



MINISTRY
ARCHITECTS



Easter game plan Family follow-up



purpose

To extend individual welcome and hospitality to guests of all life stages who visit on Easter Sunday and help ensure they are invited to your next event.

What you're hoping people will return for - THIS is what you get to prepare BEFORE Easter so they return AFTER. Work out the details, create a QR code on a connection card so folks can easily learn more details on your website, and make space on those cards - or through the link - for visitors to share their contact info.

the tools

Next step details

Connection cards

Person-to-person contact

plan. prepare. promote.

the teams

Space Preppers

Greeters & Ushers

Staff Leaders

Connection Callers

engage. equip. encourage.

Weeks ahead, **engage** extra greeters and ushers to serve on Easter Sunday. **Ask** a small group or Sunday school class to take on the responsibility of preparing the worship space with connection cards on every seat before each service. **Equip** a team of "connectioneers" who are willing to focus on the follow up plans that are the right fit for your community. **Encourage** staff leaders to target the next-step invitation that makes for an exciting return for their stakeholders.

Create an **immediate plan** of follow-up that fits your community. Ideas may include:

Easter Sunday: The preaching pastor sends a "glad you were here" text to personal numbers.

Monday after Easter: first-timers receive an email invitation to the next from a connectioneer.

That week's staff meeting: leaders handwrite postcards to new children, youth, and adults.

Before the next Sunday: a connectioneer drops off a gift bag of church SWAG at homes.

the timeline

Preaching Pastor texts

Connectioneer next-day email

Staff Leader postcards

Connectioneer home delivery

consider. contact. connect.