

2022 Planning Guide

AS SOON AS POSSIBLE

Step 1 - Add your church to the map

By adding your church to the roster of participating churches your information will be displayed on FindaChurchNow.com for people to find.

Step 2 - Recruit a prayer team

Ask your staff, ministry leaders and volunteers to form a prayer team to pray for a great response from your congregation and community.

6-7 WEEKS OUT

Set Up Your Church for Success

Step 3 - Download the church kit

Churches who use the Back to Church Sunday Kit resources see better results on the day of the event. Review the planning and social media guides, sermon, socials graphics and videos. Share resources with your communications and kidmin teams.

Step 4 - Order promotional and Invite Tools

- Direct Mail Postcards - *be sure to order before the deadline in August!*
- Facebook Ads
- Personal Invitation Cards
- Door Hangers
- Outdoor Banners and Signs
- T-shirts
- Indoor Banners & Floor Stickers

5 WEEKS OUT

Begin Your Strategic Planning

Step 5 - Contact local media outlets

The church kit includes PSA radio recordings and scripts plus a press release - share these resources with your local radio stations and news outlets.

Step 6 - Join the Back to Church Sunday Facebook Group

Be part of a community of church leaders who share ideas and support for this year's event.

3-4 WEEKS OUT

Engage Your Members & Start Inviting

Step 7 - Announce your Back to Church Sunday plans

During your weekend services, let your congregation know about your event, show the invite video from the kit.

Step 8 - Update your church website

Post the Promo Video and website graphics included in the kit to help spread the word and build excitement.

Step 9 - Plan a mid-week prayer service

Ask members to come for a short time of prayer and to dedicate your Back to Church plans to the Lord, use the downloadable prayer guide included in the kit. Hand out personal invitations and doorhangers so your members can start praying about who to invite.

Step 10 - Put up Indoor Banners & involve members in evangelism

Involve your small groups, youth groups and other volunteers and "adopt" neighborhoods near your church and ask them to take a prayer walk and distribute invitations.

1-2 WEEKS OUT

Prepare Your Church to Welcome Visitors

Step 11 - Begin posting about your event on social sites

Using the Social Media Guide in the kit, begin to engage in online conversations and keep your pages updated with Back to Church graphics. Encourage members to share your posts on their own pages.

Step 12 - Display your Outdoor Banners and Signs

These mini-billboards are great for getting attention from passing traffic.

Step 13 - Send an email to your church list

Remind them of the importance of this event and their role in being inviters. Link to one of the BTCS Invite videos in the kit and encourage them to post it and share it to their social pages.