

Kids Cycle Two-Shift Eight

Easter Outreach

Primary Objective

Implement an outreach activity to reach out to unchurched kids in your community.

Secondary Objective

Assess Kid's Ministry with adult leaders and plan equipping opportunities for the next 12 months.

How This Can Help You Reach Kids

Regardless of the size of your church, the Easter season can provide a basket full of ideas for reaching families for Christ. One option is to connect with an existing community activity. However, the connection to your congregation can be made more directly by planning an event sponsored by your church. You can use such an opportunity to:

- Invite families to your Easter services.
- Share information about ministry to families provided by your church.
- Demonstrate that your church is “kid friendly” and “family friendly.”
- Share the Gospel through presentations or personal interactions.
- Share about spiritual development opportunities that your church provides for kids (and teens).

Suggested Strategy

Here is an example of something you can do, improve upon, adapt, or use to generate an even better outreach idea. An Easter Eggztravaganza can be adapted to meet the needs of any church regardless of size. Egg Hunts can be the main draw, with other activities providing opportunities for family fun and interaction with those families.

Egg Hunts can take many forms, depending on the time and location of your event, such as a traditional day hunt or glow in the dark and flashlight hunts for evening hours. The key is to provide an opportunity for families to register to capture the names and contact information of as many people as possible. How do you encourage families to share their contact information?

One option would be to provide a photo opportunity with live bunnies or a lamb. Photos are always a popular attraction, giving you the opportunity to capture the contact information with the promise to send the picture to the family in the days to come. That picture can be sent to the family through mail or email, and it can include an invitation to your upcoming Easter Sunday services.

Another option would be to offer a family prize, such as an Easter basket full of goodies or tickets to a local attraction, to encourage families to provide contact information. Follow-up phone calls should be made to the guests to extend a personal invitation to Easter Worship services.

Churches of any size could offer simple activities, such as face painting, balloon sculpture, simple Easter-related art activities, and games, such as a bean bag toss, tossing a hoola-hoop over an Easter basket, “duck ponds,” bowling, or putt-putt. These activities provide family fun and opportunities for members of a greeter team to mingle with families and build relationships in a non-threatening way.

A fun snack, such as popsicles or shaved ice on a warm, spring day (or a simple snack supper of hotdogs and chips for an evening event), would be welcome treats for busy families. If your church is blessed with additional resources, you may want to add rented inflatables, pony rides, or a petting zoo.

One other thing

The secondary objective is to assess your Kid’s Ministry with adult leaders and plan equipping opportunities for the next 12 months. A direct correlation exists between churches that effectively reach teens and those who equip adult leaders to effectively teach and minister to kids. What is your equipping plan? Take time to gather with key leaders to assess the strengths and weaknesses of the Kid’s Ministry in your church, to recommend and implement improvements, and to plan equipping opportunities for your adult leaders.

Go here to learn more about resources and ideas to train your leaders: <https://gabaptist.org/kids/>

Key Steps for Preparation

- Review *How to Make Any Event Evangelistic* before planning. Schedule the event on your church calendar.
- Enlist volunteers for activities and to warmly greet your guests.
- Order resources, such as eggs, prizes, and snacks.
- Stuff eggs with candy/prizes or purchase pre-stuffed eggs for hiding.
- Promote the event through your church newsletters and web site, social media, invite cards, and door-to-door neighborhood invitations.
- Following the event, take time to evaluate the details and to make note of any changes that would support a future activity.
- Follow-up with guests by sending pictures, invitations to Easter services, or by providing prizes for winners of drawings. Add guests to outreach lists for future mailings related to family events, such as Vacation Bible School, Fall Festival, and any family focused events. Enlist a team of volunteers to make phone calls to guests, inviting them to upcoming Sunday School and Worship services.

Alternative Easter Outreach Suggestions

- Stay informed about community wide events and consider offering your services to assist with an Easter event that is already scheduled for your community. Provide a carnival

type game, volunteers for hiding eggs, bottles of water, or whatever best supports the community event. Take advantage of opportunities to build bridges with others in your community.

- Provide a small gift for families who attend, such as a small book of family-focused Easter activities and recipes. Include a preschool version of the Easter story for families to read together.
- Provide resources for families to make a set of resurrection eggs to use for family devotions in the days leading up to Easter.

Looking Ahead

Preview: (3) Team Day @ Church and Parent Focus

Plan: (2) Easter Outreach

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