



# EASTER

at New Life

2024 Easter Playbook





## Let's get started...

This is the ultimate playbook for our Easter season! We have everything to make sure you are prepared for the best Easter at New Life to date. We have created four categories for you to follow...**Know, See, Feel, and Do.** These categories are going to help you answer what you need to have on Easter Sunday.

Schedule an Easter Planning Meeting with your leadership team and go through each section to see if you can answer all the questions. Review with your team to see what you do and don't have and work together to make sure you have a blissful and stress-free Easter Sunday.

## Your Easter Planning Meeting

Email your essential leaders and volunteers to this meeting. Have your worship, tech, children's, welcome, hospitality, creative, and anyone that plays a big hand in making Sundays possible!

### Action Steps

- Schedule your planning meeting date, time, and location
- Identify your Easter team coordinators
- Invite your key leaders and volunteers

## Sample Email (February 8)

Easter is coming up fast and we are so excited for this season! We want you to be a part of the planning and prepping to make sure Easter is an impactful and life-changing day for anyone who walks through our doors on March 31<sup>st</sup>!

Planning starts now and we need your help! Will you join us during this time of planning and prepping to make sure we can reach our community? I want to personally invite you to be a part of this time of preparation!

[Date]

[Time]

[Location]

Please let me know if you will attend and bring any ideas you have to make this our best Easter season to date. So excited to see you!





KNOW

Empty space for notes under the 'KNOW' heading.

SEE

Empty space for notes under the 'SEE' heading.

FEEL

Empty space for notes under the 'FEEL' heading.

DO

Empty space for notes under the 'DO' heading.





### **3 WAYS TO INVITE SOMEONE TO CHURCH THIS EASTER**

1.

2.

3.

### **3 NEXT STEPS YOU WANT PEOPLE TO TAKE THIS EASTER**

1.

2.

3.

### **3 UPCOMING EVENTS TO BRING PEOPLE BACK AFTER EASTER**

1.

2.

3.





## Communications Check List

For everything that deals with your website and app please fill out our updated Communications Request form, [linked here](#).

Website and app:

- The basics: Dates, service times, address, website, events.
- Check your website: Google yourself **(CHECK ALL LINKS)**
- Decide if your location is doing postcards.
- Find a photo to use for your Instagram and Facebook ads.
- Identify who is taking photos and video for your Easter service.
- Remember to update the website if you are doing special times for Easter.

## Your Core Team

Name

<p><b>Easter Champion</b> <i>Deliver the weekly announcements, updates, and celebrations.</i></p>	
<p><b>Communications Coordinator</b> <i>Keep track of the weekly action steps and planning ahead.</i></p>	
<p><b>Social Media Coordinator</b> <i>Share weekly posts and engage with people online.</i></p>	

## Sample Shot List

Here is a quick and easy list of photos and video for your social media volunteers to get photos of in the weeks to come before Easter!

- Hugging (this is super easy to ask people to pose for you!)
- Groups of People Smiling. (Engage Summit Reel is a great example)
- Signage
- Invite cards! (a picture of different people holding them!)
- People waving at the camera. (Engage Summit Reel is a great example)
- People walking into your building.
- People serving on Sunday Morning!





## Visuals

Check out New Life Admin for all Easter Graphics! There will be a CANVA project that will have all of this, and fonts picked for you!

- Main screen/ slide
- Blanks to use for sermon points.
- Lower thirds that are an option for slides as well.
- Square Instagram/ social media blanks to share events on.
- Thin header for Bulletins

**Do you or your office manager not have access to New Life Social on Canva? Email Rachel to get added to the page. [Email her here.](#)**

## Questions to ask...

- Does my location need a banner?
- Does my location need square invite cards?
- Are the graphics for Easter Downloaded from New Life Admin?
- How can we utilize CANVA resources?

## INVITE BUDGET (Pricing is subject to change)

MATERIALS	QUANTITIES & ESTIMATED PRICING				BUDGET
<input type="checkbox"/> Mailers	1000 = \$618	2500 = \$997	5000 = \$1,685	10,000 = \$2,897	
<input type="checkbox"/> 3x3 Invites	100 = \$36	250 = \$48	500 = \$60	1000 = \$72	
<input type="checkbox"/> 4x8 Banners	1 = \$50	2 = \$100	3 = \$150	4 = \$200	
<input type="checkbox"/> Digital Ads	Minimum of \$100 budget (e.g. \$10 x 10 days)				
<b>ALL ORDERS ARE DUE BY FEBRUARY 28!</b>				<b>TOTAL</b>	

## Resources

This is a time to check your inventory! Here is a checklist to ensure you are ready for the Easter Season....

- Welcome Cards (English/ Spanish)
- Offering Envelopes (English/ Spanish)
- Baptism Shirts (English/ Spanish)
- Mentor Shirts (English/ Spanish)
- Security bags
- Mugs

**February 21<sup>st</sup> is when all Easter resources are due. We need time to update inventory or to order more.**





## Life Groups

This is a great time to show all the groups your location has and the many places anyone new could plug into. We want to make sure people feel like they are family and already belong. Ask some of your leaders to be representatives to help.

What your representatives need to know:

- The age range
- Season of life
- Mixed-gender or specific gender group.
- When and Where their group meets.
- Who are the leaders.
- What they are studying for the next 8 weeks.

Easter is a great time to start a new bible study topic. It can allow new people to jump in and not feel like they need to catch up.





# EASTER COMMUNICATIONS CALENDAR

Here are all of the dates to keep in mind and to help you stay ahead! Work with your leadership team to fill in events that will help lead up to Easter!

SUN	MON	TUE	WED	THU	FRI	SAT
FEB 4 Easter Planning	5	6	7 Easter Playbook Workshop 1:00 PM	8 Easter Playbook Workshop 7:00 PM	9	10
11 Share a Story	12 Email: Will you help me?	13	14 Thank God for his power	15	16	17
18 Highlight Ministry Teams	19 Email: Engage for Easter	20	21 Pray for the children's ministry. <b>All Easter orders due!</b>	22	23	24
25 Finalize Easter Plans	26	27	28 Pray for your leaders.	29	MAR 1 Have all Easter graphics downloaded	2
3 Answer all KNOW q's.	4 Email: Are you ready?	5	6 How can we pray for you?	7	8	9
10 Review Follow Up System	11 Email: Big news!!!	12	13 Pray for new people	14	15	16
17 Announce Easter on Social	18 Email: 3 Things to do	19	20 Pray for the community	21	22	23
24 Easter invite	25 Email: Easter is almost here	26 Press Release	27 Pray for Sunday and fast today	28	29 Good Friday	30
31 Easter Sunday	APRIL 1	2	3	4	5	6







# Easter Email Templates

## 7 WEEKS TIL EASTER

**February 12**

**Subject: Will you help me?**

Easter is our biggest season of the year when we invite people far and wide to experience the powerful, life-changing, message of Jesus Christ. More than anything else, Easter is a celebration of Jesus' resurrection and the new life we can have through Him.

At New Life, our Easter planning begins now, and we need your help! Will you be a part of our planning team and help us reach our community this Easter? I want to invite you to join us for an Easter planning meeting.

[Date]

[Time]

[Location]

Please let me know if you will attend and bring any ideas you have to make this our biggest and best Easter season ever. Looking forward to it!

### **ACTION STEPS**

- Finish KNOW, SEE, DO, KNOW planning worksheet (see page 3)
- Meet with your leadership team to share the vision
- Pray together for the Easter season ahead





## 6 WEEKS TIL EASTER

**February 19**

**Subject: Engage for Easter**

Easter is coming and we're preparing for our largest Sunday of the year. That means more people, more children, and more volunteers are needed! Let us know if you are available to serve on one of our Sunday ministry teams!

[List ministry opportunities and training dates]

Simply reply to this email if you are interested in serving this Easter and we'll help you find a place!

### **ACTION STEPS**

- Highlight ministry teams and volunteer opportunities
- Plan a ministry open house where people can serve alongside a ministry team for one Sunday and see what it's like.
- Schedule a volunteer training to prepare for Easter (include food)





## 5 WEEKS TIL EASTER

### March 4

#### **Subject: Are you ready**

Easter is coming and we're believing for many lives to be transformed. This year you get to play a big part in our Easter at New Life outreach. Each week we are giving each person one invite card to give away. That's it! Take a moment right now to pray and make a list of some family, friends, or neighbors you can invite to church this, Easter.

To help, we've also created some digital invites that you can share directly with your friends. Go to [easteratnewlife.com](http://easteratnewlife.com) to download and share an invite!

#### **ACTION STEPS**

- Do a walkthrough of the church and make a list of anything that needs changed, updated, or replaced before Easter (signs, cards, stands, etc.)
- Listen/watch your service online and make any notes for improvement
- Ask 3-4 people to complete a secret shopper evaluation of your service
- Custom Easter orders are due February 28th!





## 4 WEEKS TIL EASTER

**March 11**

**Subject: Big News!**

Our Easter invite video just went live on social media! Please take a minute to go watch the video, then help us spread the word by liking, sharing, and leaving a comment.

[link to Facebook/Instagram]

### **ACTION STEPS**

- Review your current guest follow up process and each person involved. Find any steps that are getting missed and fill them in
- Test your email, phone, voicemail, and website to make sure everything is working and going to the correct person
- Perform a Google search for your location and make sure all information is up to date. Email [website@newlifechicago.org](mailto:website@newlifechicago.org) for help.





## 3 WEEKS TIL EASTER

**March 18**

**Subject: 3 things to do before easter**

We are counting down just three Sundays until Easter! As we prepare for our biggest outreach season of the year, YOU have an important part to play. I'm asking everyone in our church to do three things...

1. Pray! Only God can change a person's heart. Pray for people to be open and ready to receive the Good News of Jesus' life, death, and resurrection.
2. Invite! We've created invites for you to handout, but don't stop there! A phone call or text message can be just thing someone needs to take the step to come to church.
3. Share! We've created some social media invites for you to download and share with friends. It's easy, free, and fun! Visit [easteratnewlife.com](http://easteratnewlife.com) to learn more!

I'd love to hear about who you are inviting and how I can pray for you this Easter. Simply reply to this email and let me know!

### **ACTION STEPS**

- Equip your congregation with invites and pray for one person they can invite to church this Easter.
- Add all of your Easter services and events to Online Community and your Facebook page.
- Stock up on resources like coffee mugs, offering envelopes, and First Steps books. Make sure you have plenty to get you through the season.





## 2 WEEKS TIL EASTER

**March 25**

**Subject: Easter is almost here!**

Easter is almost here and is a great opportunity to bring someone with you to church. Be praying this week about who God might be leading you to invite. One simple way you can do this is go to [easteratnewlife.com](http://easteratnewlife.com), download an invite, and share it with a friend.

[Insert Easter service times and special events]

Thank you for partnering with us to pray for great things this Easter. See you Sunday!

### **ACTION STEPS**

- Take time in each of your small groups to pray for people by name.
- Write a press release and send it out to any local news outlets or contacts.
- Record a video with your pastor giving people a behind the scenes tour.





**SAMPLE PRESS RELEASE**

Below is a sample press release that you can customize and send to your local media contacts. Contact neighborhood newspapers, Patch, DNA info, community groups like Next-door, Chamber of Commerce or school parent groups on Facebook. You can also reach out to local reports on Twitter.

FOR IMMEDIATE RELEASE  
March 22, 2020

**Free Easter Egg Hunt Saturday, April 4 at Hiawatha Park**

Norridge, IL – New Life Community Church in Norridge is presenting a free community Easter Egg Hunt on Saturday, April 4 at Hiawatha Park.

The Easter Egg hunt will begin at 10:30AM and is open for children ages 2-10. Children can collect eggs filled with candy, toys, and a special prize egg to win an Easter basket. There will be over 10,000 Easter eggs and bags will be provided, though you are welcome to bring your own basket.

“We love to serve our community and look forward to this event every year,” says Pastor Tom Fitzmaurice. “It’s a fun activity and a great opportunity to meet our neighbors,” says Maggie, one of the New Life attendees.

New Life Community Church in Norridge meets on Sundays at 11:45am. More information is available at [newlifenorridge.org](http://newlifenorridge.org).



New Life Community Church is one church that meets in 29 locations throughout Chicagoland. For additional information, locations, and service times visit [www.newlifecommunity.church](http://www.newlifecommunity.church) or call the main office at (773) 838-9470.

Contact  
Your Name, Role  
Phone, Email





## **BONUS: 10 IDEAS FOR CHILDREN'S MINISTRY**

First off, thank you! Your ministry to children is so important and though often unnoticed, God sees your work. It's amazing how a simple word of encouragement, a big smile and high five, or a small toy or snack can make a difference in a child's week. Here are some ideas to prepare your children's ministry for Easter.

1. Equip children and parents with invites to invite their friends.
2. Plan a training time for your volunteers and show your appreciation by including a special lunch and thank you gift.
3. Recruit extra volunteers. Extra people on Easter means you need extra hands and people available to welcome and assist your teachers.
4. Do a walk-through of your children's ministry and see what needs to be updated, replaced, or thrown out.
5. Plan a lesson series that they need to come back to hear how the story ends. Part 1 on Palm Sunday, Part 2 on Easter, Part 3 after Easter.
6. Do a special craft that they can take home with them.
7. Make it fun! The first question parents will ask their kids is "Did you have fun today?"
8. Snacks! Get the good stuff and be sensitive to allergies.
9. Give new children a gift bag. Order some drawstring backpacks, water bottles, stickers, etc.
10. Have a prize box that children can pick a prize from at the end of class.





## **BONUS: 10 IDEAS FOR MOTHER'S DAY**

If Easter is our biggest Sunday of the year, Mother's Day is our second biggest Sunday. When momma wants the family to go to church, everybody goes! Be ready on Easter Sunday to announce your Mother's Day service and plans to invite people back. Don't forget about the dad's either!

1. Give a special gift to all the ladies – a flower, potted plant, or small notebook are a few ideas.
2. Plan a special women's brunch and a big giveaway to your women's groups (spa package, restaurant gift card, iPad mini).
3. Do a photo booth or photo station on Mother's Day. Free photos for all!
4. Plan a special Mother's Day kids craft.
5. Preach a special Mother's Day message.
6. Consider blessing a single mom in your congregation or community.
7. Share a story (live or video) of a mom in your church.
8. Pray a special blessing over the women at the end of service.
9. Make a video with kids sharing what they love most about their mom.
10. Buy a bunch of different Mother's Day cards and hand them out at the end of the service. Bonus: Have your ministry leaders write a short note of encouragement in the card.

## **BONUS: 3 IDEAS FOR FATHER'S DAY**

1. Wear your favorite sports team jersey and hat on Sunday.
2. Host a pancake breakfast or grill hot dogs for after service.
3. Recognize the fathers with a small gift and pray a special blessing over them during the service. Give out awards, t-shirts, hats, etc.



## **Congrats you finished the playbook!**

We hope you feel excited and ready for this Easter season! We pray that God will use your location to make a difference this Easter to whoever walks into your doors.

What is great about this playbook is that if you filled it out or took notes, this is the perfect outline for all your Easter meetings! No need to stress that you are missing anything! This would also be great to fill out again with your team to align your goals for Easter morning!

We hope this tool is a nice fresh breath of air and you don't feel like all the weight is on you. Please reach out if you have any questions and we are happy to help you or just point you in the right direction.