

EASTER

2020

nine week planner

7-8 Weeks Out

Set Your Church Up for Success

STEP
1

RECRUIT A PRAYER TEAM

Ask your staff, ministry leaders and volunteers to form a prayer team.

STEP
2

CREATE AN OUTREACH PLAN

Get together with your communication staff and ministry leaders and talk about all the ways you can invite and reach out to your community leading up to Easter. Don't forget to include printed invitations as well as social media and emails.

STEP
3

ORDER DIRECT MAIL INVITATIONS & GET FREE FACEBOOK ADS

Combine the reliability of the postal service with the frequency of Facebook ads to have a double impact in the same geographic area. Hurry free ads offer expires on 2/21/19. See outreach.com for offer details.

STEP
4

CREATE A SOCIAL MEDIA STRATEGY

Review the social media guide that comes in The Easter Challenge church kit. Ask someone on your team to be responsible for posting, engaging in conversations and keeping your social media presence active and relevant. Need help? Check out Outreach Social - a daily social post service for churches.

STEP
5

RECRUIT MORE GREETERS AND START A PARKING MINISTRY

On Easter, you should see more visitors than any other Sunday so make sure your welcome team is ready. Increase the number of greeters you have around the building, make sure you have people inside to direct visitors to key areas as well as outside.

STEP
6

ORDER YOUR PROMOTIONAL & INVITE TOOLS

Suggested tools include:

- Invitation Cards
- Door Hangers
- Posters
- Outdoor Banners & Flags
- Hand Held Signs
- T-shirts
- Direct Mail Postcards

Place your Direct Mail order before the deadline Mid-March.

3-4 Weeks Out

STEP
7

ANNOUNCE YOUR EASTER PLANS

During Sunday services let your congregation know what events you are planning. Show the Invite video. Prepare bulletin inserts and personal inviting tools to distribute to your members.

UPDATE YOUR CHURCH WEBSITE

Build a special Easter event page on your website and use that page for your social media posts and ads. Use the FREE downloadable web graphics or the graphics included in The Easter Challenge church kit.

STEP
8

STEP
9

PUT UP BANNERS & POSTERS & GET YOUR MEMBERS INVITING

During Sunday services let your congregation know what events you are planning. Show the Invite video. Prepare bulletin inserts and personal inviting tools to distribute to your members.

STEP
11

SHOW THE INVITE VIDEO

Use The Easter Challenge invite video during your services as a reminder to your congregation to invite their friends. Also post this video to your church website so the digital community knows they are welcome.

STEP
12

SEND AN EMAIL

Encourage your members to finish inviting their neighbors and ask them to pray about the Easter services and for all the visitors who will be coming.

STEP
13

DISPLAY YOUR OUTDOOR BANNERS

Set up visitor parking areas and go over last minute details with your custodial staff and greeters.

1-2 Weeks Out

STEP
10

BEGIN POSTING ON SOCIAL MEDIA

Ask your members to like and share your posts with their friends and network.

Visit Outreach.com/TheEasterChallenge to see all invite tools!