

# Easter Evaluation

Were we productive... or were we fruitful?

Productivity measures activity.

Fruitfulness measures impact.

Every Easter, churches across the country pour enormous time, energy, and resources into services, events, and outreach. The calendars are full. The buildings are busy. The programs run smoothly.

But after it's all over, there's a deeper question that must be asked:  
*Were we productive... or were we fruitful?*

Productivity measures activity.  
Fruitfulness measures impact.

You can have a full schedule and still miss eternal results. Easter is not just an event to execute—it's an opportunity for life change.

So instead of asking, “Did everything go as planned?” consider asking:

### **1. Did Lives Move Toward Christ?**

- Were people clearly presented with the Gospel?
- Did anyone trust Christ for salvation?
- Were believers challenged to take a next step in obedience?

Fruitfulness is not attendance—it’s transformation.

Fruitfulness is not attendance  
—it’s transformation.

### **2. Did We Reach New People?**

- How many first-time guests attended?
- Where did they come from (invites, online, social media, community outreach, mail outs, newspaper, etc.)?
- Did we intentionally design the service with them in mind?
- Did we promote something beyond Easter, a reason to come back— i.e., “Next Sunday, join us for...”

If Easter only gathered your regular attendees, it may have been meaningful, but not missional. Was that your purpose?

### **3. Was Our Communication Effective?**

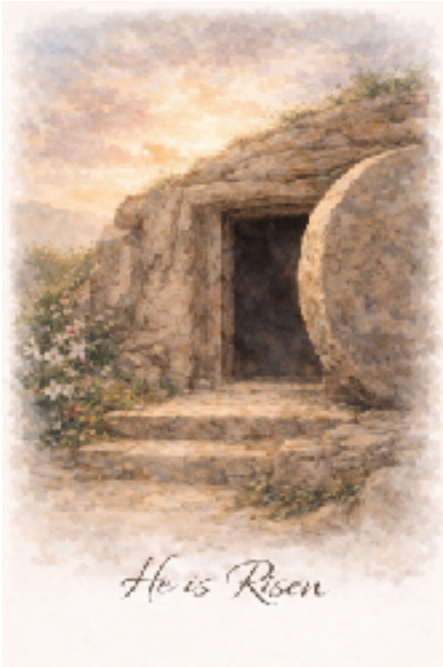
- How did we promote Easter in the community (truly outside our church and not just on our church sign)?
- Did our messaging clearly answer: “Why should I come?”
- Did we communicate beyond church circles?

Many churches announce Easter. Fewer actually invite the community in a compelling way.

#### 4. What Made Our Easter Distinct?

Every church celebrates the resurrection. So why would someone choose to attend yours?

- Was there a clear, compelling reason or theme? What sets you apart?
- Did your service feel intentional and engaging?
- Did it connect with people who don't normally attend church?
- Was it truly a celebration of the resurrection or was it just a regular Sunday with a bit of re-packaging?
- Did you lead your church family in praying towards Easter and the lost? Was your Easter celebration built on a foundation of prayer?



On Easter we have the privilege of sharing the greatest and most life changing truth in history.

#### 5. Did We Create a Path Forward?

- What happens next?
- What's the plan for following up on guests?
- Are there clear next steps (small groups, classes, events)?

A powerful Easter service without follow-up is like making a highlight catch—only to drop the ball before it counts.

### IMPROVING NEXT YEAR

#### From Productive to Fruitful:

If you want next Easter to have greater impact, consider these shifts:

#### Begin with Prayer

The greatest works of our hands begins on our knees. What should we do and why?

#### Start with the Mission, Not the Event

Don't begin with, "What are we doing this year?"

Start with, "Who are we trying to reach, and how do we reach them?"

Design everything around people far from Christ—not just those already in the pews.

## **Clarify Your Message to the Community**

Ask:

- Why would someone who doesn't go to church come here?
- What problem, question, or need are we addressing?

Make your messaging simple, clear, and compelling:

- Hope for the hurting
- Purpose for the searching
- Forgiveness for the guilty
- New life through Christ

Plan to promote with your message in mind.

“How will people come unless we invite them?”

## **Equip Your People to Invite**

The most effective outreach is still a personal invitation.

- Give your church simple tools to invite others?
- Challenge them specifically and clearly to pray and invite? Teach them how to do these things.
- Remind them that someone's eternity could be impacted? Teach them the urgency of sharing Christ.
- Between now and next Easter, build a strong prospect file— People with whom you and your church family have connections to whom you can reach out personally.
- Pray about and discuss the best ways to penetrate your community to invite them.

A church on mission multiplies its reach through its people.

## **Strengthen Follow-Up Systems**

Fruit grows over time.

- Collect guest information intentionally (without pressure)
- Follow up quickly and personally
- Offer clear next steps within the first week

The goal isn't just attendance—it's connection.

## The Real Win

The real win of Easter is not:

- A full room
- A polished service
- A flawless event



The real win is:

- Touched hearts
- Surrendered lives
- People drawn to Jesus

*Jesus said, “By this my Father is glorified, that you bear much fruit; and so you will be my disciples.” — John 15:8*

## Final Challenge

As you evaluate Easter, don’t just celebrate what was done.

Discern what was produced.

Then ask:

- Where did we see real fruit?
- Where did we miss opportunities?
- What will we change next year to reach more people with the Gospel?

Because in the end, Easter is not about what we put on...It’s about what God does in people. Easter always has been and always will be about new life.

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**Below is an evaluation Worksheet for printing followed by a format for Google Forms as well as an email to introduce it.**

# Easter Evaluation Email

## To Your Staff & Church Leadership

Subject: Easter Evaluation – Your Input Matters

Team,

Thank you again for all the time, energy, and heart you invested into Easter. I'm grateful for each of you and the role you played.

As we move forward, I don't want us to simply assume how things went—I want us to evaluate intentionally so we can grow and be even more effective in the future.

Attached is an Easter Staff Evaluation Worksheet. I'd like you to take some time to walk through it thoughtfully and honestly.

This isn't about critiquing for the sake of critique—it's about asking the right questions:

- Did we see spiritual fruit?
- Did we reach new people?
- Was the Gospel clearly communicated?
- Did guests feel welcomed and know what to do next?
- Where did we miss opportunities?

Please don't rush through it. Your perspective matters, and your input will help us see things we might otherwise miss.

Once you've completed it, please send it back by [insert deadline], and we'll use this feedback to guide a follow-up conversation together.

Our goal is not just to have a full Easter... but to see lives changed.

Thank you again for serving so faithfully.

Grateful for you,  
[Your Name]

# EASTER STAFF EVALUATION WORKSHEET

*From Productivity to Fruitfulness*

Date of Review: \_\_\_\_\_

Service(s) Evaluated: \_\_\_\_\_

## **SECTION 1: BIG PICTURE REFLECTION**

1. What were our primary goals for Easter this year?  
(Spiritual, outreach, attendance, engagement, etc.)

2. Did we accomplish what we planned (productivity)?

Yes  Somewhat  No

3. Did we see spiritual fruit (life impact)?

Strong evidence  Some evidence  Little evidence

Explain:

## **SECTION 2: SPIRITUAL IMPACT (FRUITFULNESS)**

4. Gospel Clarity

Was the Gospel clearly presented?

Very clear  Somewhat clear  Unclear

Notes:

## 5. Life Change Indicators

- Salvations reported: \_\_\_\_\_
- Decisions / commitments: \_\_\_\_\_
- Baptism interest: \_\_\_\_\_

### **Stories of impact** (be specific):

## 6. Believer Challenge

Were believers encouraged and challenged to grow?

Strongly  Somewhat  Not really

How?

## **SECTION 3: OUTREACH & NEW GUESTS**

## 7. First-Time Guests

Estimated number: \_\_\_\_\_

## 8. How did they hear about us?

- Personal invite
- Social media
- Website/Google
- Mailer
- Event/outreach
- Other: \_\_\_\_\_

## 9. Did we intentionally design for unchurched guests?

Yes  Somewhat  No

Explain:

## 10. Guest Experience

- Ease of parking:  Good  Needs work
- Welcome team effectiveness:  Strong  Average  Weak
- Clarity of service flow:  Clear  Confusing
- Clarity of how to respond to the Gospel (how to make a decision for Christ)  Clear  Confusing

Comments:

## **SECTION 4: COMMUNICATION & PROMOTION**

11. What outreach methods did we use?

12. Which were most effective? Why?

13. Which were least effective? Why?

14. Did our messaging clearly answer: “Why should I come?”

Yes  Somewhat  No

15. What made our Easter service distinct from other churches?

## **SECTION 5: SERVICE & PROGRAM EXECUTION**

16. What worked well in the service?

(Music, message, flow, transitions, visuals, etc.)

17. What felt unclear, rushed, or distracting?

18. Did the service connect with:

- Believers?  Yes  Somewhat  No
- Unchurched guests?  Yes  Somewhat  No

## **SECTION 6: FOLLOW-UP & NEXT STEPS**

19. Did we collect guest information effectively?

Yes  Somewhat  No

20. Follow-up timeline:

Within 24–48 hours

Within 1 week

Not consistent

21. What follow-up methods were used?

Email  Text  Phone  Mail  In-person

22. Were clear next steps given?

Yes  Somewhat  No

Examples:

## **SECTION 7: TEAM & VOLUNTEERS**

23. Were volunteers prepared and equipped?

Well prepared  Somewhat  Not prepared

24. Where did we see strong teamwork?

25. Where did we experience breakdowns?

## **SECTION 8: HONEST EVALUATION**

26. Where did we see TRUE fruit?

(Changed lives, meaningful conversations, spiritual movement)

27. Where were we only busy—but not impactful?

28. What did we assume would work—but didn't?

### **SECTION 9: NEXT YEAR IMPROVEMENTS**

29. What must we KEEP doing?

30. What must we CHANGE?

31. What must we STOP doing?

32. What must we START doing?

### **SECTION 10: ACTION STEPS**

Top 3 priorities for next Easter:

1.

2.

3.

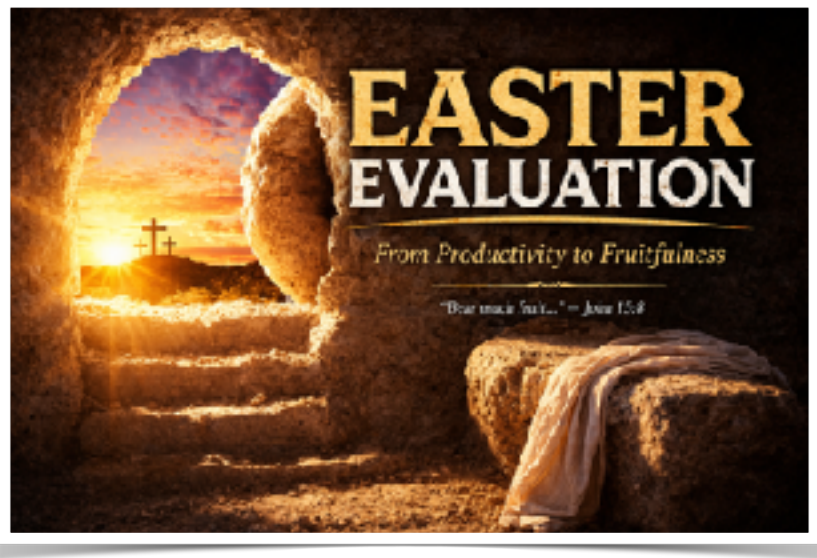
Who will be responsible for follow-up planning next year?

When will planning begin for next year?

### **FINAL REFLECTION**

*“By this my Father is glorified, that you bear much fruit...” — John 15:8*

Are we building events... or cultivating fruit?



# Easter Evaluation

Staff Evaluation Format for Google Forms

## Online Survey

You'll never know if you hit your target if you didn't have one.

Evaluate to determine your effectiveness.

Use the following suggestions to create a Google Form for the above Staff and Church Leadership Evaluation:

**FORM TITLE**

**Easter Staff Evaluation**  
*From Productivity to Fruitfulness*

\_\_\_\_\_

NOTES:

## FORM DESCRIPTION

This evaluation is designed to help us reflect intentionally on Easter—not just what we did, but what God did.

Please take time to answer thoughtfully and honestly. This will help guide our next steps and strengthen future ministry.

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### SECTION 1: BASIC INFO

#### Question 1

**Date of Review**

*Date*

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#### Question 2

**Service(s) Evaluated**

*Short answer*

---

### SECTION 2: BIG PICTURE REFLECTION

#### Question 3

**What were our primary goals for Easter this year?**

*(Spiritual, outreach, attendance, engagement, etc.)*

*Paragraph*

---

#### Question 4

**Did we accomplish what we planned (productivity)?**

*Multiple choice*

- Yes
  - Somewhat
  - No
- 

**Question 5**

**Did we see spiritual fruit (life impact)?**

*Multiple choice*

- Strong evidence
  - Some evidence
  - Little evidence
- 

**Question 6**

**Explain your answer regarding spiritual fruit:**

*Paragraph*

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 **SECTION 3: SPIRITUAL IMPACT**

**Question 7**

**Was the Gospel clearly presented?**

*Multiple choice*

- Very clear
  - Somewhat clear
  - Unclear
- 

**Question 8**

**Notes on Gospel clarity:**

*Paragraph*

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**Question 9**

**Salvations reported**

*Short answer (number)*

---

**Question 10**

**Decisions / commitments**

*Short answer (number)*

---

**Question 11**

**Baptism interest**

*Short answer (number)*

---

**Question 12**

**Stories of impact (be specific):**

*Paragraph*

---

**Question 13**

**Were believers encouraged and challenged to grow?**

*Multiple choice*

- Strongly
- Somewhat
- Not really

---

**Question 14**

**How were believers challenged?**

*Paragraph*

---

 **SECTION 4: OUTREACH & NEW GUESTS**

**Question 15**

**Estimated number of first-time guests**

*Short answer (number)*

---

**Question 16**

**How did guests hear about us?**

*Checkboxes (allow multiple selections)*

- Personal invite
  - Social media
  - Website/Google
  - Mailer
  - Event/outreach
  - Other
- 

**Question 17**

**Did we intentionally design for unchurched guests?**

*Multiple choice*

- Yes
- Somewhat
- No

---

**Question 18**

**Explain your answer:**

*Paragraph*

---

**Question 19**

**Ease of parking**

*Multiple choice*

- Good
  - Needs work
- 

**Question 20**

**Welcome team effectiveness**

*Multiple choice*

- Strong
  - Average
  - Weak
- 

**Question 21**

**Clarity of service flow**

*Multiple choice*

- Clear
  - Confusing
- 

**Question 22**

**Clarity of how to make a decision for Christ**

*Multiple choice*

- Clear
- Confusing

---

**Question 23**

**Guest experience comments:**

*Paragraph*

---

 **SECTION 5: COMMUNICATION & PROMOTION**

**Question 24**

**What outreach methods did we use?**

*Paragraph*

---

**Question 25**

**Which were most effective? Why?**

*Paragraph*

---

**Question 26**

**Which were least effective? Why?**

*Paragraph*

---

**Question 27**

**Did our messaging clearly answer: “Why should I come?”**

*Multiple choice*

- Yes
  - Somewhat
  - No
- 

**Question 28**

**What made our Easter service distinct from other churches?**

*Paragraph*

---

 **SECTION 6: SERVICE & PROGRAM EXECUTION**

**Question 29**

**What worked well in the service?**

*(Music, message, flow, transitions, visuals, etc.)*

*Paragraph*

---

**Question 30**

**What felt unclear, rushed, or distracting?**

*Paragraph*

---

**Question 31**

**Did the service connect with believers?**

*Multiple choice*

- Yes
  - Somewhat
  - No
-

**Question 32**

**Did the service connect with unchurched guests?**

*Multiple choice*

- Yes
  - Somewhat
  - No
- 

 **SECTION 7: FOLLOW-UP & NEXT STEPS**

**Question 33**

**Did we collect guest information effectively?**

*Multiple choice*

- Yes
  - Somewhat
  - No
- 

**Question 34**

**Follow-up timeline**

*Multiple choice*

- Within 24–48 hours
  - Within 1 week
  - Not consistent
- 

**Question 35**

**What follow-up methods were used?**

*Checkboxes*

- Email
- Text

- Phone
  - Mail
  - In-person
- 

**Question 36**

**Were clear next steps given?**

*Multiple choice*

- Yes
  - Somewhat
  - No
- 

**Question 37**

**Examples of next steps given:**

*Paragraph*

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 **SECTION 8: TEAM & VOLUNTEERS**

**Question 38**

**Were volunteers prepared and equipped?**

*Multiple choice*

- Well prepared
  - Somewhat
  - Not prepared
- 

**Question 39**

**Where did we see strong teamwork?**

*Paragraph*

---

**Question 40**

**Where did we experience breakdowns?**

*Paragraph*

---

 **SECTION 9: HONEST EVALUATION**

**Question 41**

**Where did we see TRUE fruit?**

*(Changed lives, meaningful conversations, spiritual movement)*

*Paragraph*

---

**Question 42**

**Where were we only busy—but not impactful?**

*Paragraph*

---

**Question 43**

**What did we assume would work—but didn't?**

*Paragraph*

---

 **SECTION 10: NEXT YEAR IMPROVEMENTS**

**Question 44**

**What must we KEEP doing?**

*Short answer*

---

**Question 45**

**What must we CHANGE?**

*Short answer*

---

**Question 46**

**What must we STOP doing?**

*Short answer*

---

**Question 47**

**What must we START doing?**

*Short answer*

---

 **SECTION 11: ACTION STEPS**

**Question 48**

**Top 3 priorities for next Easter**

*Paragraph*

(You can prompt them to list 3)

---

**Question 49**

**Who will be responsible for follow-up planning next year?**

*Short answer*

---

**Question 50**

**When will planning begin for next year?**

*Short answer*

---

 **FINAL REFLECTION**

**Question 51**

**Are we building events... or cultivating fruit? What is your reflection?**

*Paragraph*

---

**IMPORTANT SETUP TIPS**

**Make REQUIRED (suggested):**

- Q3 (goals)
- Q5 (spiritual fruit)
- Q12 (stories)
- Q41 (true fruit)
- Q44–47 (next steps)

---

**Turn ON:**

- Progress bar
- “Edit after submit” (optional for staff)

---

## **PRO TIP**

After responses come in:

Export to spreadsheet

Highlight:

- Repeated problems
- Repeated wins

Then lead a **focused leadership meeting**.

# Easter Evaluation Email

## Email for Easter Volunteer Feedback

### **Email Option 1:**

Subject: Quick Easter Feedback

Team,

Thank you so much for serving this Easter. We're grateful for each of you and the role you played.

As we look back, we'd love to get your input. Attached is a short Easter Evaluation Worksheet—please take a few minutes to fill it out.

We'd especially love your thoughts on:

- What went well
- What guests experienced
- Anything that could be improved

Your feedback will help us grow and better reach people in the future.

Please send it back by [insert deadline].

Thank you again for serving so faithfully!

[Your Name]

**Email Option 2:**

Subject: Quick Easter Feedback

Team,

Thank you for serving this Easter—we're so grateful for each of you.

As we reflect, we'd love your input. Please take a few minutes to complete the attached Easter Evaluation Worksheet.

We're especially looking for:

- What went well
- What guests experienced
- What could be improved

Your feedback will help us grow and better reach people moving forward.

Please send it back by [insert deadline].

Thank you again for serving so faithfully!

[Your Name]

## **EASTER VOLUNTEER FEEDBACK FORM**

*Thank you for serving this Easter. Your feedback helps us grow and better reach people in the future.  
This will take just a few minutes to complete. Please answer honestly—your perspective matters.*

### **SECTION 1: BASIC INFO**

1. Name (optional)

2. Role/Area You Served In

### **SECTION 2: BIG PICTURE**

3. What stood out to you most about Easter this year?

4. From your perspective, did the day feel impactful?

Very impactful  Somewhat impactful  Not really impactful

5. Why do you feel that way?

### **SECTION 3: GUEST EXPERIENCE**

6. Did guests seem to feel welcomed?

Yes  Somewhat  Not really

7. Did guests seem to know where to go and what to do?

Yes  Somewhat  Not really

8. Where did you notice confusion (if any)?

9. What did you notice about first-time guests?

### **SECTION 4: YOUR AREA OF SERVICE**

10. What went well in your area?

11. What challenges or issues did you notice?

12. Did you feel prepared and equipped for your role?

Yes  Somewhat  Not really

13. What would have helped you feel more prepared?

## **SECTION 5: COMMUNICATION & FLOW**

14. Did everything feel clear and organized?

Very clear  Somewhat clear  Confusing

15. Were there any moments that felt rushed, unclear, or disorganized?

## **SECTION 6: CONNECTION & FOLLOW-UP**

16. Did you have opportunities to interact with guests?

Yes  A little  Not really

17. If yes, what were those interactions like?

18. What could we do to help guests feel more connected?

## **SECTION 7: IMPROVEMENT**

19. What is one thing we should KEEP doing?

20. What is one thing we should CHANGE?

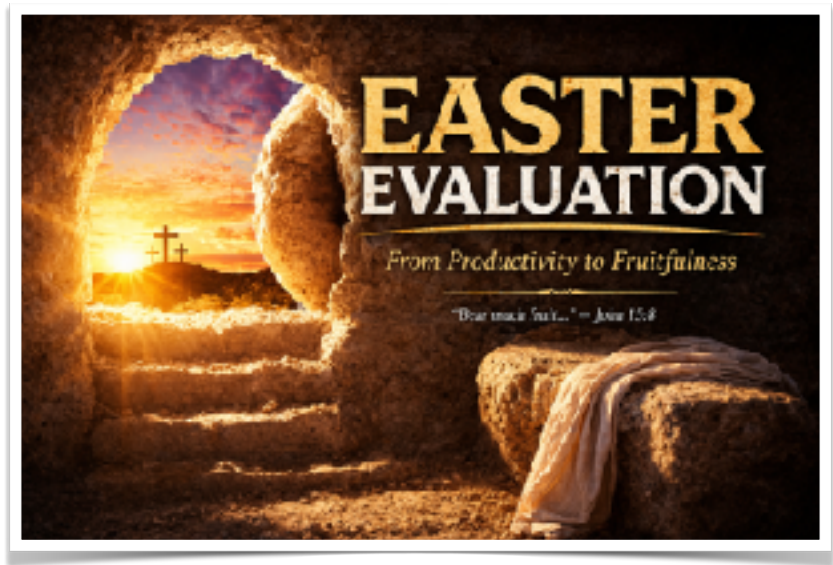
21. What is one thing we should START doing?

## **SECTION 8: FINAL THOUGHT**

22. Anything else you'd like to share?

## **OPTIONAL SPIRITUAL REFLECTION**

23. Where did you see God at work this Easter?



# Easter Evaluation

Volunteer Evaluation Format for Google Forms

## Online Survey

Some of the best feedback comes from your volunteers. They will see things that you do not.

Use the following suggestions to create a Google Form for the above Volunteer Feedback Form:

### FORM TITLE

Easter Volunteer Feedback Form  
From Your Perspective on the Front Lines

NOTES:

## FORM DESCRIPTION

Thank you for serving this Easter. Your feedback helps us grow and better reach people in the future.

This will take just a few minutes to complete. Please answer honestly—your perspective matters.

---

### SECTION 1: BASIC INFO

Question 1

Name (optional)

Short answer

---

Question 2

Role/Area You Served In

Short answer

---

### SECTION 2: BIG PICTURE

Question 3

What stood out to you most about Easter this year?

Paragraph

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Question 4

From your perspective, did the day feel impactful?

Multiple choice

- Very impactful
  - Somewhat impactful
  - Not really impactful
- 

Question 5

Why do you feel that way?

Paragraph

---

### SECTION 3: GUEST EXPERIENCE

Question 6

Did guests seem to feel welcomed?

Multiple choice

- Yes
  - Somewhat
  - Not really
- 

Question 7

Did guests seem to know where to go and what to do?

Multiple choice

- Yes
  - Somewhat
  - Not really
- 

Question 8

Where did you notice confusion (if any)?

Paragraph

---

Question 9

What did you notice about first-time guests?

Paragraph

---

 **SECTION 4: YOUR AREA OF SERVICE**

Question 10

What went well in your area?

Paragraph

---

Question 11

What challenges or issues did you notice?

Paragraph

---

Question 12

Did you feel prepared and equipped for your role?

Multiple choice

- Yes
- Somewhat
- Not really

---

Question 13

What would have helped you feel more prepared?

Paragraph

---

 **SECTION 5: COMMUNICATION & FLOW**

Question 14

Did everything feel clear and organized?

Multiple choice

- Very clear
  - Somewhat clear
  - Confusing
- 

Question 15

Were there any moments that felt rushed, unclear, or disorganized?

Paragraph

---

 **SECTION 6: CONNECTION & FOLLOW-UP**

Question 16

Did you have opportunities to interact with guests?

Multiple choice

- Yes
  - A little
  - Not really
-

Question 17

If yes, what were those interactions like?

Paragraph

---

Question 18

What could we do to help guests feel more connected?

Paragraph

---

## SECTION 7: IMPROVEMENT

Question 19

What is one thing we should KEEP doing?

Short answer

---

Question 20

What is one thing we should CHANGE?

Short answer

---

Question 21

What is one thing we should START doing?

Short answer

---

## SECTION 8: FINAL THOUGHT

Question 22

Anything else you'd like to share?

Paragraph

---

### OPTIONAL SPIRITUAL REFLECTION

Question 23

Where did you see God at work this Easter?

Paragraph

---

### QUICK SETUP TIPS

When creating this in Google Forms:

**Turn ON:**

- “Collect email addresses” (optional but helpful)
- Progress bar (helps completion rate)

**Keep it SIMPLE:**

- Don't make every question required
- Make only 4–5 required (key ones)

**Best Send Method:**

- Send via text + email
- Include a short message like: “Takes 3–5 minutes—your input really helps us”