

Easter Follow-Up Ideas



Love Jars

Fill any canning jars with brownie mix, attractively layered, sealed with a lid covered with seasonal fabric called “Love Jars”. Make enough of Love Jars to give every visitor who came to your Easter Sunday Church Service. Then make a personal visit to the home of each of Easter visitors. Make it a nonthreatening, nonpreaching visit that simply states, “We are glad you came to visit us...we hope to see you again soon.”

Spring Family Festival

Follow up Easter Sunday with a Spring Family Festival. During your Easter church activities, you can give the children carnival tickets stapled to their Easter egg bags that they could use for rides and games. This is a very strong motivator that makes it possible to have at least two visits instead of just their Easter Sunday Service visit. You can also have a barbecue and an outreach type of message series to give parents a reason to return to your church as well.

Personal Notes

Send your Easter Sunday visitors a simple, personal, handwritten note within 48 hours of the Sunday service. We live in a day where digital communication with email, text, video, Twitter, Facebook and generated form letters are always used. The personal notes can have an even bigger impact than a letter created by mail merge or an email with a video attached.

Personal Phone Call if They Want

On your Easter Sunday Service guest card give them an option to request a phone call. If they checked “yes” then call them by Wednesday. The phone call should be relaxed and not come across the wrong way. You can ask them if they enjoyed the Sunday service, if they had any connections at the church or if they have any questions about the church. Be sure and listen a lot more than you talk. Thank them sincerely for coming and then let them know they are welcome to come back any time.

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Easter Coupons

Before your Easter Sunday Service, hand out coupons to your visitors that they can redeem for a free gift the next time they return to your church. This can be a great incentive for visitors any time in any of your church services.

Hand Out Prayer Requests to Go

Immediately after your Easter Sunday Service, have prayer requests with self-stamped envelopes for them to mail back into your church. Be sure to include your church phone number on the prayer request in the event they might need to talk to the Pastor or someone to counsel with them regarding their prayer request. Make sure they know that you have a prayer group and the Pastor(s) who will immediately pray over these requests when they come back in through the mail, and offer to pray with them before they leave.

Easter Photos

Recruit volunteer photographers and have a beautiful Easter backdrop ready for immediately after the Easter Sunday Service to let any individual or family who wants their picture took can have a photo free of charge. Let them know they can pick up their free photo(s) on the next Sunday service.

Re-Invite Guests Immediately

Be sure to preplan for excellence in your Easter follow up. A well-organized plan might include a “we are so glad you came” before they leave the service. If you don’t catch them before they leave then you can follow up with phone call, personal note, etc. Make sure they have some sort of card, etc. with your church service dates and times along with church address, phone, and other church information.

Church Potluck

Everybody loves a church potluck dinner because we get to enjoy all the church ladies cooking in one setting and we only have to bring one dish. Invite your Easter Sunday guests to a church potluck dinner on the Sunday following Easter Sunday. You might have some sort of flyer to give them with the date and time of potluck dinner.