

# Easter Attendance Drive

**Name:**     **“No absent T Sunday”**  
                  **(Play on the word absentee)**

## **Explanation of drive**

To make any drive successful, you must promote early and often. With this drive, you should begin promoting to your people two or three weeks before you actually begin. You should begin by telling them that this year we will be working together to make Easter a no absentee (absent T) Sunday. Let them think it really means-**absentee**. Build up their curiosity before the drive begins.

On that Sunday that you have chosen to launch the drive, bring everyone into the sanctuary. Take time to build up excitement. You or your Sunday school superintendent must demonstrate enthusiasm if your people are going to get behind the drive.

Here is how it goes:

- Make up 200-300 T's. They need to be made out of heavy construction paper and you might even have them laminated. Place a number on the back of each one.
- Pass out 5 T's to each family/person in your church.
- They are then responsible to make sure each T is brought back on Easter Sunday.
- When they receive a commitment, they must fill out a card that will be brought back to the church. This card should contain the person's **name, address, phone number**, who is bringing them and how many are in the family. This is very vital to the success of the drive.
- The church should begin contacting the potential visitors at least 3 weeks prior to Easter.

- Once with a letter;
- Once with a phone call; and
- Once with a personal visit.
- The more reminders they receive, the more likely they are to actually show up.

## **Door prizes**

If you want to make it more exciting, then give door prizes! In the weeks prior to the launch, send some outgoing people to businesses in your city. Tell them what you are doing and ask them for a door prize to be given away on Easter morning. Most of them will be glad to have you promote their company to Christian people. You can then list the prizes that will be given away on a flier that each person can receive in the mail with your first contact. Everybody likes to receive something for nothing.

## **Taking car of your own**

Don't forget to honor your own people. Consider giving away something special to the one who brings the most or have a drawing and place the name of each person in a hat once for each 5 they bring. Be sure and make this nice. You will love the results.