

CHURCH DOCTOR
MINISTRIES



Webinar:
Your Best Easter
Celebration Follow-Up!

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www.ChurchDoctor.org

1. Introduction

2. Easter Sunday is...

3. Are you ready?

4. Five strategies

5. #1 - Hospitality, hospitality, hospitality

- A. From the parking lot to the pew (chair)
- B. Create an experience that is based on building relationships.
- C. Greeters, greeters, everywhere a greeter
- D. Ushers: You get an usher, and you get an usher, and you get an usher!
- E. Signage: clear, big, simple common words
- F. To name tag or not to name tag?
- G. If you're serving coffee, food, snacks... can I take my coffee into worship?

6. #2 - Acknowledge online visitors

- A. Have extra people available online to engage with those worshipping online.
- B. Language and vocabulary are important. They are not watching or viewing; they are worshipping with you online.
- C. Have an online contact card ready.
- D. Have another resource available to share.
- E. Collect as much information as you can. Even if it's just a first name and email, that's OK.

7. #3 - Contact cards/QR codes everywhere

- A. Ask everyone to fill them out, not just visitors.
- B. Design is important.
- C. Segment contacts by interest, worship time, member, and visitor.

8. #4 - First follow-up contacts (email/direct mail)

- A. Thank-you video
- B. Thank-you card

9. #5 Contact system that adds value

A. What not to do

- (1) Do not just add new contacts to your current email newsletter list.
- (2) Do not blast out your current email newsletter as the first initial contact.
- (3) Do not invite them to worship as the only option to get to know more.
- (4) Do not show up right away on their doorstep.

B. What to do

- (1) Share an easy-to-remember devotion, Scripture, or story about Jesus.
- (2) Share a God story from someone else at your church.
- (3) Invite them to another type of church activity or event based on their interest.
- (4) Keep collecting information about their interest.
- (5) Learn about receptivity.

10. Bonus

- A. Keep this formula in mind:

FDM

Focus + Discipline = Momentum

11. Next steps

- A. Schedule a call with Tracee.
- B. Submit your Easter follow-up action plan for a free review by our creative team.



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