

AFTER EASTER PLAN

GROW YOUR CHURCH EASTER CALENDAR

FIVE WEEKS AFTER EASTER

2024

EASTER WEEK

1 WEEK AFTER























2 WEEKS AFTER

3 WEEKS AFTER

4 WEEKS AFTER

5 WEEKS AFTER

MOTHER'S DAY WEEK

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
 <p>EASTER SUNDAY!</p>	 <p>THANK YOUR VOLUNTEERS & CELEBRATE</p>	 <p>CHECK FOLLOW-UP SYSTEM</p>	 <p>TEXT VISITORS NEW SERIES INVITE</p>	 <p>ORDER MOTHER'S DAY PRINT PIECES</p>	 <p>GET SOME REST!</p>	 <p>TEXT VISITORS NEW SERIES REMINDER</p>
 <p>LAUNCH AFTER EASTER SERMON SERIES</p>			 <p>MAKE MOTHER'S DAY LANDING PAGE LIVE</p>	 <p>PLAN YOUR VISIT SETUP</p>		
	 <p>SET-UP FACEBOOK SELFIE VIDEO ADS</p>	 <p>GET MOTHER'S DAY PHOTOBOOTH MATERIALS</p>		 <p>BEGIN WORKING ON FOLLOW-UP PLAN</p>		
 <p>DO A SOCIAL CROWDBOOST™</p>	 <p>DETERMINE MOTHER'S DAY SERVICE ANNOUNCEMENTS</p>			 <p>FILL IN YOUR EASTER ROSTERS</p>		
 <p>NEED CONTENT FOR THIS WEEK</p>						
 <p>INVITE THE CHURCH TO PRAY</p>	 <p>INCREASE SOCIAL AD SPEND</p>			 <p>DO A FACEBOOK LIVE PROMOTING MOTHER'S DAY</p>		 <p>TEXT LIST ABOUT MOTHER'S DAY</p>
 <p>MOTHER'S DAY SUNDAY!</p>	<p>Now is the time to really make a difference in people's lives. Help them to build relationships and find their purpose with their next steps.</p>					

10 IDEAS TO AVOID THE NEXT WEEK CRASH

01

Change your mindset - this is not a sprint, it's a marathon. Treat it as such.

02

Identify the real win - the win isn't how many people show up on Easter. The real win is that people come back the next week.

03

Prioritize getting people's contact information - the lights, backdrops, and candy is fun but your main priority needs to be getting people to fill out your connect card.

04

Follow up with that information - follow up in an appropriate way!

05

Allocate an appropriate marketing plan - don't spend all your \$\$ before Easter. Spend 2/3 on your Easter event and 1/3 on your next sermon series promo.

06

Create some urgency for visitors - why should they come back, what's coming up in the life of your church?

07

Incentivize a return visit for visitors - give them a gift the next week.

08

Ask for a specific small step - don't give visitors so many options. Only give them clear instruction to fill out the digital connect card.

09

Promote the next big day - your next sermon series or Mother's Day should be your only upcoming announcement.

10

Make sure you do rest the next week - be strategic on energy levels, pace yourself, & build off the momentum.

