



GCI  
**CHURCH  
HACKS**

# EASTER PREPARATION



## Branded Content for Your Church's Easter Service



Easter Sunday is the most attended church service every year. It is also a great opportunity to invite those who don't normally attend to visit your church, whether you are meeting online or in person. Here are some steps to make your Easter service last beyond the Hope Avenue experience on Sunday.

### ENGAGE

**Engage with your neighbors during the weeks leading up to Easter.**

Host an event for your target neighborhood. During the events, provide an invitation for your Easter Sunday service. Here are a few ideas for events:

**1. Farmer's Market Booth**

- » Set up a booth at your local market. Have an activity that will draw them in to engage with you. Face painting, simple games, and other ideas promoted with great signage will attract folks.

**2. Community Concert/Open Mic**

- » Invite local talent to an open mic night and provide a night of entertainment for your neighbors.

**3. Photo Sessions**

- » Find a local photographer and provide timeslots for families, couples, pets, etc. to sign up for a mini-photo shoot. Give each person a connection card, including a website URL for accessing the photos.

**4. Outdoor Movie Night**

- » Choose a movie and offer refreshments. This is an easy, pressure-free way to invite people to your church.

**5. Community Service Day**

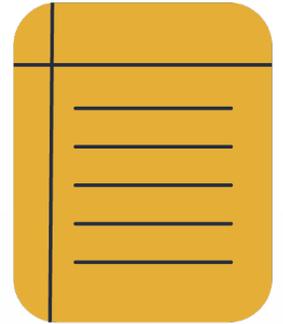
- » Dedicate a day to caring for your community. Pick up trash, do yardwork, or find some other way to beautify your community. You can partner with other ministries and nonprofits to identify needs your church can meet, then recruit volunteers from your congregation to help. Make sure to wear your church's shirts, vests, or other swag so that your group can be identified.



## FOLLOW-UP

### Be intentional about follow-up.

It's all about momentum. A lot of work goes into the planning and execution of your Hope Avenue during Easter services. It's natural to want to take a break when it's over, but remember that your end of hard work at Easter is the beginning of a new person's faith journey and an opportunity to connect with your community through Love Avenue events and Faith Avenue groups.



### Here are some design templates to provide support for your Easter service:

- » [Invitation to Easter Event and Connection Card](#)
- » [Facebook Banner and Post](#)
- » [Easter Branded PowerPoint](#)
- » [Full Easter 2022 Branding Page](#)

## PLAN FOR MORE

### Be intentional about planning great experiences the weeks following Easter.

Have a plan for helping new people connect deeper with your church. Don't squander the opportunities to help people see God's story in their lives that come during the Easter season.