the journey from visitor to pilgrim, should they so wish.

### A Church Near You updated

Church-finding website AChurchNearYou.com has been redesigned and re-engineered from the bottom up.

With Christmas just around the corner, editors will want to browse the new site and ensure all their church's details are correct, and also spend some time adding their Advent and Christmas services, or updating them with some of the new tags on the site if they haven't already done so.

FAQs for editors are at: [www.achurchnearyou.com/faq/](http://www.achurchnearyou.com/faq/)  
The major change that editors will notice is that authentication of their identity no longer needs to be done via the diocesan office in most situations, but is done directly online.

☆☆☆☆☆ Merry Christmas to all our readers! ☆☆☆☆☆