PACKING OUT
YOUR CHURCH THIS EASTER

churchtrac

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Introduction

For Christians all over the globe, Easter is the climax of the year. Our Savior has risen! And for many churches, this is also the most attended event during the year.

If you're looking for ideas to get more people to come, this guide is for you! But the hope is also that these visitors won't just come for the candy-filled plastic eggs, but will make this visit the first step of their discipleship journey with your church.

This guide features practical ways to help you lay the groundwork to both bring people into your building and keep them engaged long after the big day. Not only are they practical, but most of these things cost little to no money.

Lay the Foundation

First things first.

Get your Connect Cards ready and make sure your Google Business Listing is accurate.

Connect Cards

You likely have a lot planned for Easter. There will be several opportunities for new folks to interact with your church. To guarantee you can follow up with them and develop a connection, get their contact info.

There are three basic principles of the best connect card:
- Short
- Simple
- Relevant

Following these three guidelines improves the chances someone fills out a card. Because at the end of the day, the **best Connect Card** is one that actually gets filled out.

Google GMB

Fun Fact: Your Google My Business page is one of the most effective ways to make your church visible to more potential guests!

Double check your Google My Business listing weeks ahead of time. It needs the following things:

- The right address
- Current pictures
- A link to your website
- Multiple 5-star reviews

Don't have a GMB listing for your church? **Read our article** on how to create one. It only takes about 15 minutes!

Did you know?

With Church Connect, your Connection Card can be added to your church's app. Now, every member can help gather contact info from guests!

Learn More

Tip: Get your leaders and members to add 5-star reviews in the weeks leading up to Easter. This will go a long way to boost your visibility on Google Maps.

Questions to ask:

1. How can you take the Connection Cards you have and make them simpler?

2. Have you tested our digital Connection Card out recently? Are there typos? Does it work smoothly?

3. Does you church's Google My Business page have up-to-date info?
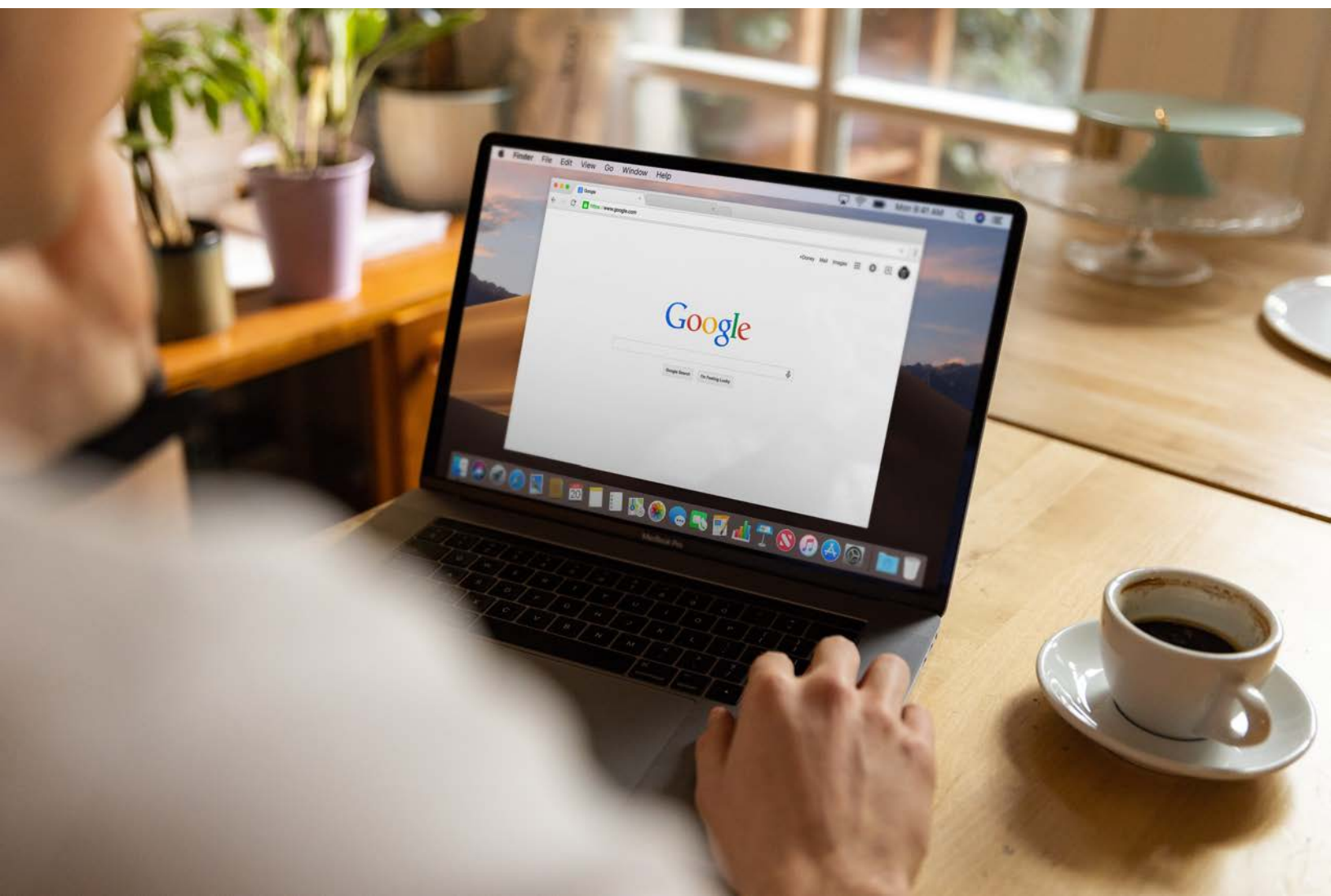
Texting and Email

97% of Americans own a cell phone according to Pew Research. Gartner found that SMS messages boast an average response time of 90 seconds! Email response time is 90 minutes.

These are the most effective tools to coordinate with volunteers and make guests feel valued.

Before the Service

If you have text and email tools at your disposal, use them to coordinate with your volunteers and keep the rest of your members in the loop on upcoming events.

Tip: Do you have contact info from folks who haven't come to your church in awhile? Send them a text and email inviting them to come!

During the Service

If your messaging tools offer auto replies, tell guests they can text your church's number with a keyword (e.g. "GUEST" or "NEW"). Set the auto reply to send them a link to your Connection Card.

"The most successful churches have realized that texting is an essential part of thriving engagement strategy."

- Carey Neiuwhof

Tip: Guests don't want to text a number? No worries! Create a QR code that directs to your Connection Card and display that code during service.

After the Service

If your plan is to encourage guests to come back, your best bet is to reach out with personalized texting and emails.

Follow up with each guest by sending them a personalized text no later than the day after they visit. Thank them for coming and ask how you can serve them.

Tip: Send them a link to your website, or perhaps a prayer request form, or any other resource you feel they will appreciate the most.

Questions to ask:

1. Can your messaging platform allow you to schedule text and email reminders to be sent the day before a big planning meeting?

2. Can your messaging platform allow auto-replies to make it easier to get info to your guests?

3. Is there a follow-up strategy currently in place for your church?

4. Do you have a short list of resources you want guests to get from your church that you could send them afterward?

5. Do you have a program or team at your church that can devote the days after Easter to connecting with guests and plugging them into what the church has to offer?

Social Media

You have at your disposal several free platforms to get the word out about your plans for the big day and keep visitors connected afterward.

Before the Service

If you have text and email tools at your disposal, use them to coordinate with your volunteers and keep the rest of your members in the loop on upcoming events.

Encourage your members to share everything your church posts on social media in the days and weeks leading up to Easter. Get your content out to as many people as possible!

Share pictures from last Easter, verses about resurrection, a video invite from the pastor. Anything to generate excitement and anticipation!

Tip: Directly ask your members to share the church's social media posts in the weeks leading up to Easter. Let them help you get the word out.

During the Service

Set up a photo booth for everyone to take fun family photos. Parents will love having a nice picture of everyone dressed up and looking good.

Consider asking a member of your church who is a photographer to take high quality pictures of the service and other events.

Tip: Create a hashtag for everyone to use in their social media posts. You'd be surprised how something small like that can incentivize people posting and sharing.

After the Service

Share pictures and videos taken during the events throughout the week after Easter. Also consider recording a video with the pastor thanking guests for coming and inviting them back next week.

Tip: In your texts and emails to guests, encourage them to follow your church on social media. This helps them feel engaged and connected to your church long after they visit.

Questions to ask:

1. What social media platform is the majority of your congregation using?

2. What types of posts are other churches putting out that get a lot of views and shares?

3. What's the best space in your building to set up a photo booth?

4. Are there social media platforms my church isn't currently using that we should consider?

Quick Recap

- Get your Connection Cards ready

- Update your church's Google My Business listing

- Use social media to generate excitement

- Create a hashtag & photo booth to encourage posting

- Send personalized texts to guests

- Use texting, email, and social media to invite guests to return

All your hard work will pay off. Even if the result is only one salvation or one visitor joining your church for the long term, that one person is worth moving Heaven and Earth to connect with.

Need a better way to text?

ChurchTrac gives you powerful texting tools to reach members and guests at a lower cost than anywhere else. Click the link below to learn how much your church will save with ChurchTrac's messaging tools.

Learn more

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Your all-in-one church management software.