

HE
IS
RISEN

EASTER

SUNDAY, APRIL 20

2025 EASTER PLAYBOOK

Let's get started...

This is the ultimate playbook for your Easter season! We have everything to make sure you are prepared for an excellent Easter at New Life. We have created four categories for you to follow...**Know, See, Feel, and Do.** These categories are going to help you plan what you want people to experience on Easter Sunday.

The first step is to schedule an **Easter Planning Meeting** with your leadership team and work through the following worksheets. 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 (March 5)

Easter is coming up 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 church doors.

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

SEE

FEEL

DO

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 your church location (**review all links**)
- 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>Easter Champion <i>Deliver the weekly announcements, updates, and celebrations.</i></p>	
<p>Communications Coordinator <i>Keep track of the weekly action steps, calendar, and planning ahead.</i></p>	
<p>Social Media Coordinator <i>Share weekly posts and engage with people online.</i></p>	

Photography 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.

Questions to ask...

- Does my location need an outdoor banner?
- Does my location need personal 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)				
ALL PRINT ORDERS ARE DUE BY March 14!				TOTAL	

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

March 24th is when all Easter resources are due. We need time to update the inventory or to order more.

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
MAR 2 Easter Planning	3	4	5 Email: Will you help me?	6	7	8
9 Share a Story	10 Email: Engage for Easter	11	12 Thank God for his power	13	14 Postcard Mailer Order Deadline!	15
16 Highlight Ministry Teams	17 Email: Are you ready?	18	19 Pray for the children's ministry.	20	21	22
23 Finalize Easter Plans	24 Email: Big news!!!	25	26 Pray for your leaders.	27	28	29 Download all Easter graphics
30 Answer all KNOW q's.	31 Email: 3 Things to do	APR 1	2 How can we pray for you?	3	4	5
6 Review Follow-Up System	7 Email: Easter is almost here	8 Press Release	9 Pray for new people	10	11	12
13 Palm Sunday	14 Email: Celebrate Easter!	15	16 Pray for the community	17	18 Good Friday	19
20 Easter Sunday	21	22	23 Pray for Sunday and fast today	24	25	26
27 New Series	28	29	30	MAY 1	2	3

In the next section, you'll find sample emails, social media posts, and action steps to take each week leading up to Easter!

7 WEEKS TIL EASTER

Email 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

SOCIAL MEDIA

Be a part of our biggest outreach of the year – Easter! Sign up to serve with one of our ministry teams this Sunday.

6 WEEKS TIL EASTER

Email 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)

SOCIAL MEDIA

Who is on your heart right now? Take a moment to pause and pray for them.

5 WEEKS TIL EASTER

Email 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 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

SOCIAL MEDIA

We're saving a seat for you. (photo of empty seat with sign for YOU)

4 WEEKS TIL EASTER

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 for help.

SOCIAL MEDIA

How can we pray for you this week?

3 WEEKS TIL EASTER

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 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.

SOCIAL MEDIA

You're invited to celebrate Easter at New Life on [date, time]. We have a welcoming atmosphere, live music, and Kids Zone your children will love. All are welcome!

[Include 60 second video invite with the pastor]

2 WEEKS TIL EASTER

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, 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.
- Begin Facebook ad campaign (see webinar)
- 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.

SOCIAL MEDIA

Easter is almost here and we're so excited to celebrate with you and your family! Visit our website for service times and invite a friend to join you on Sunday.

SOCIAL MEDIA

You're Invited!!! [photo of person holding an invitation]

FACEBOOK AD EXAMPLES

[Graphic] Celebrate Easter at New Life [location] on [Sunday date] at [service time]. All are welcome!

[Photo] It's our biggest Sunday of the year and you're invited! Join us for a special Easter service the whole family will enjoy. See you on [Sunday date]

[Video] Hi, I'm Pastor [name] from New Life [location] and I'd like to invite you and your family to celebrate Easter with us on [Sunday date, service time]. We have live music, casual dress, and a fun Kids Zone your children will love. I look forward to seeing you soon!

1 WEEK TIL EASTER

Invites have arrived in homes and you are reaching your neighbors. Take a moment during the service to pray for your surrounding community and your Easter outreach initiatives.

Celebrate Palm Sunday and bring people into the Easter story through the worship music, message, and palm branches!

[Include specific reminders for your service times, volunteers, etc.]

ACTION STEPS

- Handout extra invites on Sunday and pray for the community
- Send out a street team to pray and invite neighbors
- Take a photo of an Easter invite and text a friend from the service
- Highlight your special service times and reminders for next week
- Celebrate any responses you have already seen through your outreaches

SAMPLE EMAIL

Subject: Celebrate Easter with us this Sunday at New Life!

Easter is this Sunday and we're so excited to celebrate with you, your family, and friends! As we prepare for this Sunday, here are a few reminders:

1. We will have services this Sunday at [service times]. Please consider attending one and serving at the other.
2. If this is your first Easter at New Life, you're going to love it! We have a powerful worship service planned plus some fun activities for our Kids Zone!
3. Please arrive early so you have time to park, grab coffee, and check in. Our parking lot is reserved for new people and first time guests. We have a special parking area for volunteers arriving early.

I'm looking forward to seeing you this Sunday as we celebrate the resurrection of Jesus!

WEEKLY SCRIPT

Next Sunday is it – Easter at New Life! We've praying and preparing for the past few months and we're excited to celebrate next Sunday. We're going to need everyone's help.

RESURRECTION SUNDAY

Celebrate the resurrection of Jesus!

ACTION STEPS

- Schedule a photographer to take photos using the shot list
- Share photos online, tag @newlifechicago, and share #easteratnewlife
- Invite everyone back for the start of a new series next week

WEEKLY SCRIPT

Happy Easter and Resurrection Sunday! Turn to the person next to you and say He Is Risen! We're so glad you've chosen to celebrate Easter with us here at New Life and we hope you enjoy today's service. A few things I'd like to highlight for us today...

- Welcome first time guests, fill out a Welcome Card and stop by our Welcome Center for a free gift!
- Invite to new series next week (place invites in bulletin or on seats)
- Mother's Day is just around the corner (share Mother's Day outreach)

OFFERING SCRIPT

It's so great to have everyone here to celebrate Easter at New Life! And right before we receive today's offering, I want to say a big thank you to all of those who support the ministry here at New Life. Special shout out to all those who have already given online this week or who have set up recurring giving. You're making a big difference!

Today as we celebrate the resurrection of Jesus, I want to remind you that we are part of a bigger movement of God. As we worship here, there are thousands of people across Chicagoland and even internationally who are doing the same thing. What a blessing to be a part of a church that is reaching people for Jesus!

So, as you give today, we want to remember the work and the mission that God has called each of us to be a part of. Together we can reach more people and make a huge impact this Easter and beyond. Let's pray.

SOCIAL MEDIA

What an amazing celebration today! [post your top 5 photos from Sunday]

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.