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INTRODUCTION

This Easter season, invite your church and community to experience the life-changing journey of *Come Alive*. During your Holy Week services (Palm Sunday, Good Friday, and Easter Sunday) dive into the significance that Jesus’ sacrifice, death, and resurrection hold for our lives today. Your community is waiting to discover these messages of hope—make sure they receive an invitation from your church!

The kit contains everything you need to plan and host a powerful three-service series during Holy Week. That includes practical resources for reaching out to your community, promoting the series, and even complete sermons to take the pressure off during this busy season.

One of the most valuable pieces of *Come Alive* is a gift book that you can provide for your church members and visitors. This book contains devotions each day of Holy Week, and devotions for after Easter so they can continue the *Come Alive* journey in the areas of life that they need Him most. Provide a devotional to each person attending your services, and they’ll be blessed by the impactful readings, no matter when they start in. Families, individuals, and even small groups will want to use this to go deeper in their relationship with Jesus, or perhaps discover Him for the first time.

The Easter season is often the busiest on the church calendar, but no matter how hectic things get, Easter is all about getting the Good News to those who need it.

May this be a season of transformation for your church as we discover the life-changing journey to the cross.

GETTING STARTED

The Church Kit gives you and your congregation the tools and insights you need to experience a meaningful Easter season as He invites us to come alive through his death and resurrection.

• Begin with prayer. Ask God to use *Come Alive* to speak to you, your leadership team, and your church members.

• Plan your series. Read through the sermons provided in the kit, plan to show invite video and promo video before the series begins, decide what messages and announcements you want to share, determine who will be involved in the series, and plan for special parts of the service.

• Present the idea of the series as well as the overall promotion of the *Come Alive* concept to your leadership team and ask them for insights and suggestions.

• Schedule a kick-off date to begin promoting your series using your church bulletin, website, and social media sites.

• Show the promotional and invitation videos to your entire congregation and ask them to invite friends and family to attend the series.
This Church Kit includes everything you need to plan and lead a meaningful three-service Holy Week.

**CHURCH KIT DIGITAL RESOURCES**
The Digital Resources include all of the content you need to plan and promote your service.

- **Invite Video:** Remind your congregation to invite their family, friends, neighbors, and coworkers to church during the season with this video. Show it in the weeks leading up to your series launch! It’s also great for sharing on social media and your website.

- **Promotional Video:** Show this video in the weeks leading up to your series to get your members excited and planning to attend.

- **Countdown Video:** Play it before each service begins.

- **Welcome Videos:** Show these weekly videos in each service to help the congregation prepare to celebrate and worship together.

- **PowerPoint Template:** Customize these slides to use throughout your series while carrying the design and theme of *Come Alive*.

Also included: Series Invite video, Promo video, Easter Sunday Invite video, and countdown video.
Steps for Success
**STEP 1: PLAN**
- Pray for your series
- Cast the vision with your leaders
- Get your church ready: parking, greeters, signage, info desk, and children’s ministry areas
- Make an assimilation plan to follow up with visitors
- Get the resources you need: banners, invites, bulletins, gift books, etc

**STEP 2: PROMOTE**
- Start Early. Begin promoting your series at least four weeks before it begins.

Show the Promotional Video and the Invite Video during Sunday services prior to your series to be sure everyone knows about and gets excited to be part of what your church is doing.

- Equip Your Members to Be Inviters. Help your members extend winning invitations by providing themed DoorHangers or postcards to invite friends, neighbors, and co-workers to your services. Ask your attendees to commit to attending the services and inviting at least one other person to come with them.
- Maximize Social Networks. Announce *Come Alive* services, and any follow-up events on your Facebook, Pinterest, Instagram, or other pages. See the Social Media Guide in the church kit for ideas.

- Tweet and Text. Send announcements through your church Twitter feed, or enlist volunteers to do this. Ask members to retweet. You can also send suggested text and web links for church members to use to invite friends to your services.
- Post on Community Calendars. Contact newspapers, TV and radio stations, local magazines, mail-out coupon flyers, recreation centers, or clubs—anyone who posts a calendar of events.

**STEP 3: HOST**
- Get Your Members Involved
- Host a Ministry Fair
- Prep Your Church for Visitors
- Create a Welcoming Atmosphere
- Connect Visitors to a Small Group or Sunday School Class
- Serve Refreshments

**STEP 4: CONNECT**
- Follow up with visitors
- Plan a post-Easter series for which they’ll want to return

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**FOR HELP PLANNING A DIRECT MAIL CAMPAIGN AND GETTING OTHER INVITE TOOLS AND RESOURCES, VISIT OUTREACH.COM OR TALK TO A SPECIALIST AT 800.991.6011.**