
GROWTH POINTS

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Prepare Your Church for Easter

Easter remains the most significant outreach opportunity on the church calendar. More unchurched people attend worship on Easter than on any other Sunday of the year. Friends invite friends. Families return to church. Visitors are unusually open to spiritual conversations.

Some churches miss the full potential of Easter not because of theology, but because of a lack of preparation. Effective Easter ministry is not accidental. It is planned and aligned with your church's mission.

Here are several growth points to help you prepare your church for Easter.

1. Begin with Prayer

Healthy Easter outreach flows out of spiritual preparation. Encourage prayer in three specific ways:

- **Pray for people.** Ask members to identify two or three unchurched friends or family members and pray daily for them.
- **Pray for receptivity.** Easter attenders are often searching, hurting, or curious. Pray that hearts will be open.
- **Pray for clarity.** Pray that the gospel will be communicated clearly.

2. Clarify Your Objective

Easter is not about filling the room. Rather it is about moving people toward Jesus.

Ask a clear leadership question: *What is the next step we want Easter guests to take?* Possible objectives include:

- Returning the following Sunday
- Attending a newcomer lunch
- Joining a small group
- Registering children or students
- Beginning a faith conversation

If your team is unclear about the goal, your guests will be unclear about what to do next.

3. Design for First-Time Guests

Easter brings people who do not know your church culture, language, or expectations. Evaluate your Easter experience through a guest's eyes:

- **Parking and signage:** Is it obvious where to go?
- **Greeters and ushers:** Are they trained to assist guests, not just welcome members?

- **Language:** Are insider terms explained or avoided?
- **Service flow:** Is the service warm, clear, and easy to follow?

The gospel message may be timeless, but the experience must be accessible.

4. Preach for Response

Easter preaching should be biblical, hopeful, and clear. Effective Easter messages:

- Focus on the resurrection and its meaning for everyday life
- Use simple language and concrete illustrations
- Address real human needs: fear, guilt, loss, purpose
- Ask for a clear response.

Remember, many in the room may be hearing the gospel with fresh ears or for the first time in years.

5. Plan the Follow-Up

The real growth opportunity begins *after* Easter Sunday. Far too many churches celebrate a great attendance weekend and then move on. Instead, plan your follow-up pathway in advance:

- Collect contact information in a guest-friendly way

- Send a prompt, warm follow-up communication
- Invite guests to the next step
- Encourage members to reconnect with those they invited

Easter attendance without follow-up is potential wasted.

6. Mobilize the Entire Church

Easter is not a staff project; it is a congregational opportunity. Involve members by:

- Encouraging personal invitations
- Recruiting additional volunteers
- Sharing the vision repeatedly
- Celebrating stories of changed lives

When people understand *why* Easter matters, they are more willing to participate fully.

7. Evaluate and Learn

After Easter, gather your leaders and evaluate:

- What worked well?
- Where did guests get confused?
- How effective was follow-up?
- What should we change next year?

Healthy churches learn as they grow.

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