

A Six-Week Holiday Outreach Strategy

This campaign can work with any holiday that is appropriate in your culture. Please adapt it to your season and situation.

Seven weeks beforehand: Seven-by-seven cards.

Seven weeks before the holiday, set up a canvas replica of the Jerusalem Wailing Wall. Put two copies of a 7x7 prayer card in the bulletin. Ask church members to record the names of seven friends they will pray for over the next seven weeks on each of the cards. One card is pinned to the Wailing Wall during a worship service. The other card is for the member to keep with them for a prayer reminder.

Six weeks beforehand: more Seven- by-Seven cards.

Six weeks before Easter, additional cards are distributed and added to the Wailing Wall by those who were absent the previous week.

Five weeks beforehand: "Random Act of Kindness Cards."

Ten Random Act of Kindness cards are placed in each bulletin, along with a list of 150 examples of Random Acts of Kindness that can be done. People are encouraged to express Acts to the people they listed on the seven-by-seven cards and have been praying for.

Four weeks beforehand: more Random Act Cards.

Made available for those who were absent the week before.

Three weeks beforehand: Distribute Publicly.

You will want to use publicity that is appropriate for your culture. Here are some ideas:

- Social media and other electronic invitations that can be shared.
- Yard Signs: On the way out of church, members are invited to take a pre-printed sign home to place in their front yards. The sign reads, "Easter at New Song," with the church's website and phone number.
- Flyers and other printed announcements.
- Easter Egg Invitations: For Easter children might be given plastic Easter eggs containing an invitation to the church services and an Easter Egg Hunt afterwards.

One, two, three or four days beforehand: Early Bird Service.

Consider holding an early bird service on Wednesday night, Thursday night or Friday. This might be helpful for anyone who has friends who might come with them straight from work, and anyone who might be out of town. This service might be identical to the week-end service. It can also serve as a rehearsal for everything that will happen on the special Sunday.

On the holiday, launch a new series or campaign.

People are more likely to return if they have already experienced part of a series than if you say, "And next week we will be continuing our new series."

Be sure to give an invitation to follow Christ on this special day. Be creative about how you weave the invitation into this message,

Note: If you expect to have more visitors than you can hold during your holiday services, we recommend you devise an overflow option rather than change your normal service times. You want to do everything you can to encourage your guests to come back the next Sunday. It is easier to get them to return if the time is the same.

The week afterwards= launch your groups.

After the holiday, work your Outreach system as you did your other campaigns: keep your groups open for three weeks, hold a newcomers' lunch the week after the holiday, etc.

If you have the resources, you might consider holding a second special event the week after as a means to invite your holiday guests to return.