Christmas Together Planning Timeline

A Repeatable Strategy for Seasonal Evangelization

People are often more open to reconnecting with the Church during seasons of transition. As routines change, many begin looking for community, purpose, and a place to belong. **Together Sunday** helps parishes intentionally respond to these moments with personal invitation, joyful hospitality, and a renewed culture of welcome at Back to School, Christmas, and Easter. **Christmas Together** focuses on Advent and Christmas, when many who have been away are most likely to walk through your doors.

As routines change, many begin looking for community, purpose, and a place to belong.

Rather than being a one-time event, Together Sunday is a repeatable evangelization strategy that can be adapted to the natural rhythms of parish life. Choose one or all three celebrations each year.

Recommended Seasons

Back-to-School *(August–September)*

- Families establish new routines.
- Students return to school.
- Parish ministries begin again.
- One of the strongest opportunities of the year to invite people back to Mass.

Christmas *(Advent–Christmas)*

- Many people return to church during Advent and Christmas.
- Visitors are often more open to reconnecting with faith.
- A welcoming parish experience can encourage them to return throughout the year.

Easter *(Lent-Easter)*

- Lent invites people to renewal and conversion.
- Holy Week and Easter draw many who have been away from the Church.
- A culture of hospitality helps transform a holiday visit into lasting discipleship.

Recommended Planning Timeline

Campaign challenge: Pray for One Person. Invite One Person. Welcome Every Person.

Timeline	Goal	Communications	Personal Invitation	Hospitality
First Week of Advent	Set the vision. Invite the parish to make Advent a season of mission and welcome.	Introduce Christmas Together with Verbal Announcement #1 Publish Bulletin #1 and distribute invitation flyers. Share the campaign through parish email, website, and social media.	Form a prayer team. Encourage every parishioner to identify one person to pray for and invite to Christmas Mass.	Recruit a Hospitality Team. Begin reviewing the Christmas visitor experience and anticipated attendance.
Second Week of Advent	Prepare the parish. Build a culture of invitation and readiness.	Verbal Announcement #2. Publish Bulletin #2. Share a message about preparing the way for Christ through personal invitation and hospitality.	Ask parishioners to begin praying for their chosen person. Encourage informal conversations and expressions of care.	Conduct a hospitality audit. Evaluate parking, signage, greeters, accessibility, children's needs, seating, and the newcomer experience, keeping larger Christmas crowds in mind.
Third Week of Advent	Invite intentionally. Turn prayer and preparation into personal outreach.	Verbal Announcement #3. Publish Bulletin #3. Share Social Media Post #1. Consider a homily emphasis on sharing the joy and hope of Christ.	Launch the Personal Invitation Campaign through letters, phone calls, texts, emails, and face-to-face conversations. Send pastor and school invitations as appropriate.	Continue volunteer recruitment. Identify hospitality needs at each Christmas Mass and begin volunteer training.
Fourth Week of Advent	Build momentum. Make the invitation visible and prepare for guests.	Publish Bulletin #4. Verbal Announcement #4. Share Social Media Post #2 and send a parish email with Christmas Mass times.	Continue personal invitations and follow-up. Encourage parishioners to offer to sit with guests and introduce them to others.	Conduct a Hospitality Team walkthrough. Finalize volunteer schedules, signage, welcome materials, and plans for high-attendance Masses.
Final Days Before Christmas	Make room for everyone. Ensure parishioners are ready to welcome guests warmly.	Verbal announcement #5. Share Social Media Post #3 and a Christmas Mass reminder by email or text. Clearly communicate Mass times, parking, and practical information.	Remind parishioners: invite one person, offer to accompany them, and follow up personally.	Prepare welcome materials, Christmas Mass-times cards, worship aids, connection cards, and any refreshments. Brief volunteers on their roles.
Christmas	Welcome everyone with joy. Help every person experience the love of Christ and the warmth of the parish.	Provide clear Mass-time information and welcoming worship aids. Share a brief Christmas message of gratitude and belonging.	Parishioners intentionally greet and accompany guests. Encourage introductions and conversations before and after Mass.	Provide hospitality before, during, and after every Mass. Make it easy for guests to find seating, restrooms, children's spaces, and a clear next step for connecting with parish life.
Week After Christmas	Continue the relationship. Extend Christmas hospitality beyond a single celebration.	Thank the parish and share stories of welcome, invitation, and connection while respecting people's privacy.	Personally follow up with guests and returning Catholics when contact information and permission are available. Encourage parishioners to continue the relationship naturally.	Debrief with the Hospitality Team. Identify what worked, what could improve, and what should carry forward into the Easter Together season.

The Four Movements of Back Together Sunday

Every activity in this timeline supports four simple movements that can become the culture of your parish:

Pray
Invite God to prepare hearts and guide every invitation.

Care
Build authentic relationships through listening, encouragement, and genuine concern.

Invite
Extend a personal invitation to encounter Jesus Christ and His Church.

Welcome
Help every person experience belonging through joyful hospitality and meaningful relationships.

When these four movements become part of parish life, the Christmas season becomes more than one joyful celebration—it becomes the beginning of a culture where every Sunday is a welcoming Sunday.