



PLANNING

Easter

CHECKLIST

Easter may be right around the corner, but there are still plenty of things you can do to ensure you have your greatest Resurrection Sunday ever!

Every church is different, of course, but regardless of your congregation's size, denomination, or budget, this checklist will help you make an impact on your community this Easter season.

Week 1: March 25-31

- ❑ **Determine your theme** (what's the pastor preaching)? Use this information as the creative direction for all your materials.
- ❑ **Start talking about Easter in EVERY. SERVICE.** Encourage people to bring someone they've never invited before — start now!
- ❑ **Leadership Meeting #1:** Each week between now and Easter, you should be meeting with key members of church leadership. Your first order of business? Answering this question: What incentives or special events (candy rain, bunny trail, etc) will you offer on Easter Sunday? Work out the details, assign tasks (who's buying candy? who's organizing? etc), and empower them to do what you've asked.
- ❑ **Identify a graphic designer** or choose an online resource such as [fiverr.com](https://www.fiverr.com) or [99designs.com](https://www.99designs.com) to create the graphics for materials. The more you're able to spend on these sites, the better your response (and more importantly, the quality of response), but you shouldn't have to break the bank to get great work.
- ❑ **Determine what materials you want to order** (posters, banners, flyers, etc) for promotion. If you've found a designer you can work with, ask them what it would cost for them to create the various pieces.
- ❑ **Do a walkthrough of your facility.** Are there repairs that need to be made, or deep cleaning that needs to be done?
- ❑ **Have a plan for online/digital giving.** Easter Sunday you'll have guests who feel moved to contribute, but have no cash or checks. Do you have a digital giving solution?

Week 2: April 1-7

- ❑ If you're using an online print service for handouts or other materials, **place orders no later than this week** (the earlier the better). Keep in mind that online printers typically require up to 3 days to print, and ground shipping may take up to 5 days.
- ❑ **Leadership Meeting #2:** How can you mix up your normal order of service? Easter is a great time to break the routine with multimedia, music, etc. Even if you don't expect hundreds of guests, this is a great way to keep current members engaged and enthusiastic.
- ❑ If you have theme graphics, **start promoting on social media.** Especially focus on Facebook which has special ad tools to help you target communities and groups. Even a small budget of \$25 or so can help you reach thousands. Make sure to avoid "churchy" phrases, and make the copy of your ad warm, friendly, and inviting.
- ❑ **Start a 21-day prayer revival**, and give each week a special theme:
 - Week 1 = Repentance/Consecration
 - Week 2 = Personal Evangelism
 - Week 3 = Life Changing Easter Services
- ❑ **Make sure you have an invite of some kind ready for your congregation to hand out this week.** Even if you're still waiting on your printing, FedExOffice can crank out small, 1-color (or full color) handouts within a few hours. **Don't let this week pass** without giving your members a tool to empower personal invitation!
- ❑ **Seriously — have a plan for online/digital giving.** If you don't already have a solution, visit givelify.com/easter to see how easy it is to get started accepting donations today.

[Givelify.com/easter](https://givelify.com/easter)



Week 3: April 8–14

- **Evaluate your “internal marketing” materials** such as connect cards, church information, etc. If connect cards are overly complex, ditch them and create a new one for Easter that asks only for name, email, and phone number. Make sure a connect card is available at every seat — and don’t forget a pen or pencil!
- **Evaluate your signage.** Can visitors get everywhere they need to go on Easter without assistance? Check out signprosystems.com for great, easy-to-install wayfinding systems at a budget most churches can afford.
- **Leadership Meeting #3:** Identify staff and volunteers for Easter services. Make sure all staff are easily identifiable. If you’re a casual church, t-shirts with the Easter theme are a great idea. More traditional? Have oversized cards printed and attached to a lanyard your staff can wear for instant uniformity and an eye-catching identifier.
- **Set up a practice service.** If you’re doing something out of the norm (or even if you’re not), remember that practice makes perfect.
- **Make sure your teams are set for success.** Sometimes we get caught up in the overarching plan that we forget to check on individual teams. Is the worship team ready to go? (They should have songs picked and practiced by this point.) Are your greeters set? (Even small churches need a “first impressions” team that greets visitors and home-folk as they arrive.)
- **How’s prayer revival going?** Send out a reminder to members encouraging their participation.

Week 4: April 15–21

- **Use this week to focus on the details.** It’s the small foxes that spoil the vine, so this is a great week to check on all the small details that are easy to overlook. Do ushers have mints? Are there crayons in the classrooms? Are tissues accessible throughout the sanctuary?
- **Rest. (Seriously.)** You’re not helping if you look stressed out on Easter Sunday morning because you haven’t slept in a month. Your kids. Your spouse. Remember them? Better check in and spend a little time with them before the big day!
- **Plan a Guest Reception for after the service.** It can be small and informal with coffee and donuts, but you need an intentional moment that places the pastor and/or leadership in the same room as guests, if even for just a few short moments.
- **Do a final walkthrough of the facility.** Are bathrooms clean? Any final touch-ups needed?
- **Leadership Meeting #4:** Plan your follow-up. Your follow-up is just as important — if not more so — than everything you’ve done to prepare for the day itself. Your approach may vary, but consider the following options:
 - Monday after:** Send an email to all guests, thanking them for attending
 - Wednesday after:** Personal touch. Make a call, take cookies over — don’t be creepy, but let them know that you personally noticed they were there.
 - Saturday after:** Text or email invitation to join you again this Sunday
 - Week 2:** Repeat! (Then contact them again at 3-months out, and 6-months out.)



Don't miss out on one of the biggest giving days your church will have this year!

Visit givelify.com/easter to schedule a free, 1-on-1 demonstration, or to get started with Givelify mobile giving today!

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