

# EASTER

20

26



AT NEW LIFE COMMUNITY CHURCH  
**2026 PLAYBOOK**



## THE ULTIMATE EASTER GUIDE!

Everything you need to prepare for the best Easter at New Life is right here! The Easter Playbook is designed to help you lead with clarity and confidence. It's organized into four simple categories—**Know, See, Feel, and Do**—to help you identify exactly what needs to be in place for Easter Sunday.

Schedule an Easter planning meeting with your leadership team and walk through each section together. Use the questions as a checklist to confirm what's ready, identify what's missing, and align on next steps. As a team, you'll bring everything together to create an Easter Sunday that is intentional, welcoming, and as smooth and stress-free as possible.

- How can we transform our Sunday experience for the Easter season? How can we invite people into the story and make it come to life?
- How can we best reach, serve, and demonstrate the love of Jesus to our community this Easter season?
- How can we encourage people to pray, give, and celebrate the resurrection of Jesus this Easter?

## EASTER PLANNING MEETING

Email your key leaders and volunteers to an Easter planning meeting. Include worship, tech, children's, welcome, hospitality, creative, and anyone else you think could help make this Easter impactful!

### ACTION STEPS

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



<b>KNOW</b>	<b>SEE</b>
<b>FEEL</b>	<b>DO</b>



## EXAMPLE EMAIL (FEBRUARY 17)

**Subject: Will you help us make an impact this Easter?**

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!

## YOUR CORE TEAM

### ASSEMBLE YOUR TEAM

### NAME

**Easter Champion**

Deliver the weekly announcements, updates, and celebrations.

**Communications Coordinator**

Keep track of the weekly action steps and planning ahead.

**Social Media Coordinator**

Share weekly posts and engage with people online.




## **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



# EASTER OUTREACH CAMPAIGN

## CLARIFY YOUR VISION

## IDENTIFY YOUR TOP 3 OUTREACH INITIATIVES

1.
  
2.
  
3.

## DESCRIBE THE WIN ON EASTER SUNDAY



## EASTER INVITATIONS

Easter is a great time of year to invite people to church. Many people are looking for a church to attend and are often more open to receiving an invitation from family and friends. There are several great ways to get the word out, equip your congregation, and reach the community!

### ACTION STEPS

- Outline your Easter service times and special events
- Determine your Easter invites and budget
- Order your invites and materials at [newlifeadmin.org](http://newlifeadmin.org)

### PLAN YOUR INVITES & BUDGET

(Pricing is subject to change and does not include shipping costs)

MATERIALS	QUANTITIES & ESTIMATED PRICING				BUDGET
<input type="checkbox"/> Mailers	1000 = \$614	2500 = \$922.50	5000 = \$1,375	10,000 = \$2,640	
<input type="checkbox"/> 3x3 Invites	100 = \$20	250 = \$32	500 = \$42	1000 = \$51	
<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 MARCH 5TH!</b>				<b>TOTAL</b>	

## COMMUNICATIONS TIPS & REMINDERS

- Keep your communication clear and simple - dates, service times, address, website. Don't miss the basics!
- Make sure your website is up to date. People will visit your website before they visit the church. Current information and photos will make a great first impression.
- Postcards are an effective way to invite thousands of people to church. Postcards have a long shelf life, so be sure to get them out early.
- Facebook ads are an inexpensive way to promote your services. Choose a great photo of your people, write a short, friendly invite, and link to your website for more information.
- Assign someone to take photos and/or video of your service. Not only can you share the photos and videos online to celebrate, but it also gives you updated pictures for your website and invites next year!
- Remember to update your website after Easter. Change service times back to regular times, remove outdated graphics/events, and add a new homepage photo! (Email updates to [website@newlifechicago.org](mailto:website@newlifechicago.org))



## EASTER COMMUNICATIONS CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
Feb 8 Easter Planning Kick-off	9	10	11 Thank this	12	13	14
15 Easter Planning	16 Email: Will you help me?	17	18 Pray for God's plans to prevail	19	20	21
22 Share a Story	23	24	25 Thank God for his power	26	27	28
MAR 1 Highlight Ministry Teams	2	3	4 Pray for your ministries	5 All Easter orders due!	6	7



8 Finalize Easter Plans	9	10	11 Pray for the children's ministry	12	13	14
15 Announce Easter on Social	16 Email: 3 Things to do	17	18 Pray for new people	19	20	21
22 Easter Countdown	23 Email: Easter is almost here!	24 Press Release	25 Pray for the community	26	27	28
29 Easter Invite	30 Email: Celebrate Easter	31	<b>APR 1</b> Pray for Sunday & fast today	2	3 Good Friday	4
5 <b>Easter Sunday</b>	6	7	8 Thank God for our Savior Jesus	9	10	11
Announce	Email/Text		Pray			



## EASTER PLANNING MEETING

This week is all about getting your core team, leaders, and members excited and engaged for the Easter season. As you meet with your team, gauge their interest, excitement, and encourage them to ask questions for clarity. This will help sharpen the vision and generate more ideas.

### ACTION STEPS

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

### EMAIL

Subject: Will you help us make an impact this Easter?

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!

### SOCIAL MEDIA

Mark your calendar for Sunday, April 9 and plan to celebrate Easter at New Life!



## 8 WEEKS TIL EASTER

This week, share a powerful story of a life that has been impacted during this past season. It can be a baptism testimony or someone who connected in a small group, started serving, or mentoring. Find one thing to celebrate what God has done this past season.

### ACTION STEPS

- Contact small group leaders for potential stories
- Meet or call the person to hear their story
- Prepare them to share on Sunday or record a video

### WEEKLY SCRIPT

It has been an incredible start to the year here at New Life and today we want to share with you a brief story of on person who has been impacted by our church family.

(Share story, interview, video)

Wow! Praise God for this story and life that has been changed. This is what it's all about and we're looking forward to Easter at New Life and hearing more powerful stories just like this.

### SOCIAL MEDIA

Take photos on Sunday of your ministry leaders and share a quote about why they enjoy serving.

You could also take short video clips asking people what they love about serving on Sunday.



## 7 WEEKS TIL EASTER

This week is all about casting vision for why we serve and recruiting people to engage in ministry. Highlight the various ministry teams in the church and volunteer opportunities available.

### 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)

### WEEKLY SCRIPT

One of the steps to becoming a fully devoted, fruitful follower of Christ is to Engage in ministry. Being a part of a team and finding a place to serve is one of the most rewarding experiences you can have at New Life.

And as we get ready for the Easter season, we want to prepare each of our teams to be ready to welcome, serve, and love the people who will be coming through our doors. So today, we're asking you to sign up and get involved with one of our Sunday ministry teams.

### 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!

### 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

You've met with your team, you have laid out a plan, now it's time to confirm and put your plan into action!

### ACTION STEPS

- Confirm your Easter service times and Good Friday service
- Confirm any special outreaches or kids' activities
- Order your custom Easter invites at [newlifeadmin.org](http://newlifeadmin.org) by February 28

### WEEKLY SCRIPT

Spring is just around the corner which means Easter is coming! Every year we go through one of the gospels leading up to Easter. It's a powerful time to look closely at who Jesus is, what Jesus did, and share the gospel message with people. So today I want to ask you three questions to consider as we prepare for the Easter:

- Pray – who are you praying for these next few weeks?
- Invite – who can you invite to New Life this Easter?
- Engage – where can you serve this Easter season?

Next week we're starting a brand-new series and it's a great opportunity to invite someone to join you.

### SOCIAL MEDIA

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



## 5 WEEKS TIL EASTER

The month before Easter is a great time to review your services and make any changes or improvements. You want to do these several weeks before Easter so that your team has time to work on and implement the changes. Put on the eyes and ears of a first-time guest!

### ACTION STEPS

- Do a walkthrough of the church and make a list of anything that needs to be 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 March 5th!

Happy March! Today we're kicking off a brand-new series called \_\_\_\_\_. Over the next few weeks, we'll be exploring the identity of Jesus. With so many opinions about who Jesus is, we're going straight to the source—the Gospels—to discover who He truly is and why He came.

This is also a great time to invite a friend. Use the invite in today's bulletin—share it in person or text a photo. Each week centers on Jesus and gives people an opportunity to respond to God's call of salvation.

### 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](http://easteratnewlife.com) to download and share an invite!

### SOCIAL MEDIA

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



## 4 WEEKS TIL EASTER

One of the most important steps in planning for Easter is what happens after Easter Sunday. A clear, strong follow up process is essential to making your Easter outreach effective.

### 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.

### WEEKLY SCRIPT

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 by doing one simple thing: invite.

Each week we are giving each person one invite card to give away. That's it! I'm sure that right now there is someone on your heart who you'd like to invite to New Life this Easter. Maybe it's a family member or friend. Or maybe you'll share an invite with your neighbor next door or a coworker. God will lead you to the right person, and when he gives you that opportunity, you'll have an invite ready.

### EMAIL

Subject: A big announcement for Easter!!!

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]

### SOCIAL MEDIA

How can we pray for you this week?



## 3 WEEKS TIL EASTER

Breathe! Easter is just a month away. You're almost there. God's got you!

### 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.

### WEEKLY SCRIPT

We're just four weeks away from Easter! This week, we have a special video announcement releasing on our Facebook and Instagram page. Here's how you can help.

Look for the video coming out this week. Watch the video and then we need you to like, share, and comment to help spread the word.

We've also created some digital Easter invites that you can download and share online. Go to [easteratnewlife.com](http://easteratnewlife.com) to download a free Easter invite!

### EMAIL

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!

### **SOCIAL MEDIA**

You're invited to celebrate Easter at New Life on Sunday, April 5th at 10:00am. 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

Small groups are a great place to connect with others and build community. Having strong small groups will help you better connect new people as they come to church this Easter. Mobilize your small groups this week to pray and invite people for Easter.

### 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.

### WEEKLY SCRIPT

The countdown is on! Easter is just 3 weeks away! We're so excited and we're praying that God will do an amazing work across our city. This week we want you to take some time in your small group to pray for our city, pray for our Easter outreach, and pray for people by name. God is the only one who can change a human heart and so we're praying that he would be preparing people's hearts to respond to the gospel this Easter.

### SAMPLE EMAIL

**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 believe God for great things this Easter. See you Sunday!

### SOCIAL MEDIA

Post a behind-the-scenes video or photo of your team in action.



## 1 WEEK TIL EASTER

Invites are arriving in homes and reach 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
- Begin Facebook ad campaign (see webinar)
- 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 two services this Sunday at 9:30am and 11:30am. 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 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.

## 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 \_\_\_\_\_ on Sunday, April 9 at 10:00am. 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 Sunday, April 9 at 10:00am.

[Video] Hi, I'm Pastor \_\_\_\_\_ from New Life \_\_\_\_\_ and I'd like to invite you and your family to celebrate Easter with us on Sunday, April 9 at 10:00am. We have live music, casual dress, and a fun Kids Zone your children will love. I look forward to seeing you soon!



## 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 good to be together celebrating Easter at New Life. Before we receive today's offering, thank you to everyone who gives—especially those who give online or through recurring giving. Your generosity truly makes a difference.

As we celebrate the resurrection of Jesus, we're reminded that we're part of something bigger than ourselves. Across Chicagoland and beyond, lives are being reached through this church. As you give today, thank you for partnering in the mission God has called us to. Together, we're making an 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.