



2025 Easter Outreach Planning Calendar



7-8 Weeks Before Easter (March 1-2)

- Draft and Finalize Designs - Work with your designer or Noonday Prints to create high-quality marketing materials, including outdoor banners, invite cards, and yard signs.
- Launch a "Save the Date" Campaign
- Share initial event details on social media and through email campaigns.
- Submit Printing Orders & Approve Proofs
- Prep for Digital Campaigns - Plan your social media posts, videos, & Google Ads to align with your print materials.

6 Weeks Before Easter (March 8-9)

- Receive Printed Materials
- Expect delivery of banners, cards, and any other printed outreach tools.
- Organize Materials for Distribution
- Gather a team to sort and prepare materials for distribution to small groups, volunteers, and outreach teams.

5 Weeks Before Easter (March 16-17)

- Distribute Outreach Materials
- Hand out invite cards and yard signs to your congregation during Sunday services. Encourage members to personally invite friends and neighbors.
- Launch Social Media Campaign
- Ramp up Google Ads and social media outreach. Use "Easter near me" keywords to reach your local audience online.
- Begin posting Easter-themed content, sharing testimonials from members, and highlighting what makes your church's Easter special.

4 Weeks Before Easter (March 23-24)

- Hang Banners and Place Yard Signs
- Install banners in high-traffic areas near your church. Encourage your congregation to display yard signs at home or in their neighborhoods.
- Deliver Personal Invitations
- Equip leaders to connect with unchurched members of the community using invite cards and intentional follow-ups.

3 Weeks Before Easter (March 30-31)

- Boost Digital Campaigns
- Launch Email Campaigns - Send emails to members and visitors with RSVP links, event details, and personal notes from leadership.

2 Weeks Before Easter (April 6–7)

- Host Community Prayer Events
- Lead a prayer vigil or worship gathering to intercede for Easter guests and your plans.
- Target Final Outreach in the Community
- Focus on areas where turnout or engagement has been low to invite additional guests.
- Train Volunteers

1 Week Before Easter (April 13–14)

- Final Outreach Push
- Distribute remaining invite cards. Start countdown posts on social media to build excitement.
- Host a volunteer meeting to ensure everyone is ready to welcome and serve guests on Easter Sunday.

Easter Sunday (April 20)

- Welcome Your Community
- Execute your outreach plans! Create a warm, inviting atmosphere with clear signage, hospitality teams, and festive décor.

The Week After Easter (April 21–25)

- Send Thank-You Notes
- Mail or email a thank-you message to guests, along with an invitation to attend future events or services.
- Follow Up With Newcomers
- Have teams personally call or text visitors to make them feel valued and connected.
- Celebrate Your Team - Gather your volunteers and team members to celebrate the impact of Easter and discuss successes/challenges for next year.

Easter's not just another Sunday—it's a chance to change lives with hope and connection. You're leading the charge, and every invite and effort matters. Keep it simple, stay focused, and remember—you're making room for something truly incredible. You've got this!



Your Easter Outreach Partner —Every Step of the Way

We get it—planning Easter outreach can feel like a juggling act! But you don't have to do it alone. Whether you're stuck on messaging, materials, or just need a second pair of eyes on your plan, we're here to help.

Need a little extra support? Schedule a consultation with one of our outreach experts. Together, we can build a strategy that's as impactful as the message you're sharing this Easter.

Don't wait—connect with us today and let's make this Easter unforgettable for your church and your community.

Schedule Your Consultation Now!

Email Joy at jdrake@noodaynet.org to get started.