

MAKING

Easter

FOLLOW UP WORK

Turning the big day into a big year for your church

INTRODUCTION

Easter Sunday will be a big day for your church.

It draws more people to church than almost any other day of the year. Churches work hard to share the Good News of Jesus' victory over death, sin, and brokenness. New people will come to your church on Easter. This day draws between 25% and 50% of your total yearly visitors. Only 10% of these visitors are likely to come back. People come because it's a tradition, they'll come with family, or they'll be invited by a friend. Church leaders must lean into this cultural reality. Here are a few tips to guide you before, during, and after the Big Day and make it a big year.



BEFORE THE BIG DAY

PRAY Get your people praying for Easter Sunday. Have your people write down every person they know who is far from God, and encourage them to pray for them every day for 21 days. Give your small groups a list of things to pray for during their meetings. Pray with your staff. Pray for God to bring people together that morning. Pray your meeting time is saturated with both the Presence and Word of God. Pray the Spirit of God softens hard hearts and opens blind eyes.

FRESHEN UP YOUR FACILITIES Paint the walls, clean the baseboards, replace things that have broken. Clean out your children's areas. It's a great time to encourage volunteers to come to the church and get some work done. It has to get done anyway, and this is a great time to do it. Clean your chairs. Steam your carpets. Your current church members will get behind this if they know they're getting the building ready for people to find Jesus.

INVITE YOUR COMMUNITY People are looking for somewhere to go to church this Easter. Let them know you'd love to have them. Leverage your social media channels. Send an email blast. Give your members some simple invite cards. Buy a billboard, or send a mailer. Let your budget and community determine the best way to invite people, but don't expect them to show up if you're not inviting them.

UPGRADE YOUR STAGE AND MEETING SPACE This is a good day to redesign the look and feel of your meeting space. Maybe you've been wanting to add some new screens, tech, or lights. This is a great day to add something new to improve your church experience.

PREPARE YOUR PEOPLE FOR FOLLOW-UP Train them to be able to follow-up with new families. Teach your people the power of meet-ups and small groups. A meet-up is as simple as grabbing a cup of coffee, eating a meal, or taking the kids to the park to play. It's a chance for people to get to know each other and get connected to the church. Small groups help people grow in their faith.

ON THE BIG DAY

PRAY Get your people praying before, after and during your meeting. Prayers work. Praying gives us a chance to remember that it's not about us, we can't do anything to reach the lost or heal the hurting, and we need Jesus to work in and through us.

MAKE JESUS A BIG DEAL Share the gospel. Tell people why it matters to them. Show them how God demonstrated His love for the world in Christ's atoning sacrifice. It's the perfect day for the Father's lost children to come home. Share how the Word became flesh, lived a perfect life, died a death He didn't deserve, and was exalted because of this humiliation. Explain why it matters to them and to every man and woman in this world.

CHOOSE THE RIGHT MUSIC Every church is different, but this is a great day to sing some of the more traditional songs that proclaim His Gospel. It's also a great day to add a new song that brings glory to His name. Keep them full of grace and cross centered. Make the music match your church culture and this special day.

BE A BLESSING TO YOUR KIDS Make Easter one of their favorite memories. Do something special for them so that they always remember how great Jesus is and how His church showed them love. Easter is a day to celebrate Jesus, and celebrations should be fun. If your church does egg hunts, make it the best egg hunt they've ever been to. If your church doesn't do those, do something to make it a wonderful time for your kids.

GIVE SOMETHING AWAY Give everyone a mug, cup, shirt, book, or bible. Let them leave with something in their hands that reminds them of Jesus and your church. Don't give cheap things away. No one wants more junk in their house. It's better to give nothing than to give them something that will wind up in the trash.

PRAYER/CONNECT CARDS Give people a chance to fill out a prayer card or a connect card. It's a good way to bless people and get their information. If someone trusts you enough to give you their contact information, DO NOT abuse that trust. A follow-up letter or email is fine, but don't over do it. You can have separate cards or have one card that serves both purposes.

AFTER THE BIG DAY

PRAY Pray for any prayer requests you received on Easter Sunday, and pray for the visitors who came. Ask God to soften their hearts, lead them to Him, and reveal Himself to them. Ask God for the grace to follow-up with them in the best way possible.

START A NEW SERIES Announce and promote this during your Easter meeting. It's always easier for a person to come to something that's starting rather than jumping in the middle of a series you already have going on. You can start a new study of Jesus, a study that meets people's needs in their marriages, families, or personal growth, or whatever series fits your church's culture.




HAVE ANOTHER EVENT PLANNED Have something planned that you can share and promote during your Easter message. Start a parenting class, marriage retreat, church picnic, men's fishing day, youth night, ladies brunch or whatever fits your church and community. Give them a reason to come back.

FOLLOW-UP MESSAGE Send them an email or use snail mail. Thank them for visiting your church. Share any upcoming message series or events you have planned, and if you can, give them another gift. You can email or send a gift certificate for a new bible, a date night with their spouse, or some money for gas. Anything that shows them that Jesus loves them and your church is there to bless them.

NEW TO CHURCH SESSION/CLASS/MEETING The week of Easter or the week after Easter have a meeting after church for people who are new to your gathering. This gives you a chance to get to know those who are interested in becoming a part of your church. Share your values, vision, and ways people can become connected to the larger body. Call this whatever fits your church culture, but make sure people know it's for people who are new to your church. If a member invites a guest, encourage them to attend this with them. It's good practice to have one of these weekly or monthly anyway. Pro-tip: Have some free food or snacks and don't keep them too long.

SMALL GROUPS Have new small groups ready to go the week after Easter Sunday. It's hard for a new person to join an already existing group, but it's easier for them to be one of the many new faces in a new small group. If you have existing small groups, have them be ready to start something new after Easter. This will make it easier for a new person to jump into an established group of people. Have your small group leaders ready and looking for new people to connect with on Easter Sunday.

MEET-UP Meet-ups are low pressure with a high return. Teach your people to find ways to meet-up with new people, and give them a tool to use. People can meet at homes, restaurants, coffee shops, parks, malls or anywhere there is space to talk. If they are going to meet-up with someone regularly teach them the 3 Parts of a Meet-up.

-  **Look Back:** Care and connect with the person. Talk about each other's highs and lows of the previous week. Celebrate, encourage, pray and help each other.
-  **Look Up:** Read some scripture. Ask what it teaches us about God and what it teaches about humanity. What might we add, change, or take-away from/to our lives as a result of this scripture?
-  **Look ahead:** Pray with the person. Pray about their response to the scripture you've read. Pray about upcoming needs and challenges.
*Remember to be flexible and responsive to the Holy Spirit and the person's needs.

LEAD THEM THROUGH SCRIPTURE Everyone needs something from Jesus, and His word has the answers. You can start a new class, have people meet-up individually, or you can have small groups ready for people who want to learn more about Jesus. Here is one suggestion for people who are interested in learning more about Him. This can be used in meet-ups or small groups.

DISCOVERY

Session #1	— Mark 2:1–12	JESUS HEALS
Session #2	— Mark 4:35–41	JESUS CALMS THE STORM
Session #3	— Mark 5:1–20	JESUS SETS A MAN FREE
Session #5	— Luke 7:37–50	JESUS FORGIVES
Session #4	— John 11:17–44	JESUS RAISES THE DEAD
Session #6	— John 3:1–22	JESUS GIVES NEW, ETERNAL LIFE
Session #7	— Luke 23:32–56	JESUS IS CRUCIFIED
Session #8	— Luke 24:1–35	JESUS IS RESURRECTED
Session #9	— Acts 2:29–41	PEOPLE RESPOND TO JESUS

LEARN FROM EXPERIENCE: Debrief after the Big Day with your leaders. Find out what worked and what didn't work. Use this information to make your next Big Day even better.

CONCLUSION

Easter's a big day and these tips can help you turn it into a big year.

A well thought out plan gives your church the best opportunity to leverage Easter into sustainable growth for your church. Let us know what you think we should have added to this list. We love learning along side you.



Choosing the Right Ministry Partner

The know-how you need from experts you trust.

ACS Technologies is the original pioneer of Church Management Software (ChMS). We are firmly dedicated to serving local churches all over North America by providing the best-in-class ministry software and service solutions that help you fulfill Christ's mission for your Church.

Tools and support to strengthen churches.

We build great software, but we don't stop there. We have a "service-first" approach that truly sets us apart. With hundreds of dedicated support and consulting personnel, your staff can reach our team 24/7. We're in your corner to help you with the ministry challenges you face every day.

Ideas and solutions powered by integrity.

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Let's Talk

We know the challenges of switching or implementing new technology and how that can be intimidating. But we also know the unbelievable changes that have happened within churches that have partnered with us for their ministry needs. Let's connect and see how we can assist you in the greatest thing you do - grow God's Kingdom.

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