

# TECH TUNE-UPS



**FOR SUCCESSFUL  
EASTER COMMUNICATIONS**

*Follow-Up Starts Before the Big Event!* | by Yvon Prehn

**O**ne of the biggest challenges churches face in the Easter season is that after all the hard work done ahead of the service (and they get an incredible turnout for Easter!), most churches see few visitors return the following weeks. This happens for many reasons, but in order to turn things around, you'll need the following two tech tune-ups to get visitors coming back on a continuing basis.

You need to pay attention to getting these things in place now because as it gets closer to Easter, you will become involved in the events of Holy Week, or you'll be too tired, overwhelmed and distracted to strategically decide how to follow up with the many visitors you will get at your church for Easter.

## #1 Leverage Your Church Management System

This is one of the key tech tools you have for the growth of your church, but *having* the software and *using* it effectively can be two very different things. Here are some areas to look at before Easter:

### **Timely, well-trained data**

**entry:** Do the people who enter your data need training? Are there guidelines in place of how quickly data must be entered? This is important because no matter how diligent you are in collecting information, if it isn't put into the system in a timely manner, it loses its usefulness. This is especially true for Easter and other seasonal events.

A recent church communicator recently shared with me that the person who was supposed to enter in all the new visitors from the

Christmas services just notified her that the entries were finally in—the last week of January! The person doing the data entry apologized and said she had been busy. The church communicator (and the staff overall) was understandably extremely frustrated: it was too late to follow up on Christmas guests with the automatic visitor emails and postcard mailings the church had worked hard to produce. Though we all understand busy schedules and how data entry is one of the least enjoyable of jobs, we need to be reminded that it is the basis for many critical connecting and ongoing ministry actions.

### **Recruit and train volunteers for data entry IMMEDIATELY after the Easter service:**

I've known several large and successful churches that do this on a continuing basis. They have their data entry

people working immediately following a church service. One church has people in the basement of the worship building who get the latest cards right after the service. If a visitor attends an early service there is an upbeat email waiting for them by the time they get home from Sunday brunch! No ChMS software can do this on its own, but most churches have the resources to enter the data quickly.

### **In advance: write follow-up content for your auto responders:**

As soon as you know the topic for the Easter service, write your follow-up content. Do it weeks ahead of time! Again, you might think you can do this later, but get it done now and it's taken care of.

When you work in advance of the event you'll have time to link to places for more information. This leads into the next essential area to tune-up ahead of time—your website.

We all understand busy schedules and that data entry is one of the least enjoyable of jobs, but we need to be reminded that it is the basis for many critical connecting and ongoing ministry actions.

## #2 Clean Up Your Website

Do it now: before you start inviting people, before you plan your Easter follow-up, be sure your website has a tune-up.

In the same way people will check out a website, ratings and comments about any product or service in which they are interested, they will go to your website if they are interested in finding out more about your church or the Christian faith. Here are some things to be sure to do:

### ***Make certain all your ministry areas are carefully explained:***

This is so important because many churches put on great Easter events for kids, but are disappointed when people don't bring their children back to church after Easter. They forget many unchurched people have no idea what churches do on a regular basis for children, or when these ministries meet, or why they should bring their children.

If you don't have that information easily accessible, people won't return: not because they didn't like you, but because they simply don't know what is going on.

### ***Set up connections: How to find out more about your church and the Christian faith:***

For an unchurched person, the Easter service may be very entertaining, but also confusing. For that person, you must provide opportunities for them to learn more about the Christian faith.

## The Easy Way to Track It All!

DONARIUS® CHURCH  
MANAGEMENT SOFTWARE



Over 2,000 churches and ministries are saving time and eliminating headaches by using Donarius to track their members, contributions, pledges and more.

**Have it all:** >>> **functionality**  
>>> **great customer service**  
>>> **low cost**

**Now access your data from any PC or Mac!**  
**Like web-based software without any monthly fees!**

**Try Donarius® for 30 days!**

Starting at \$63.97  
for the base version

**Nuverb Systems, Inc.**

[www.donarius.com](http://www.donarius.com)

**1-888-479-4636**

**DOWNLOAD YOUR FREE DEMO TODAY!**

Using the automatic responses you send out, make sure you offer connections to where to find out more about the Christian faith. Here are some ideas of things you can do ahead of time that you can either post before or directly after Easter.

- **Post videos of your Pastor thanking people for coming to the Easter service and explaining more about the Christian faith.**
- **Have a list of seeker small groups following Easter where visitors can explore the Christian faith.**
- **Post links to sites that answer questions about the Christian faith with comments on *why* they are useful (just posting a list of links isn't really helpful).**
- **One of the most important things you can do is to post videos or written testimonies of people who have become Christians recently or at your church. Record these testimonies now and get them ready to go live immediately after the Easter service.**

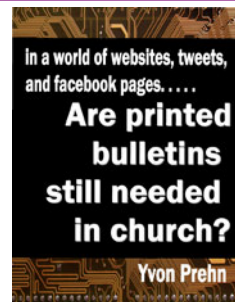
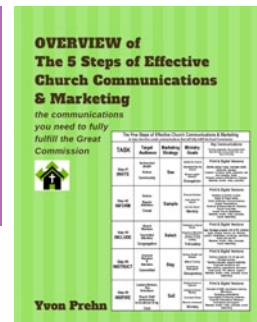
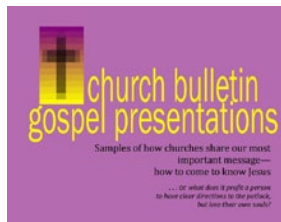
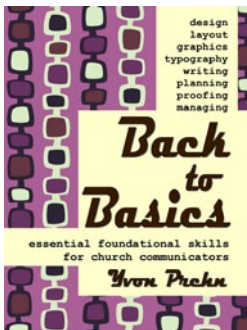
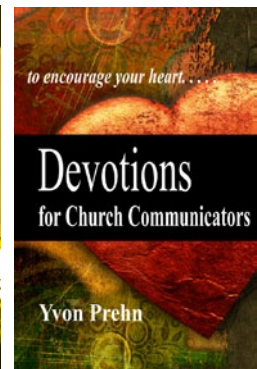
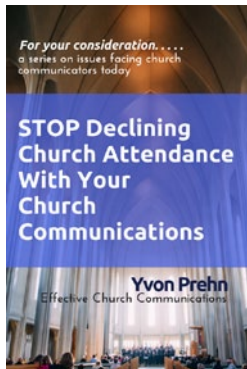
Technology gives us the ability to do these things ahead of time and safely store them and share them with people in a timely way. If you do these things, you'll make the most of your Easter service and help people connect with Jesus—and your church—in an ongoing way. **MT**

For many more outreach ideas for Easter, communications, and ways to follow up, check out <http://www.effectivechurchcom.com/easter/>



**Yvon Prehn** is the founder and director of *Effective Church Communications*, [www.effectivechurchcom.com](http://www.effectivechurchcom.com), a ministry that helps churches create communications that will help them fully fulfill the Great Commission. She has been writing and teaching about church communications for over 20 years. Her latest book is *The Five Steps of Effective Church Communication and Marketing*.

## Church Communicator's Bookstore



from  
**Yvon Prehn**



[www.effectivechurchcom.com/books](http://www.effectivechurchcom.com/books)