



Planning & Timeline

E21's goal is to invite as many souls as possible to worship at WELS churches this Easter. To this end, we are providing resources to help congregations do three things:

1. Invite their communities through congregational efforts (mass mailings, social media ads, etc.).
2. Encourage and equip members to invite acquaintances.
3. Conduct excellent gospel-centered Easter worship with both members and visitors in mind.

Our hope is that every WELS congregation is involved in doing all of these. But we recognize that *how* each congregation accomplishes them will be different because every congregation's ministry setting is unique. This means your congregation may choose to use a few, most, or all of the materials provided in *E21*. That's fine. Do whatever works for you.

We encourage you to look over all of the resources in *E21* and then decide which make sense in your setting. Then, set up a timeline for implementing the resources you have chosen. You can find all of the [E21 resources here](#). Below is a suggested timeline for implementing all of the *E21* resources.

January

Outreach Materials

- Decide what outreach materials you will use (postcards, business cards, banners).
- Decide how many of each you will use (based on your budget).
- Order outreach materials from [Echt](#) printing.

Equipping Children

- Read and discuss [Encouraging Evangelism with Children and their Families](#) with your LES faculty and Sunday School faculty. Decide how your school/congregation will encourage and equip children and families to invite others to Easter Sunday worship.

Easter for Kids

- If you choose to offer an *Easter For Kids* event in March or April, identify and recruit organizers. You can read about the benefits of such an event as well as where to find resources in [Easter for Kids One Day VBS](#).

February

Easter for Kids

- Identify and recruit volunteers.

Canvassing

- Begin planning for any door to door canvassing you will be doing. You can read about how to carry out a canvass in [Door Hanger Canvasses](#). Choose dates in March when you will be canvassing. Begin advertising to recruit volunteers for those dates.

Worship

- There is an Easter Sunday worship service in the [E21 Worship Resources](#). Begin organizing any special music you will be incorporating. With Easter falling on April 4, some music rehearsal might need to begin in early March, if not earlier.

Worship Visitor Follow Up

- Put your plan together for following up on those who visit your Christmas worship. The [Congregational Evangelism Kit](#) provides ideas and resources to assist you.

March

Encourage and equip members to invite others

- Distribute [My Personal Mission Field](#) cards to LES and Sunday School children. Distribute [My Personal Mission Field](#) cards to your congregation.
- Distribute postcards and/or business card invites to members of your congregation. Explain how to use them and encourage your members to use them.

Social Media Ad

- Post social media ad. You can download the free video in the E21 resources [here](#).

Post cards and business card invites

- Continue to provide these invites to your members and encourage their use.

Mailings

- Send out mass mailing invites a couple of weeks before Easter.

Canvassing

- Conduct canvasses.