

# Easter Promotion

## 4 Weeks Out

- Use postcards to start building awareness. Get your congregation to take some to invite friends and family along
- Church Handout promotion – including times and dates, ideas for WHO to invite (friends, family, neighbours, social groups etc), details of RESOURCES available to help invite people along
- Sunday Service – make sure the service times are promoted early

## 3 Weeks Out

- Create Facebook events (Good Friday and Easter Sunday)
- Create social media posts for people to share
- Church Handout – include what social media resources are available, and tell people how to use them to invite friends on social media.
- Sunday Service – make sure service times are promoted

## 2 weeks out

- Boost Facebook events
- Create FB posts with details of your Easter Events
- Put Easter Service details on your website.
- If you have a church newsletter, put all the details in your church newsletter
- If you are using postcards, letterbox drops are a great way to invite local people.
- Put up posters or signage promoting Easter