



DEFINITIVE GUIDE

TO WARMLY WELCOME
VISITORS THIS

Easter

Easter Sunday is the most attended church service of the year¹. And many ministries report that they nearly double in crowd size during this time. And you know what that means – preparations need to double in size too! After all, this is a HUGE opportunity to welcome guests from the community and invite them to join you every Sunday (not just Easter).

We understand preparing for the increase in churchgoers is no easy feat. Planning for the most massive crowds of the year can leave churches spread thin and strapped for resources and time. That's why easyTithe created *The Definitive Guide to Warmly Welcome Visitors this Easter*.

A warm welcome on Easter is the ideal way to make a lasting impression on visitors.

In this guide, we'll go into detail about the best practices for welcoming guests. Then, we'll review the different types of visitors you can expect and how to oblige them. We'll wrap-up with a section on keeping the momentum going after Easter's service, as well as a little bit about who we are and how we can help year-round.

LET'S DIG IN!



BEST PRACTICES FOR WELCOMING GUESTS

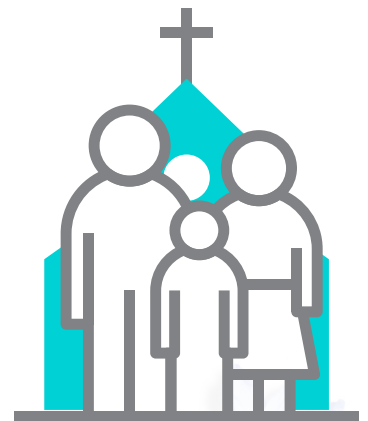
Some ministries make the act of welcoming guests look easy. And while there are those that do have a knack for greeting visitors, trust there is more at play than natural abilities – especially when it comes to popular services like Easter.

To really shine, equip yourself with the best practices for welcoming guests. Let the proven techniques listed below serve as a guide for your church. While each person and church are unique, you'll find these practices to be tried and true for people from all walks of life.



Easter is the #1 attendance day

with many churches reporting they double in crowd size



TO DO AHEAD OF **EASTER SUNDAY:**



Send invitations

The word "church" is searched online more during the week of Easter than any other time of the year². This shows people are seeking a place to worship on this day of renewal and hope. But, you don't have to wait for them to find you! Send invitations to those within the community and let them know your doors are open for new guests.



Communicate with greeters

To ensure you're warmly greeting guests and making a lasting impression, communicate with greeters about their job responsibilities. Greeters should be friendly and easy to identify for visitors. They should have a clear understanding of what time to arrive and where they'll be stationed.



Make helpful signs

Signs are a great way to show people where to go and to inform them about the day's activities. When greeters are busy at work, new guests may slip by unnoticed. Having visible signage guides them to other greeters and the Visitor's Center. And it can prevent any uncertainty they may be having if they've never visited your church before.



Speak with your church family

Keep your church family informed about any changes you'll be making on Easter, such as additional parking and having greeters at the doors. Let them know how to identify greeters and encourage them to engage with new faces. You can also ask them to extend an invitation to any family or friends that would enjoy being part of Easter Sunday.

TO DO ON **EASTER SUNDAY:**

Now that the big day has arrived, it's go time! Don't forget to hang up signs and have the following set up and ready for when guests start arriving.

Begin by greeting visitors in the parking lot

It can be intimidating for first-time visitors to come to church. To alleviate this feeling, greet guests in the parking lot by showing them where to park and then guide them from there.



Have greeters stationed at doors

Beyond the parking lot, have greeters stationed at the doors for additional help and welcoming support. Once again, make sure the greeters are easy for new guests and active church members to identify.



SET UP A VISITOR'S CENTER

Have a clearly marked Visitor's Center for new guests to learn more about your church. Here are just a few ideas of what you can incorporate into your Visitor's Center:



A few helpful attendants



A welcome packet with the church's mission, website, online giving information, and calendar of events



A giving kiosk



Activities for kids such as coloring books and crayons



A list of Easter activities and their location on the church's campus



Complimentary coffee and bottled water



Gather contact information

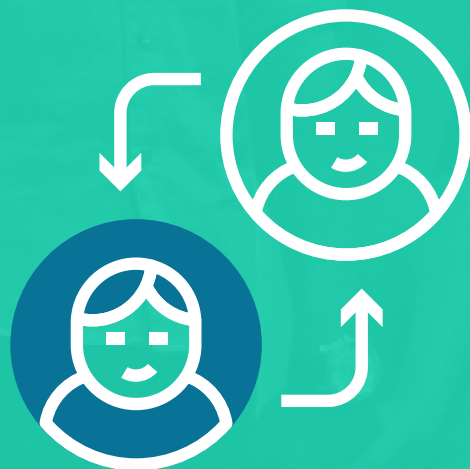
With the increase in attendance on Easter, don't miss out on the opportunity to get contact information from new attendees. You can gather this information via giving kiosks, sign-in sheets, and visitor cards.

Be straightforward about what the information is used for and don't bombard people by asking for too much! A name and email or home address should be plenty. You can also ask for their birthday or anniversary if you want to send a special message to them on that day.



Host an Easter meet & greet or special event

Plan a little something extra for Easter since you have more attendees. A meet and greet for new guests, an Easter egg hunt planned for after the service, or a potluck hosted by volunteers are excellent ways to make people feel at home.



THE DIFFERENT TYPES OF EASTER VISITORS

Now that you have a better understanding of the best practices to greet visitors on Easter, we wanted to go one step further. While the tips above are effective, they're designed to be a universal guide for greeting guests. Here we break down the different types of visitors that attend church on Easter and how you can make welcoming them a more personalized experience.

Children

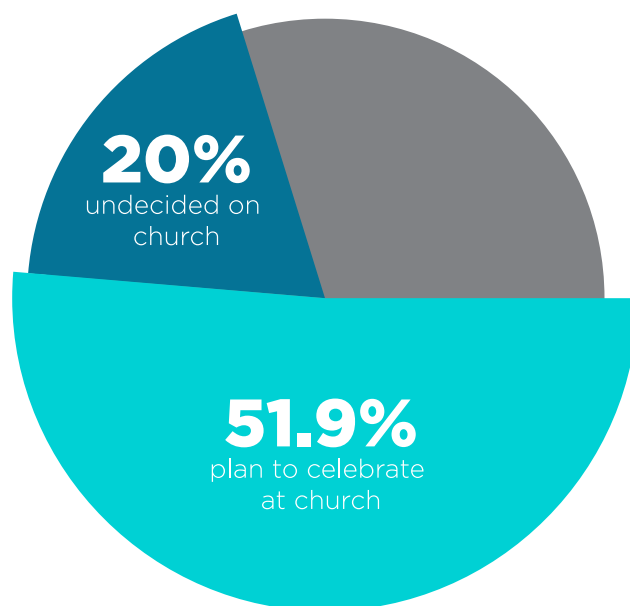
Because children have a shorter attention span, think outside the box when welcoming them. Have fun activities set up such as Easter egg hunts, coloring contests, or a bouncy house. If you host a meet and greet, have a special area for kids to get to know each other so that they can participate too.

Unchurched

The unchurched make up 45% of Americans, and many don't plan on coming to Easter service³. One reason could be because only 31% of active churchgoers plan on extending an invitation³. Take the time to invite the unchurched in your community and encourage regular attendees to do the same.

Also, the unchurched can feel more overwhelmed when attending Easter service, so be sure that you avoid singling them out.

Who's attending an Easter Church Service this year?



Church family guests

Friends or family of a regular attendee will already feel more welcome and comfortable because they have guidance from a loved one. However, this doesn't mean greeters can ignore them! Make them feel welcome by giving them personal attention that is separate from the active member that brought them.

Infrequent visitors

While they may not be regulars, make sure they're acknowledged as part of the church family. Extend an invitation to join next Sunday's service or an upcoming fundraising event. Avoid making them feel guilty for not attending on a regular basis because they could take this the wrong way.

New members

Consider setting up a church tour for new members. Also, emphasize upcoming events such as the meet and greet or a fellowship meal following the service. Ask if they have any questions about the church and find out what their interests are. You can then guide them towards the information they seek and find activities they can join that speak to them.

Regular attendees

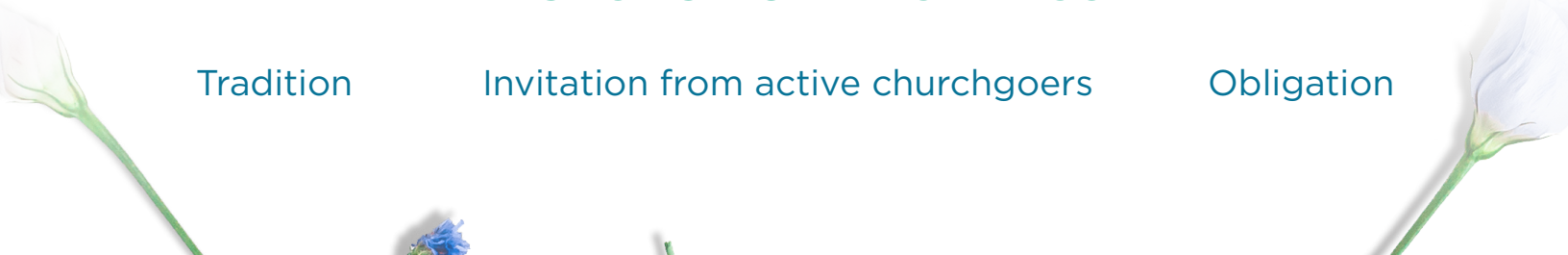
Involve active churchgoers in the process of welcoming visitors and let them also play the role of host. While new visitors will want to meet church leaders, gestures of kindness from the person sitting next to them goes a long way.

TOP REASONS THE UNCHURCHED ATTEND CHURCH ON EASTER SUNDAY:

Tradition

Invitation from active churchgoers

Obligation



HOW TO KEEP THE EASTER MOMENTUM GOING

Welcoming visitors isn't finished when Easter service is complete. You still have one more step to take, and that's to keep the momentum going! As people are leaving the service, meet and greet, or other activities the church has planned for this important day, send them off with good wishes. Invite them to visit next week or remind them of the next church event on the calendar.

75% of church-goers look for connections in sermons to their lives.



Once the visitor contact information has been organized, send thank you notes to all that attended the Easter celebration. Let them know their presence mattered and share how they can continue on the spiritual path. Include a section on what the church does for the community and help them feel part of that, even if they've only visited and donated to the church once. And don't forget to thank all active members for their efforts as well!

Even though attendance won't be as full for every Sunday service, continue to make a special effort every Sunday throughout the year to treat your guests like family. Making visitors feel welcome is a proven way to grow your ministry, increase giving, and expand your reach within the community.



+10.2%
in Apr.

**Online Giving Was Up 10.2%
Last April**

for faith-based organizations



EASYTITHE FEATURES AND FAMILY



Not only do churches see attendance grow on Easter – they also see an increase in tithes, and you'll want to be ready for that! To help you make the most of Easter Sunday, easyTithe has convenient online giving features that include everything from a mobile app to branded donation pages. In fact, churches that incorporate our multiple ways to give see an average increase in overall tithing by 33%.

You can easily add our giving kiosks to your Visitor Center to offer an easy way for guests to leave their contact information without leaving a mound of contact cards to sort through. And our text-to-give feature is an excellent way to inspire younger generations to tithe and stay involved with your ministry.

No matter what your needs are, easyTithe has flexible plans and pricing for all sized churches, whether you have fewer than 100 active churchgoers or you manage multiple campuses.

Interested in learning more about how easyTithe can help you make this Easter service your best yet?

View our demo today to learn more about how we can help you increase your ministry and inspire generosity this Easter!

[VIEW DEMO](#)



SOURCES

1. Source: "USA Today." 2012. <http://usatoday30.usatoday.com/news/religion/story/2012-05-12/church-mothers-day/54889418/1>
2. Source: "Pew Research." 2014. <http://www.pewresearch.org/fact-tank/2014/04/18/when-easter-and-christmas-near-more-americans-search-online-for-church/>
3. Source: "Barna." 2016. <https://www.barna.com/research/state-church-2016/>