

6 WEEK PLANNER

TOGETHER

5 to 6 Weeks Out: Set Your Church Up for Success

3 to 4 Weeks Out: Get Your Church Excited About Inviting

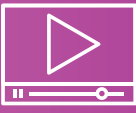
step 1



ADD YOUR CHURCH TO THE ROSTER

By adding your church to the roster of participating churches, your information will be displayed on the map for people to find on: FindAChurchNow.com

step 5



ANNOUNCE YOUR BACK TO CHURCH SUNDAY PLANS

During Sunday service let your congregation know about Back to Church. Show the Invite video. Prepare bulletin inserts and personal inviting tools to distribute to your members.

step 2



RECRUIT A PRAYER TEAM

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

step 6



UPDATE YOUR CHURCH WEBSITE and announce your event — post the Back to Church Sunday promotional video and graphics included in the Kit.

step 3



CREATE A SOCIAL MEDIA STRATEGY

Review the social media guide that comes in the Back to Church Sunday Kit. Ask someone on your team to be responsible for posting, engaging in conversations, and keeping your social media presence active and relevant.

step 7



PUT UP BANNERS AND POSTERS AND GET YOUR CONGREGATION INVITING!

Leave 5 invitation cards on each chair or hand them out with your bulletins so members feel included in the effort. Have small groups, youth groups, and other volunteers pick an area in the community to visit with door-to-door invitations. Start putting up indoor banners and posters around your church and community.

step 4



ORDER YOUR PROMOTIONAL & INVITE TOOLS

Suggested tools include:

- Invite Cards
- Door Hangers
- Posters
- Outdoor Banners & Flags
- Indoor Banners
- T-shirts
- Direct Mail Postcards

Place your Direct Mail order before the deadline in late August

step 8



BEGIN POSTING ON SOCIAL MEDIA

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

1 to 2 Weeks Out: Prepare Your Church to Welcome Visitors


step 9



SHOW VIDEO

Show the Back to Church Sunday promo video in your services, on your website, and on social to continue to spread the word.

step 10



SEND AN EMAIL to your congregation that show the invite videos, as a fun reminder that they can be effective inviters during these critical days leading up to Back to Church Sunday.

step 11



DISPLAY YOUR OUTDOOR BANNERS and remind your members to keep inviting their friends and neighbors, and to continue getting the word out on social media.

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