

BACK TO CHURCH[®]

SUNDAY

sept. 21, 2025

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 our map 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
- Facebook Ads
- Invitation Station & InviteCards
- Door Hangers
- Outdoor Banners and Signs
- Indoor Banners

5 WEEKS OUT

Begin Your Strategic Planning

Step 5 - Contact local media outlets

Use the Press Release template to spread the word about your event to local TV and radio stations.

Step 6 - Join the BTCS 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 BTCS plans

During your weekend services, let your congregation know about your event, talk about the personal invite cards they can use to invite their neighbors to start conversations.

Step 8 - Update your church website

Use the 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. 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 - Prepare For Your Services

Download the Sermon, Sermon Slides included in the Kit and customize them for your church. It's a good idea to download and test videos and service motions on your equipment the week before your service to make sure everything is ready for the big day!