



Easter Impact Kit

Making the most of every opportunity...

Table of Contents

Planning begins with prayer
and purpose.

*"No amount of planning can
accomplish what only prayer
can release."*

Easter Outreach & Promotion — 2

Guest Experience Checklist — 10

Easter Planning Timeline — 16

Easter Follow-Up Strategy — 23

Easter Evaluation — 31

Evaluation Email for Staff & Leadership — 36

Staff Evaluation Worksheet for Printing — 37

Staff Evaluation Format for Google Forms — 44

Evaluation for Volunteers — 58

Evaluation Email — 58

Volunteer Feedback Form for Printing — 60

Volunteer Feedback Format for Google Forms — 65



Easter Impact Kit

Most churches work hard on their Easter service... but neglect the people who will never show up without an invitation.

Easter Outreach & Promotion

This system helps you:

- Plan with purpose toward Easter
- Connect with first-time guests quickly
- Build meaningful relationships
- Move people toward next steps in Christ
- Plan for purposeful follow-up

How will people come if we don't invite them?

PURPOSE

Most churches announce Easter...

But very few communicate it in a way that actually compels people to come.

This kit helps you:

- Equip your people to invite others
- Communicate clearly to your community
- Reach beyond your regular attenders

SECTION 1: THE CORE SHIFT

What Most Churches Do:

“Join us for Easter Sunday at 10:30am”



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

What Actually Works:

Speak to real needs:

- If you're hurting... there's *hope*
- If you're searching... there's *purpose*
- If you're carrying guilt... there's *forgiveness*
- If you feel stuck or empty... there's *new life* in Christ

And if your home feels heavy...

- There's *peace*
- There's *healing*
- There's *direction*
- There's a *place* for you here

KEY QUESTION:

“Why would someone who doesn't go to church come here?”

If you can't answer that clearly, spend some time praying and discussing the purpose of your Easter activities.

Because everything you do for Easter—your planning, your promotion, your programs—should flow from a clear purpose, not just activity.

SECTION 2: INVITE YOUR CHURCH TO INVITE

CHALLENGE:

“Invite 3 people to Easter.”

The people in your church should be able to verbalize not only *what* you are doing but *why* you are doing it too.

SIMPLE LANGUAGE YOUR CHURCH CAN USE:

In Person:

“How will people come unless we invite them?”

“Hey, our church is doing something special for Easter—I’d love for you to come with me.”

Text Message:

“Hey! Our church is having an Easter service this Sunday—I’d love for you to come with me. Want me to save you a seat?”

(You can even take a moment on Palm Sunday, have everyone pull out their phones, and send a simple invitation like this right from their seats.)

Follow-Up Text:

“Just wanted to remind you about Easter this Sunday—I’d really love for you to come!”

COACHING YOUR PEOPLE:

- Don’t overcomplicate it
- Be natural
- Be personal
- Be persistent (but not pushy)

SECTION 3: SOCIAL MEDIA CONTENT

POST #1 (4–5 weeks out)

Graphic Text:
“Easter is coming.”

Caption:
Easter is more than a tradition—it’s a reminder that hope is alive.

We’d love for you to join us this Easter.
[Service Times]



The two greatest words in the
English language:
Jesus Lives!

POST #2 (2–3 weeks out)

Caption:
Looking for hope this Easter?

Join us as we celebrate the resurrection of Jesus and the new life He offers.

[Service Times + Invite link]

POST #3 (Week of Easter)

Caption:
This is your invitation.

No matter your story...
No matter your past...
There is hope for you.

Join us this Easter.
[Times]

POST #4 (Day before)

Caption:
Tomorrow is Easter.

We saved a seat for you.
We’d love for you to come.

SECTION 4: EMAIL INVITES

These emails are short and to the point. Don't overcomplicate them. Include details and links that are relevant to all.

EMAIL #1 (3–4 weeks out)

Subject: You're invited this Easter

We'd love for you to join us this Easter as we celebrate the hope and new life found in Jesus.

[Service details]

"Use every means at your disposal to build bridges with people to share the Gospel."

EMAIL #2 (1 week out)

Subject: Easter is almost here

This Sunday, we celebrate the resurrection—and you're invited.

[Service details]

EMAIL #3 (1 week out)

Subject: "More to life than this" | Join us for Easter

Life is more than breathing, feeling, and existing. There *is* real purpose, meaning, and significance.

Join us for Easter as we celebrate the resurrection and take a look at the source of true life.

[Service details]

EMAIL #4 (Reminder)

Subject: Tomorrow

You're invited. We'd love to see you tomorrow.

[Service times]

SECTION 5: “WHY COME?” MESSAGE FRAMEWORK

Our Easter Message Will Help People:

(Fill in the blanks as you determine your target of impact.)

- _____
- _____
- _____

This Easter is for people who are:

- Searching
- Hurting
- Curious
- Disconnected
- Empty
- Broken
- Full of Shame

Our Clear Invitation Statement:

“Join us this Easter to discover _____”

Then What?

Once you know *what* you plan to say, the question becomes: Now *how* will you say it?

We live in a **visual society**, so instead of just making your points, find ways to show them—to demonstrate what you are saying. Use visuals, stories, video, drama, testimonies, special music where people can see the words, etc.

Don’t just re-package a regular Sunday. Make it something special and memorable.



There is more to life than
breathing, feeling, and existing.
Real life is only found in Jesus
Christ.

SECTION 6: LOCAL OUTREACH IDEAS

- Invite cards
- Postcards / Mailers
- Personal conversations
- Community connections
- Posters around town
- Banners, yard signs, and church signage
- Social Media (beyond just those who follow you—Teach your church family the importance of re-posting. Or pay to boost to people in your area.)
- School / sports relationships
- Neighborhood invitations
- Pre-Easter activities, block parties
- Invitation Eggs
- Having a presence at community Easter activities where you can witness, promote, and invite people.
- Host an Easter walk-through where people can experience the story leading up to the resurrection.



Focus on being relational over random.

Do we really care?

SECTION 7: COMMON OUTREACH MISTAKES

- Not beginning with a foundation of prayer
- Not including your church family in your plans (*There is a big difference between your staff planning a special Sunday for your church family and your church family planning a special Sunday for the community.*)
- Only promoting inside the church
- No clear message or direction
- Starting too late
- Overcomplicated invites
- No promotion plan
- No follow-up plan
- Not using teams to carry the load

- Being so busy that you have lots of activities but little spiritual fruit.
- Low expectations for Easter to be anything different than it always has been.

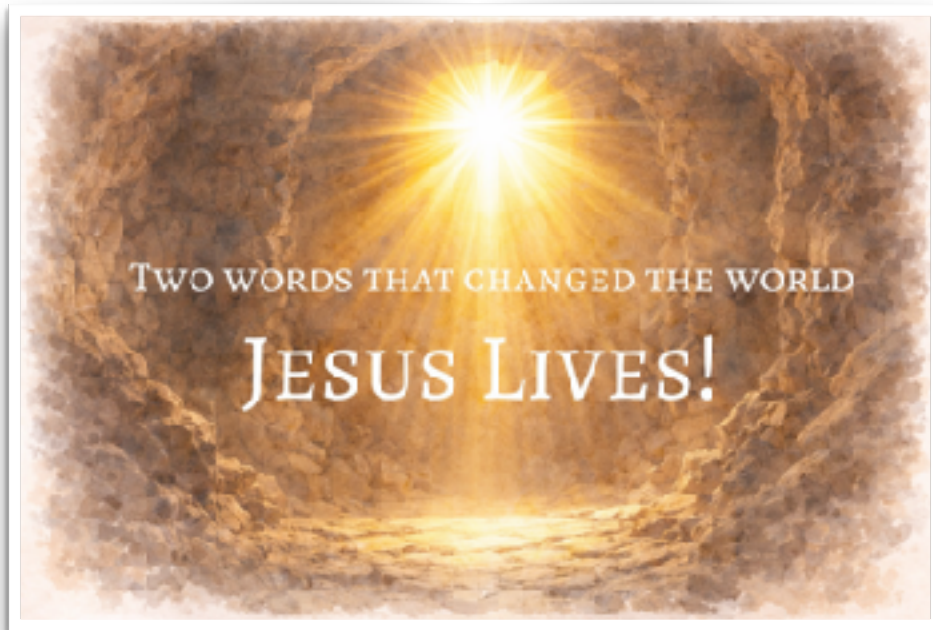
There is a big difference between your staff planning a special Sunday for your church family and your church family planning a special Sunday for the community.

SECTION 8: FINAL PUSH STRATEGY

Week of Easter:

- Encourage daily invites
- Share testimonies
- Remind your church of the mission

Say this often: *“Someone you invite could meet Jesus this Sunday.”*





Easter Impact Kit

Most churches work hard to get people in the door on Easter...
but are you really ready for them when they arrive?

Guest Experience Checklist

The Guest Experience Checklist makes sure:

- Guests feel welcomed
- You make a good first impression
- Nothing is confusing
- People actually come back

First-time guests don't experience your church the way you do.

They notice what you've learned to overlook.

This checklist helps you:

- Identify hidden barriers
- Improve first impressions
- Create a welcoming, clear experience

SECTION 1: THE BIG IDEA

Guests Are Asking (even if they don't say it):

- Am I welcome here?
- What are you all about?
- Will I understand what's happening?
- Do I belong here?

Your goal:

Remove *confusion*. Remove *awkwardness*. Remove *barriers*.

"You can have great outreach...You can have a strong message...But if the guest experience breaks down, people won't come back."

SECTION 2: BEFORE THEY WALK IN

Parking & Exterior

- Is parking clearly visible and easy to navigate?
- Are there designated guest parking spots?
- Is there clear signage to the entrance?
- Is the exterior clean and well-maintained?

First Impressions

- Is someone visible and welcoming outside?
- Are entrances clearly marked?
- Is it obvious where to go?

SECTION 3: THE FIRST 5 MINUTES

Greeting Experience

- Were guests warmly greeted (not ignored)?
- Did it feel natural—not forced or overwhelming?
- Did someone offer to help them find where to go?

Guest Direction

- Can guests easily find:
 - Restrooms?

- Children's check-in?
- Worship area?

Are signs clear and easy to understand?

SECTION 4: CHILDREN'S CHECK-IN (CRITICAL)

This is often the deciding factor for families.

- Is the process simple and quick?
- Is it clearly explained?
- Do parents feel their children are safe?
- Are volunteers friendly and confident?
- Are the facilities clean and updated?
- Does your team here give clear Next Step directions (not just pointing them where to go next but actually taking them there—to their adult class, to the youth area, to the guest center near the sanctuary, etc.)?



How can you expect a family to return if they don't feel that their kids are safe, cared for, and loved?

The people in your children's ministry often stand on the front lines of your guest experience.

SECTION 5: DURING THE SERVICE

Clarity & Communication

- Is the service easy to follow?
- Are transitions smooth and understandable?
- Is insider language minimized or explained?
- Is anything awkward for a newcomer?

Engagement

- Does the service connect with unchurched families?
- Is the message clear and relevant?
- Is the Gospel clearly presented?
- Is an opportunity to respond to the Gospel clearly explained?

Guest Awareness

- Are guests acknowledged without being singled out awkwardly?
- Is there a clear explanation of what to expect?
- How does your website help people prepare for a first time visit?

SECTION 6: NEXT STEPS (CRUCIAL)

Clear Direction

- Are next steps clearly explained?
- Is there a simple way to respond or connect?

Examples:

- Fill out a card
- Visit a welcome area
- Scan a QR code
- A texting response system

Invitation Back

- Are guests invited to return next Sunday?
- Is the invitation clear and genuine?

SECTION 7: AFTER THE SERVICE

Connection Opportunities

- Is there a place for guests to go (welcome center, etc.)?
- Are leaders available and approachable?
- Does someone initiate conversation?
- If your service is followed by a meal, do you have families assigned to purposefully look for and sit with guests?

Relational Follow-Through

- Are conversations natural (not rushed)?
- Do guests feel seen—not processed?

SECTION 8: MYSTERY GUEST TEST (HIGHLY RECOMMENDED)

Ask someone who is unfamiliar with your church to attend anonymously and report:



Have them evaluate:

- Ease of parking
- First impressions
- Clarity of service
- Overall experience

Ask them:

- What felt welcoming?
- What felt confusing?
- Would you come back? Why or why not?

SECTION 9: COMMON GUEST EXPERIENCE FAILURES

- No clear signage
- Overwhelming or underwhelming greetings
- Confusing children's process
- Insider language
- No clear next step

What would a "secret guest" say about their experience in your church?

SECTION 10: THE HEART BEHIND IT

This is not about impressing people.
It's about removing distractions so people can clearly see Christ.

Key Reminder

"People may come for a service or event... but they come back and stay because of relationship."

This is not about
impressing people.
It's about removing
distractions so people can
clearly see Christ.

Story

In the late 1800s D. L. Moody began a Sunday school on Illinois Street in Chicago. One child who attended would walk each week from halfway across the city, which was a large city even in those days. He would pass church after church until he reached the Illinois Street Sunday School.

One day a superintendent of one of the Sunday Schools he passed asked him, "Why do you go all the way out there? Why don't you come here? It is right next door to you."

Looking up at the superintendent, the boy said, **"I go where they love a fellow."***

FINAL CHALLENGE

Walk through your church this week and ask:

"What would this feel like if I had never been here before?"

Then fix what you find.

*Hyman J. Appelman, "Paralyzed People," [July 1946], Hudson, Curtis, ed. Great Preaching on Soul Winning. (Murfreesboro, TN: Sword of the Lord Publishers, 1989), p. 121.



Easter Impact Kit

If you wait to plan until Easter is close... you've already limited what could have been.

Easter Planning Timeline

Easter impact isn't about one Sunday or even one week.

It's built from:

Preparation to Invitation to Clarity to Follow-Up

This doesn't happen the week of—it's built in the weeks before.

3 Months Before Easter (Blueprints)

This is where effective Easter ministry actually begins.

Clarify the Purpose

Begin with prayer:

What does God want to do in your church this Easter?

Notice, there is a big difference between asking “What do *you* want God to do this Easter?” and “What does God want to do this Easter?”

What does God want to do in your church this Easter?

Seek God concerning your Easter goals:

- What are you aiming for?
- What should you plan to accomplish?
- What are your specific targets and goals?

Determine the basic direction of your Easter outreach:

- Evangelism (reaching the lost)?
- Church growth / community engagement?
- Spiritual renewal in your people?
- A combination?

Write this down in one clear sentence:

This becomes your filter for every decision moving forward.

Move from general hopes to clear targets:

- First-time guests: _____
- Salvations / Gospel conversations: _____
- Invitations given by members: _____
- Follow-up connections: _____

This isn't about numbers—it's about intentionality.

Decide Your Primary Strategy

Ask:

What will actually help us accomplish our purpose?

Options could include:

- A strong invite culture (personal invitations)
- A community outreach event (egg hunt, family event, etc.)
- A powerful Easter service (or multiple services)
- An Easter Experience walk-through where people can encounter the full story of the crucifixion and resurrection.
- A multi-week spiritual emphasis leading up to Easter
- A special music or choir emphasis

- There are many more options... Only choose what best facilitates your goals.

Choose your lane.

Trying to do everything usually weakens it all. Be laser-focused. Plan with purpose.

Pray with passion.
Plan with purpose.

Plan the “Runway” Leading to Easter

Easter shouldn't feel like a standalone event—it should feel like a **destination people are being led toward.**

Decide early:

- Will you do a **sermon series leading into Easter?**
- A **40-day emphasis** (devotions, prayer, Scripture reading)?
Suggestion: See a 40-Day Feast emphasis for reading a book of Bible every day for the 40 days prior to Easter at ThreeThirtyMinistries.com/courses/the-40-day-feast.
- **Weekly focused prayer gatherings?**
- A **teaching series on the cross, sin, forgiveness, or new life?**

The goal:

By Easter, people are already thinking about spiritual things.

Identify & Begin Building Your Team

Who will lead:

- Outreach / promotion?
- Follow-up?
- Guest services?
- Prayer emphasis?
- Children's activities?
- Other?

Meet with them early and:

- Share the vision
- Get input
- Build ownership

Begin Praying Intentionally

This is where most churches wait too long.

Start now:

- Ask leaders to begin praying weekly
- Create a simple prayer focus:
 - For lost people by name
 - For open hearts in your community
 - For boldness for invitations



Plan well. Pray much.

Don't let planning replace prayer—let it be fueled by it.

6–8 Weeks Before Easter (Foundation Phase)

Finalize the direction and build your plan.

- Finalize sermon series / theme
- Choose the key message focus (Gospel clarity is primary)
- Order or finalize:
 - graphics
 - invite cards
 - social media visuals
- Begin staff/leader alignment
- Start praying intentionally as a team
- Set your promotion plan
- Recruit your follow-up team, greeters, etc.
- Finalize all the details designed for your Easter celebration

Goal: *Clear vision and unified direction*

4–5 Weeks Before Easter (Build Momentum)

Start external awareness.

- Launch first round of promotion:
 - website banner
 - social media posts
 - email announcements
- Start praying intentionally as a church family

- Begin encouraging invites:
 - “Start thinking about who you’ll bring”
- Recruit and confirm volunteers:
 - parking
 - greeting
 - kids ministry

Goal: *Awareness and internal readiness*

3 Weeks Before Easter (Engagement Phase)

Move from awareness to action.

- Distribute invite cards
- Push “Bring Someone” language
- Share short promo videos
- Begin testimony or story-based posts
- Finalize service flow, logistics, and any final details

Goal: *Get your church inviting*

2 Weeks Before Easter (Acceleration Phase)

Increase urgency and visibility.

- Stronger messaging to your members:
 - “Easter is coming—who are you bringing?”
- Increase posting frequency
- Run ads (if using them)
- Send mail out - 1 or 2 rounds
- Go door-to-door with invitations
- Put posters around town
- Make sure your signage is ready. (Signage works well when you stage it: Put information on your church sign 2 weeks before, put out 3x5’ banners on your property 1 week before, put yard signs along your property, 2 days before.)
- Confirm all your volunteers
- Walk through the service plan

Goal: *Maximum visibility and readiness*

1 Week Before Easter (Final Push)

Everything is clear and intentional.

- Daily social media posts
- Send reminder emails/texts
- Encourage last-minute invites
- Final team meeting or walkthrough
- Prepare follow-up system (this is key)

Goal: *Maximize attendance*

This is about Gospel
impact, not just
attendance.

Easter Weekend (Execution Phase)

This is where it all comes together.

- Clear, warm guest experience:
 - signage
 - parking flow
 - friendly greeters
- Gospel clarity in message
- Strong but unforced invitation
- Capture guest information (simple and easy)

Goal: *Gospel impact, not just attendance*

Week After Easter (Follow-Up Phase — MOST MISSED STEP)

This is where much of the fruit happens.

- Follow up within 24–48 hours:
 - email
 - text
 - personal contact if possible
- Share next step:
 - new series
 - small groups
 - connection events

Remember the analogy:

A powerful Easter without follow-up is like making a great catch... and dropping the ball two steps later.

Goal: *Turn guests into connections*

2–3 Weeks After Easter (Retention Phase)

Easter impact isn't built in one Sunday.

It's built from:

Preparation to Invitation to Clarity to Follow-Up

Keep momentum going.

- Continue intentional communication
- Invite to next services, activities, events
- Highlight stories of life change
- Reinforce community connection

Goal: *Shift from a moment to movement*

Big Picture Strategy

Easter impact isn't built in one Sunday.

It's built from:

Preparation to Invitation to Clarity to Follow-Up



Easter Impact Kit

Most churches work hard to get people in the door on Easter... but fail to connect with them in the days that follow.

Easter Follow-Up Strategy

Don't miss critical windows of opportunity to connect with your Easter guests.

The Goal:

Move guests from attending to connecting to growing.

THE 3 CRITICAL WINDOWS:

0–48 Hours (MOST IMPORTANT)

- First impression after Easter
- Sets the tone for everything

If you miss this window, you lose most guests

Days 3–7

- Reinforce the connection
- Invite next step

Week 2+

- Build the relationship
- Move toward involvement

In the Future

- Include in future promotions
- Invite the next time you have a major activity/event/outreach

SECTION 1: EMAIL TEMPLATES

Make adjustments as needed. This template is a starting point.

EMAIL #1 (Send within 24 hours)

Subject: So glad you joined us this Easter

Body:
Hi [Name],

Thank you so much for joining us this Easter—it truly meant a lot to have you with us.

We hope the service encouraged you and reminded you of the hope we have in Jesus.

If you have any questions about our church or how to get connected, we would love to help.

We'd also like to invite you back this Sunday—we have a place for you here.

Grateful for you,
[Pastor Name / Church Name]

EMAIL #2 (Day 3–4)

Subject: A place for you

Hi [Name],

We wanted to follow up and say again how glad we were that you joined us on Easter.

Finding a church home can feel overwhelming—but it doesn't have to be.

If you're looking for a place to grow, ask questions, and build relationships, we would love to walk that journey with you.

This Sunday would be a great next step—we'd love to see you again.

Let us know how we can serve you.

[Church Name]

Move guests from
attending to connecting to
growing.

EMAIL #3 (Day 7)

Subject: Your next step

Hi [Name],

We've been thinking about you this week and wanted to reach out one more time.

If you're interested in taking a next step, here are a few simple ways to get connected:

- Join us this Sunday [Include schedule times]
- Attend [Next Step Class / Small Group]
- Reach out with any questions

No pressure—just an open invitation.

We'd love to see you again soon.

[Church Name]

SECTION 2: TEXT MESSAGE FOLLOW-UP

TEXT #1 (Within 24–48 hours)

Hi [Name], this is [Your Name] from [Church Name].
So glad you joined us for Easter—we're really glad you came!

Let me know if there's any way we can serve you.



TEXT #2 (Later that week)

Hi [Name], just wanted to personally invite you back this Sunday—
would love to see you again!

SECTION 3: PHONE CALL SCRIPT

(Optional but Powerful)

Hi, this is [Name] from [Church Name].

I just wanted to personally thank you for visiting us on Easter—it meant a lot to have you with us.

We're not calling to pressure you—just to let you know you're welcome anytime.

Is there anything we can pray for you about?



Hi, this is [Name] from [Church Name].

I just wanted to personally thank you for visiting us on Easter—We're glad you came and you're always welcome.

Do you have any questions about our church or is there anything we can pray for you about?

SECTION 4: NEXT STEPS PATHWAY

Churches lose people because they don't give them a clear next step.

Provide SIMPLE options:

Step 1:

Come back next Sunday

Step 2:

Attend a newcomer class, gathering, or age-appropriate activity

Step 3:

Join a small group or Bible study

These are organizational in nature, but don't forget to focus on the spiritual too.

Regardless of where a person is, help them see the next steps in their spiritual journey:

- Have they received Christ?
- Have they followed the Lord in baptism?
- Are they living for Christ?
- Are they growing?
- Are they struggling?
- What is their next step?



What are the next steps?

SECTION 5: FOLLOW-UP PRINCIPLES

1. Be Personal

Not robotic. Not corporate.
People respond to people.

2. Be Quick

Speed communicates care.

3. Be Simple

Don't overwhelm with too many options.

4. Be Genuine

You're not closing a sale—you're opening a relationship. Let your care be genuine and real. Words are meaningless if actions don't follow.

5. Be Consistent

One contact is not enough.

Love God...Love people.

SECTION 6: COMMON MISTAKES

- Waiting too long to follow up
- Only sending one email
- No clear next step
- Sounding like a mass message
- Failing to equip volunteers
- Only using one means of follow-up (email, letter, postcard, phone call, text, personal visit)

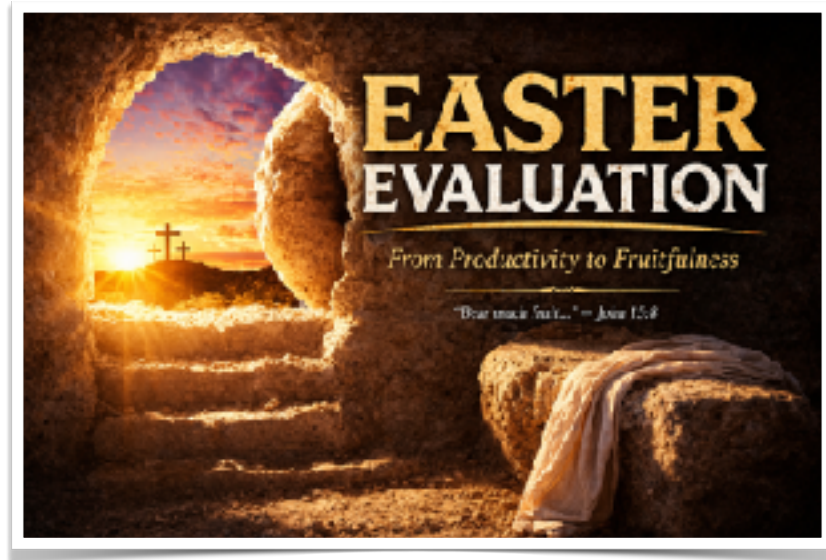
SECTION 7: TEAM IMPLEMENTATION PLAN

Assign Roles:

- Data Collection Lead – ensures guest info is captured
- Follow-Up Coordinator – sends emails/texts/plans visits
- Caller Team (optional) – makes calls
- Next Steps Leader – connects people into church, to future activities, becomes a bridge for facilitating relationships

Weekly Flow After Easter:

- Monday–Tuesday: Email #1 + Text #1
- Wednesday–Thursday: Email #2
- Weekend: Personal invites / Postcard or letter arrives
- Next Week: Email #3



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?

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

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.

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.

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.

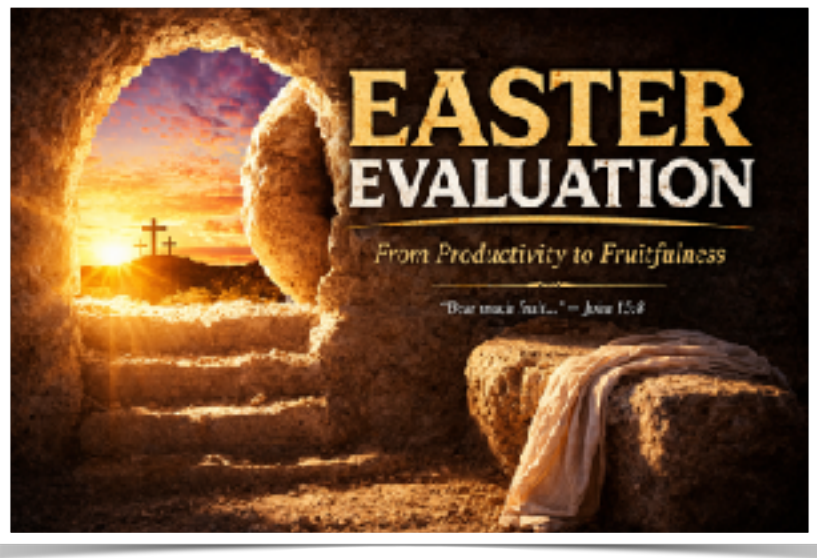
Who will responsible for follow-up planning next year?

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.

SECTION 1: BASIC INFO

Question 1

Date of Review

Date

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

 **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

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

 **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?

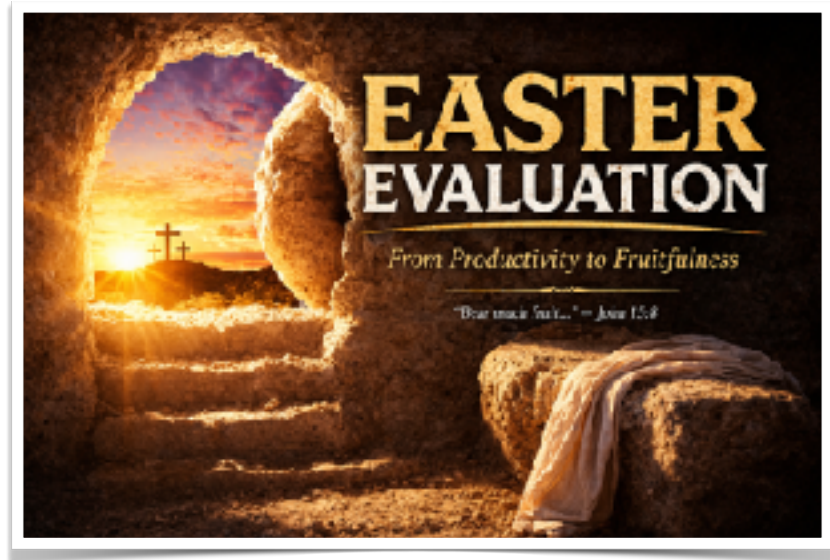
21. What is one thing we should START doing?

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

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”