



HOW TO HOLY WEEK

G U I D E

We know you're crazy busy. Lent is like a marathon at the parish, and, right now, you're in the thick of it. All the preparations you are doing leading up to Holy Week and Easter matter.

After all, around Easter, more Americans are searching for "church" than at any other time of the year (Pew Research Center). Even the Christmas season, ranks second to Easter. People who don't normally attend Mass are thinking about returning to the Church, or even giving it a shot for the first time.

Here's a 'how-to' guide to give you a few reminders of some simple ways to prepare to engage those Christmas/Easter visitors, and make it easy for them to connect to your parish beyond Easter Sunday.

PARISH WEBSITE

Update the homepage of your website with Mass times for Holy Week and Easter.

Make sure all your other web pages are updated (i.e. staff, ministries) and make sure your contact information (i.e. address) is easy to find.

COMMUNICATIONS CHANNELS

Use Flocknote, digital newsletters, & social media to share Holy Week and Easter Masses/services.

The significance of the Holy Week liturgy may be lost even on those who regularly sit in your pews. In addition to providing the service schedule, remind parishioners of the 'why' behind Holy Thursday, Good Friday and the Easter Vigil. Here are some video resources you can share:

[The Sacrament of the Eucharist as Sacrifice](#)

[Why Did Jesus Have to Die the Way He Did?](#)

[On the Resurrection of Jesus](#)

[The Meaning of Easter](#)

Schedule Flocknote reminders for Holy Week and Easter Masses/services.

Need a refresher on how to schedule a note/text in Flocknote? [Look no further.](#)

DESIGN YOUR FOLLOW UP EASTER NEWSLETTER

Don't wait! Construct your post Easter newsletter in advance, and schedule it to send within 36 hours of your Easter Sunday Masses.

- Use an iPad or iPhone and add an Easter video message from the Pastor into your newsletter. Upload the video to YouTube or Vimeo and include the link in your message.

Need a reminder on how to use the note composer in Flocknote? [Here ya go.](#)

- Include an invitation to your parish's next [Alpha](#) or [ChristLife](#) Session, a small group opportunity or the next parish social gathering.
- Want to make a special Easter newsletter header or graphic? [Use Canva.](#) Getting an account is free. Reference the [photo resources on DPC](#) for all your photo needs.

PRAY, PRAY, PRAY

Reach out to a team of parish prayer warriors (every parish has got them), and ask them to offer intentional prayers and sacrifices for all the Holy Week and Easter Masses/services as well as all the needs and intentions of your visitors.

UP YOUR HOSPITALITY GAME...AS A PARISH

Remember, hospitality goes beyond your designated parking lot attendees, greeters or ushers. Hospitality is the responsibility of each one of your parishioners.

- Make announcements now to your parishioners about being hyper intentional about making connections with people they don't know, especially because they are going to see more of them leading up to Easter. As they connect with new people, remind them to pay careful attention to interests, jobs, and passions that come up in conversation. These are all opportunities to link these new faces with other people in your parish who may work in the same field or share similar interests.

OFFER CONCRETE OPPORTUNITIES FOR NEW FACES TO RETURN

Encourage new faces to stay connected with you. Some ideas include:

- Many of the people in your pews have a lot of questions about this whole Christianity/Catholicism thing. Extend an invitation to them to talk to one your parish's Alpha, Christ Life or RCIA leaders after Mass to get information on how to join an upcoming session.

Want to get connected to another parish that is currently using the **Alpha** or **ChristLife** ministry?

Call the **Office of Evangelization and Family Life** at 303-715-3252.

- Is your parish set-up with Flocknote? Easter is a great time to welcome people to stay connected to your community. At the end of the Mass encourage them to consider signing up to receive text and email updates about upcoming events at the parish and ways to get involved. Remind them that this tool is simple, their information is secure, and the parish will respect their time.

Want to learn more about how your parish can get set up with a free Flocknote account? **Look no further.**

- Flyers or postcards in each of your pews that list out:
 - Children/youth ministry information
 - Ministry, volunteer or small group opportunities
 - Upcoming social event at the parish
 - Clear contact information for who to contact to get involved

FOLLOW UP, FOLLOW UP, FOLLOW UP

Within 36 hours, reach back out to those new faces who expressed interest in getting connected to your parish. If you haven't already scheduled it, send that Flocknote newsletter you pre-designed during Lent.

HAVE A GREAT HOLY WEEK & EASTER!