



## Timeline: A Step-by-Step Guide to Implementing E21

Steps	Time Frame	Materials Needed/Source	Personnel	Done
Outreach Materials	January	<ul style="list-style-type: none"> <li>➤ Decide what outreach materials you will use (Postcards, business cards, banners)</li> <li>➤ Decide how many of each you will use (Based on budget)</li> <li>➤ Order outreach materials from <a href="#">Echt</a> printing.</li> </ul>		
Easter for Kids	January	<ul style="list-style-type: none"> <li>➤ If you choose to offer an <i>Easter for Kids</i> event in March, identify and recruit organizers.</li> <li>➤ You can read about the benefits of such an event as well as where to find resources <a href="#">here</a>.</li> </ul>		
Worship	January	<ul style="list-style-type: none"> <li>➤ There is an Easter worship service in the <a href="#">E21 Worship Resources</a>.</li> <li>➤ Begin advertising to recruit volunteers for those dates.</li> </ul>		
Equipping Children	February	<ul style="list-style-type: none"> <li>➤ Read and discuss <a href="#">Encouraging Evangelism with Children and their Families</a> with your LES faculty and/or Sunday School faculty.</li> <li>➤ Decide how your congregation/school will encourage and equip children and families to invite others to Easter worship.</li> </ul>		
Easter for Kids	February	<ul style="list-style-type: none"> <li>➤ Identify and recruit volunteers.</li> </ul>		

Canvassing	February	<ul style="list-style-type: none"> <li>➤ Begin planning for any door-to-door canvassing you will be doing.</li> <li>➤ Choose dates in March when you will be canvassing.</li> <li>➤ Begin advertising to recruit volunteers for those dates.</li> <li>➤ <a href="#">Door Hanger Canvasses</a> provides information and resources to assist you.</li> </ul>		
Encourage and Equip Members to Invite Others	February	<ul style="list-style-type: none"> <li>➤ Distribute <a href="#">My Personnel Mission Field</a> cards to LES and/or Sunday School children and your congregation.</li> <li>➤ Distribute postcard and/or business card invites to members of your congregation. Explain how to use them and encourage your members to use them.</li> </ul>		
Worship Visitor Follow Up	February	<ul style="list-style-type: none"> <li>➤ Put your plan together for following up on those who visit your Easter worship. The <a href="#">Congregational Evangelism Kit</a> provides ideas and resources to assist you.</li> </ul>		
Social Media Ad	March	<ul style="list-style-type: none"> <li>➤ Post social media ad. You can download the free video <a href="#">here</a>.</li> </ul>		
Mailings	March	<ul style="list-style-type: none"> <li>➤ Send out mass mailing invites a couple of weeks before Easter.</li> </ul>		
Postcards and business card invites	March	<ul style="list-style-type: none"> <li>➤ Continue to provide these invites to your members and encourage their use.</li> </ul>		
Canvassing	March	<ul style="list-style-type: none"> <li>➤ Conduct canvasses.</li> </ul>		