



34
ACTION ITEMS
FOR YOUR
MOST PREPARED
EASTER EVER.





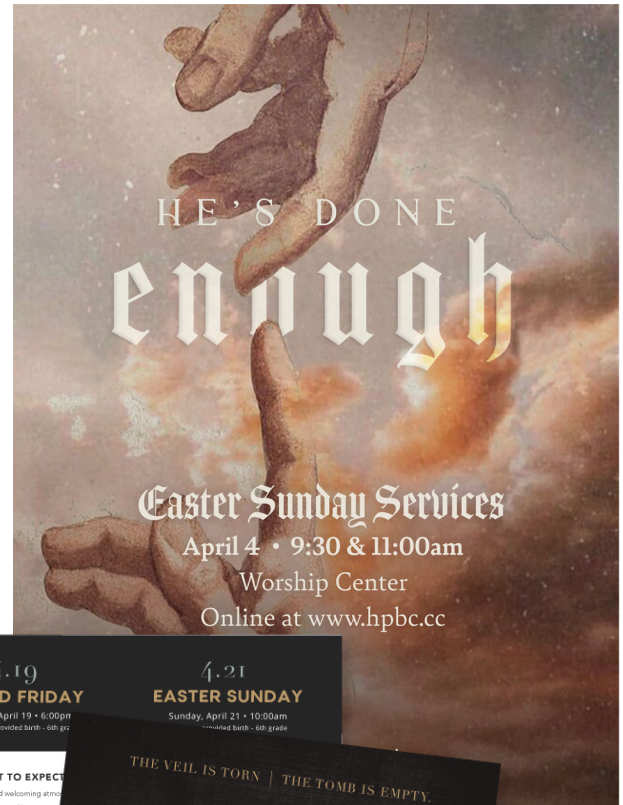
Marketing and Communications Pre-service Planning Checklist

GOOD FRIDAY:

- Plan sermon series design for Good Friday
- Create and send invitations for Good Friday via Facebook event
- Create/share bumper video for Good Friday

EASTER SUNDAY:

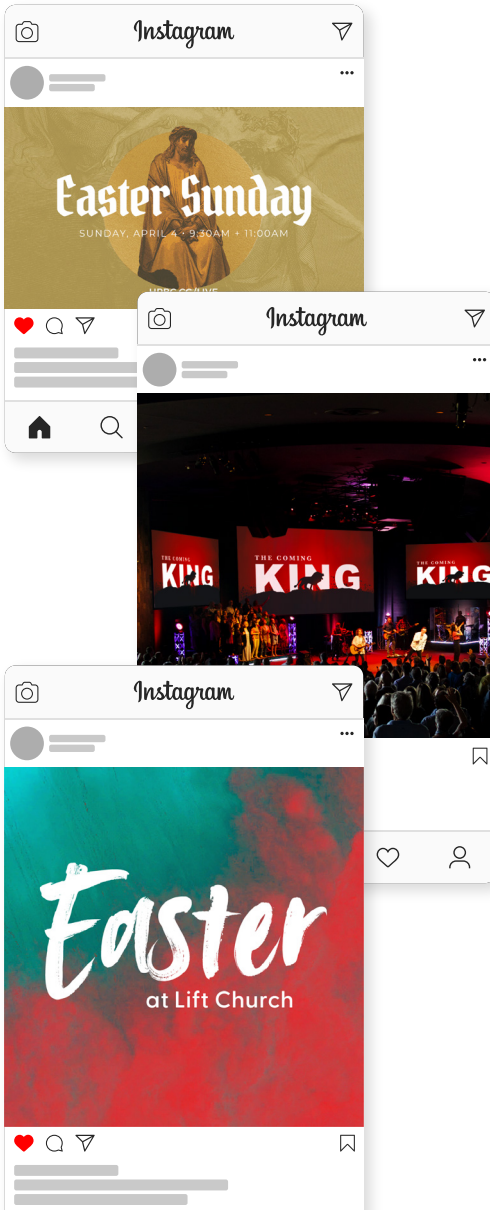
- Decide upon Easter branding and theme
- Design and print Easter invitations
- Create Easter Sunday Sermon Series branding
- Set up Facebook Event(s) for Easter Sunday service(s)
- Create 3 Posts & 3 Stories for FB/Insta/Linkedin
- Easter-branded email + promotion to congregation and visitors
- Script for video of senior pastor or worship leader inviting people to the service
- Print and mail invitations to target neighborhoods 4 weeks before Easter
- Update website pages & feature Easter prominently on the homepage
- Create a free downloadable for the Easter page to capture new email addresses



GENERAL:

- Script and shoot custom bumper video to promote Easter Weekend during service and on social channels
- Design and print posters for local businesses and bulletin boards
- Create outdoor signage for vehicle or foot traffic
- Plan and print pop-up banners for lobby
- Launch and optimize Google / Facebook / Instagram advertising for events
- Update or plan Visitor gifts and materials
- Develop and share Lent content (prayer guide, devotional content, etc.)
- Hire/plan for 1 professional photographer to take photos
- Hire/plan for 1 professional videographer to take videos
- Communicate childcare changes / what to wear / what will happen on the website
- Set up a special food/coffee plan for increased traffic
- Gospel handout to give immediately after service + next step
- Plan and put out a photo backdrop for the congregation to take photos pre/post service





Post-Service Planning Checklist

GOOD FRIDAY / EASTER SUNDAY:

- Script and shoot custom bumper video to promote Easter Weekend during service and on social channels
- Design and print posters for local businesses and bulletin boards.
- Create outdoor signage for vehicle or foot traffic
- Plan and print pop-up banners for lobby
- Launch and optimize Google / Facebook / Instagram advertising for events
- Update or plan Visitor gifts and materials
- Develop and share Lent content (prayer guide, devotional content, etc.)
- Hire/plan for 1 professional photographer to take photos
- Hire/plan for 1 professional videographer to take videos
- Communicate childcare changes / what to wear / what will happen on the website
- Set up a special food/coffee plan for increased traffic
- Gospel handout to give immediately after service + next step
- Plan and put out a photo backdrop for the congregation to take photos pre/post service

Need help creating your custom strategy plan, executing these deliverables with messaging, design, marketing, and more?

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