

## ...and then of course there's Easter...

### **Seven Principles to start your planning NOW!**

#### **#1: Define the correct win.**

The correct win is not a big event. It's long-term discipleship. This should affect what you measure - focus on your return rate, not on the number of people who show up for Easter Sunday.

#### **#2: Start by planning Mother's Day.**

If you want people to come back after Easter, don't start with the big day itself.

Start planning for after Easter, and work backwards.

#### **#3: Spend time planning the series after Easter.**

After you've planned Mother's Day, make sure you're inviting people back to something incredible the next week! Include a new kids series too. If you're having trouble thinking in these terms, consider: how would your mindset change if you were given \$100 for every person that came back? Makes you stop and think, doesn't it?

#### **#4: Get your follow-up system dialed in.**

Choose a combination of texts, emails, phone calls, visits, gifts, handwritten notes, etc. that fits the culture of your church & community. Plan your follow-up system to last for 6-8 weeks.

#### **#5: Be strategic during your Easter services.**

Ask: What should we do during Easter to springboard long-term engagement? Here's a short list:

- Get contact information
- Promote the next sermon series & Mother's Day
- Eliminate things that aren't focused on starting a journey with your church

Relationship starts when you have people's contact information. If you don't have a phone number or an email or a name, you can't go on a journey with people.

#### **#6: Go over the top with hospitality.**

This probably doesn't need extra explanation, but whether you're in-person or online, you need to make sure that new people feel welcome - because if they do, they're more likely to feel and understand the love of God! If they don't, you're going to miss the opportunity to go on that relationship journey with them. And yes – online too!

#### **#7: Keep the main things the main things.**

Honestly, the best advice is "Everything starts and ends in prayer." If you don't have people praying, you've missed your greatest opportunity. Preach the gospel, and make sure you remember *why* you're doing all of this in the first place. Otherwise, it's too easy to get overwhelmed and caught up in the details.

Need more? Check out the resources inside The Ultimate Easter Kit:

<https://churchmarketinguniversity.com/easter-kit/>