



# EASTER PLANNING CHECKLIST

Staring at a blank screen as you begin to plan Easter services and special events? Don't waste time trying to come up with a list of tasks on your own. Use this Easter Planning Checklist to start creating a plan for your church's Easter celebrations.

Some of these tasks are intended for large-scale productions and may not be applicable to your situation. However, this should provide a solid starting point as you develop your to-do list.



THE CHURCH OPERATIONS  
**TOOLKIT**



# THE CHURCH OPERATIONS TOOLKIT



## MARKETING TASKS

- Design logo
- Design promotional graphics
- Design website
- Decide on phone number/website to use in promotional materials
- Design and schedule social media posts
- Design and schedule promotional emails
- Create promotional videos
- Develop timeline for when to release each promotional item (videos, emails, social media, etc.)
- Give staff information to use for responding to phone calls/emails
- Write Press Release
- Send Press Release to news outlets
- Add event to church bulletin and announcements
- Email church members
- Schedule radio and television interviews
- Create event recap video

## PRODUCTION TASKS

- Book musicians
- Book choir director
- Book choir
- Book speakers
- Book cast
- Book set designers
- Book costume designers
- Reserve props / live animals
- Reserve wardrobe
- Reserve audio equipment
- Reserve video equipment
- Reserve lighting equipment
- Plan Communion
  - Purchase Communion elements
  - Reserve tables and serving supplies
  - Assign leaders to serve Communion
- Book A/V staff
- Design show graphics
- Reserve tables, chairs, and linens
- Reserve, make, or purchase decor
- Schedule rehearsal times
- Add to service announcements
- Create a minute-by-minute schedule
- Schedule full Run Through
- Obtain speaker notes in advance
- Finalize set list
- Finalize minute-by-minute schedule



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## VOLUNTEERS TASKS

- Create a list of all volunteer roles needed
- Write volunteer job descriptions
- Determine number of volunteers needed for each role
- Create recruiting plan
- Determine cost for volunteer t-shirts
- Create sign-up process (online and/or paper)
  - Waiver
  - Availability
  - Childcare needed
  - T-shirt size
- Design and order volunteer t-shirts
- Create volunteer registration process
- Decide what type of registration ticket to use
  - Lanyards
  - Badges
  - Wristbands
  - Stickers
- Determine volunteer training process
- Communicate all event information to volunteers
- Train volunteers
- Send thank you notes to volunteers
- Create & send survey to volunteers

## CHILDCARE TASKS

- Determine childcare needs (assuming more children than on a typical Sunday)
- Schedule childcare staff and volunteers
- Reserve rooms for childcare
- Schedule children's activities
- Set up additional children's check-in stations with volunteers to help guests

## HOSPITALITY TASKS

- Map out food and beverage stations
  - Green Room
  - Staff
  - Attendees
  - Volunteers
- Reserve vehicles to transport speakers/musicians
- Book drivers
- Send rider to speaker
- Confirm hotel room for speaker



# THE CHURCH OPERATIONS TOOLKIT



## SECURITY TASKS

- Plan emergency protocols
- Book paid security
- Communicate security procedures to all event staff/volunteers
- Create plan for lost children
- Book Ambulance / First Aid station

## MERCHANDISE TASKS

- Decide on types of merchandise to sell
- Design graphics for merchandise
- Contact vendors
- Add merchandise station to event map
- Reserve tables, chairs, and linens
- Determine acceptable payment methods
- Get products
- Get cash for merchandise volunteers

## PARKING TASKS

- Secure permits for road closures
- Map out parking layout
- Reserve golf carts
- Purchase signage
- Book police officers
- Reserve parking cones

## EVENT HOSTS TASKS

- Create and distribute driving directions to attendees/staff/volunteers
- Map out Registration
- Map out Greeter stations
- Map out restrooms for public / non-public use
- Map out Information Kiosks
- Create plan for lost and found
- Reserve crowd control barriers
- Reserve attendance hand tally counters
- Create plan for donations
- Create and print waivers if needed
- Reserve backdrop for photo area
- Reserve camera for photo area
- Reserve decor for church campus
- Decorate church campus



# THE CHURCH OPERATIONS TOOLKIT



## FACILITIES TASKS

- Determine audio, visual, lighting needs
- Create set up & tear down plan
- Create plan for keeping restrooms clean and stocked
- Create plan for cleaning before and after event
- Coordinate campus clean-up day prior to Easter events (build volunteer teams to refresh flowerbeds, paint rooms, replace carpet, and handle other tasks)

## MINISTRY TASKS

- Choose follow-up books and materials
- Select online follow-up method
- Book prayer team

## FINANCE TASKS

- Determine how to handle the event registration process
- Set up event registration (online, etc.)
- Book ushers
- Decide how to receive offering(s)
  - Envelopes
  - Text to give
  - Online giving
  - Buckets
  - Kiosks
- Prep cash for each area
- Instruct ushers on offering

## EVENT PLANNER TASKS

- Create event project plan (start with this checklist, then work with each team member to add to it)
- Put tasks into a central project planning tool (Asana, Basecamp, Trello, etc.)
- Facilitate a team kickoff meeting to review the plan and handle Q&A
- Monitor progress at least weekly; help troubleshoot issues and answer questions for team members
- Be available at Easter events to answer questions. Provide assistance and direction when needed.
- Schedule and lead the post-Easter lessons learned meeting
- Compile all Easter event documentation and save in a location to use next year

TO IMPLEMENT A COMPLETE EVENT PLANNING PROCESS,  
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