



334-793-6820 | www.alwfumf.org | foundation@alwfumf.org

How to Use the Easter Resource Kit

This packet walks through the different ways you can use and edit the resources included in the Easter Resource Kit as well as ideas to promote your Easter and Holy Week events.

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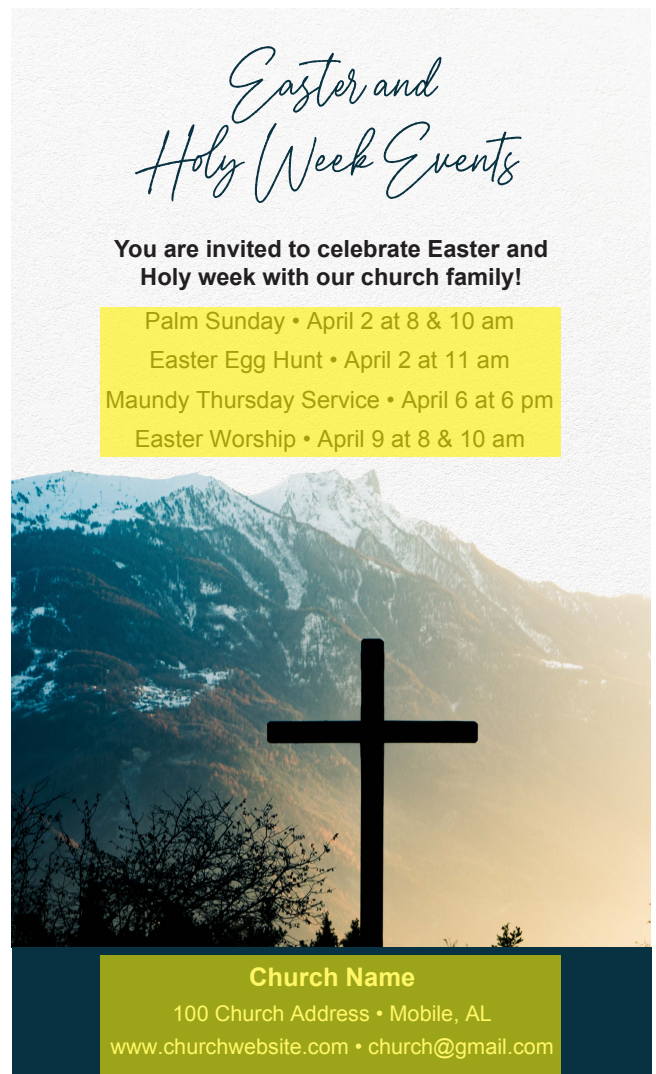
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If you have any questions or comments about the Easter Resource Kit, or would like help customizing a resource, please contact Andrea at andrea@alwfumf.org.

Bulletin Insert

The bulletin insert resource can be used in the Sunday morning church bulletin or printed as a flyer to promote and invite your congregation and community to Easter and Holy week worship and events at your church.

1. A blank PDF and JPEG version of the bulletin insert is included that can be printed and modified by hand, or edited in a program like Canva, Microsoft Office, or Microsoft Publisher (see page 3).
2. An editable PDF is also included that can be easily modified in Adobe Acrobat (see below).



To edit your mailer, you will need to open the “Easter Bulletin Insert Editable.pdf” in Adobe Acrobat. You will notice there are several areas (highlighted above in yellow) where you can insert your Holy Week event dates and times and your church location/contact information. Simply click these areas and type in your church information to replace the sample information. Next, save the file and print it.

Images and Graphics

Website, Social Media, Email, Newsletter, and More

Pages 4-6 feature different types of resources available in the Easter Resource Kit: Social Media Post, “Social Media Story,” and “Email Header and Event” images. We recommend using these remaining resources on the homepage of your church website, in a church website blog or newsletter, sending to a local newsletter to promote your event, and on your church Facebook/Instagram/Twitter pages to promote Easter and Holy Week services and events.

Customize An Image or Graphic


Most images (like the “Social Media Post” image below) include space at the bottom where your specific event days and times can be added to the image. To do this, you can use programs like Canva, Microsoft Office, Microsoft Publisher, or Adobe Express to edit these images.

- **Canva:** www.canva.com
 - Canva Tutorials: www.canva.com/designschool/tutorials/getting-started
 - Free access to Canva with Canva for Non-Profits: www.canva.com/canva-for-nonprofits
- **Adobe Express:** www.adobe.com/express
 - Adobe Express Tutorials: www.adobe.com/express/learn/tutorials
- **Church and Stock Photos:** If you are interested in creating your own Easter or Holy Week images, the websites below provide free stock photo websites to do this. Simply download a photo and use Canva, Adobe Express, or another option above, to create your image.
 - <https://freelyphotos.com/>
 - <https://unsplash.com/>



Social Media Posts (Facebook, Instagram, Twitter, and Google Business)


Social media posts are generally square and great for use as a Facebook, Instagram, Twitter, or Google Business post. Be sure to include other information about your event with the image. See page 3 for more information about adding custom information to these images.



The image shows a social media post for an Easter Egg Hunt. At the top, the words "EASTER EGG HUNT" are written in a large, pink, serif font. Below the text are three decorative items: a yellow woven basket, a white bunny-shaped container filled with colorful Easter eggs, and a pink tulip-shaped container filled with green shredded paper. At the bottom, the text "FREE FOOD, EGG HUNT, CANDY, AND ACTIVITIES" is written in a bold, pink, sans-serif font.

FREE FOOD, EGG HUNT, CANDY, AND ACTIVITIES

Sample Text:
Join us for a FREE community-wide Easter Egg Hunt on Saturday, April 1st at 10:00 am at First Church! There will be food, candy, activities for kids, and age appropriate Easter egg hunts.



The image shows a social media post for an Easter invitation. The background is a textured teal color with a dark brown cross shape. At the top, the words "YOU ARE INVITED" are written in a white, sans-serif font. Below that, the word "Easter" is written in a large, white, cursive font. At the bottom, the text "SUNDAY, APRIL 9" is written in a white, sans-serif font.

YOU ARE INVITED

Easter

SUNDAY, APRIL 9

Sample Text:
You are invited to celebrate Easter with First Church on Sunday, April 9 at 10 am!

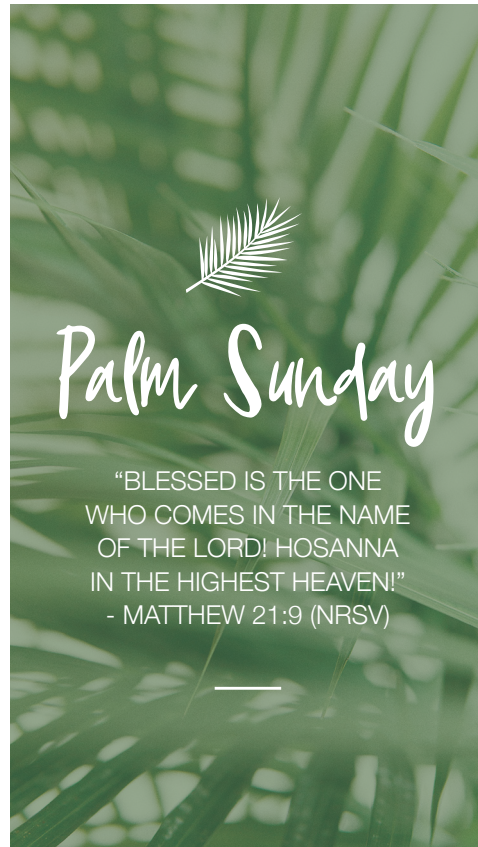
Social Media Stories (Facebook and Instagram)

Social media stories are generally portrait rectangles and great for use as 24-hour Facebook or Instagram story posts. Facebook includes an option to add a website link to your story image post. This is a great opportunity to link to a page on your church website with information about your Easter services or link to a Facebook event you have created for your Easter and Holy Week events (example: www.firstchurch.com/easter).

Create a Facebook Event:

Facebook events are free to create and allow people who have a Facebook page to like, follow, share, and get more information about your event while they are logged into Facebook.

- Learn how to create a Facebook event here: <https://www.facebook.com/help/116346471784004>



Email Headers and Event Images

Email headers and event images are generally landscape rectangles and are great for use in church-wide emails, church website or church blog posts, as projection screen slides, and Facebook events.

Create a Facebook Event:

Facebook events are free to create and allow people who have a Facebook page to like, follow, share, and get more information about your event while they are logged into Facebook.

- Learn how to create a Facebook event here: <https://www.facebook.com/help/116346471784004>

Send an Email to Your Congregation:

Using an online program like MailChimp or Constant Contact (or your church email provider) you can send an email that includes details about your event to your congregation.

Sample Email/Facebook Event:

Be sure to include the email/event header as well as details about your event. When is the event? What time is the event? Where is the event? Is there anything you want people who are coming to the event to know?



Event Title or Email Subject: Good Friday Worship Service

Event Details: You are invited to join us on Friday, April 7th for a Good Friday Worship service at First Church! This service will conclude as the last candle is blown out and you are invited to exit in silence.

Social Media Interaction Questions

Bonus interaction questions for social media are included in the Easter Resource Kit. These graphics work best on social media platforms like Facebook, Instagram, and Twitter since people who like and follow your church accounts are able to answer questions using comments. Asking these questions can be a great way to stop the scroll and get people to look at your church content as well as start conversations online with your congregation and community and learn more about each other too.

