

4 Easter Promotion Hacks to Drive Attendance

We are just a few weeks away from Easter! This is one of those days in the calendar when people are willing to invite their family and friends to attend your church with them.

This year we are adding some new components to our communication plan with our people. We're still doing direct mail, in service announcements, invite cards, PR push, social media, and text messaging but these are newer items that I think we're going to get some more traction out of. I'm looking forward to seeing these new tools in our approach help us reach more people this year!

- **Daylight Saving Reminder Card** // On March 3rd we're going to have 4x6 cards inserted into every program that will remind people to "turn their clocks forward" the following weekend ... on the back of each of those cards is a "save the date" reminder that Easter Sunday is on March 31st. This card will ask them to be thinking about who they will be inviting this year.
- **More Radio!** // Yesterday we launched a weekly 30 minute radio program. (I know ... welcome to 1960s ministry!) Our data tells us that radio has been incredibly effective in attracting first time guests to our church. So we are deciding to do more of it this year. [[Listen to the first episode.](#)] The cost per minute of radio time is incredibly low. For the month of March we will not only be running our normal teaching production but accompanying that with lots of encouragement to attend our services with some family and friends. **How can you use "old media" to connect people to your church?**
- **Digital Tools Galore** // For these "big days" we generate a wide variety of digital invite tools for people. If our people change their facebook profile image to something we provide it generates conversation with their friends. For this Easter we're going to max out the varieties of these pieces. We want to **make content that is easily sharable** on whatever social platform our people prefer!
- **Impact Testimonies** // The four weeks leading up to Easter we're going to feature "impact testimonies" on our facebook page. These will be short articles talking about how being involved in Liquid has made a positive impact on them. These stories will also be accompanied by photos of the people. Although there isn't a direct correlation between this content and "please invite your friends to Easter" ... it does remind people that good things happen when people connect with our church.

What are you doing this year to help get the word out about your Easter services? I'd love to hear about it! We're always looking for great ideas to help us communicate with our people.

Read more from Rich [here](#).