

Seasonal Texting Guide for Churches

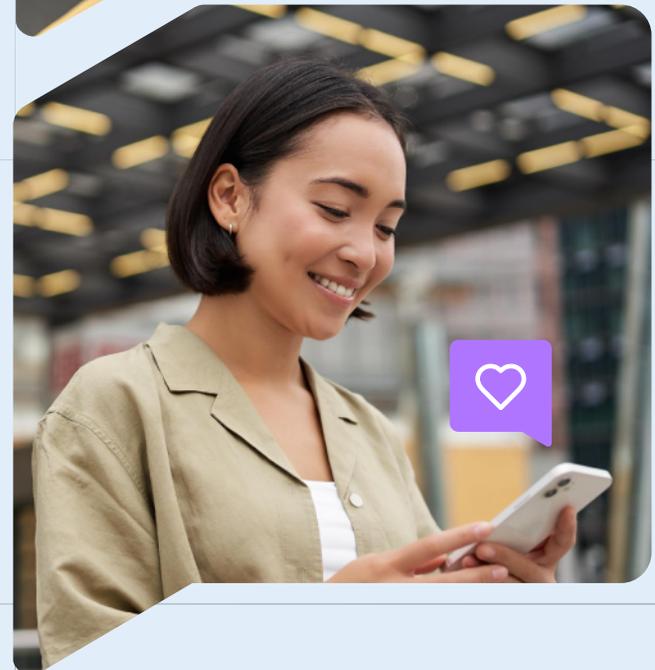
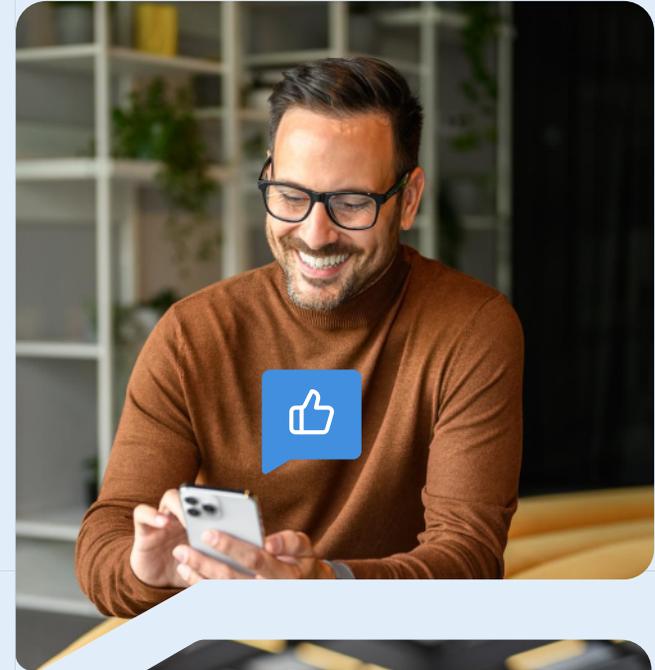
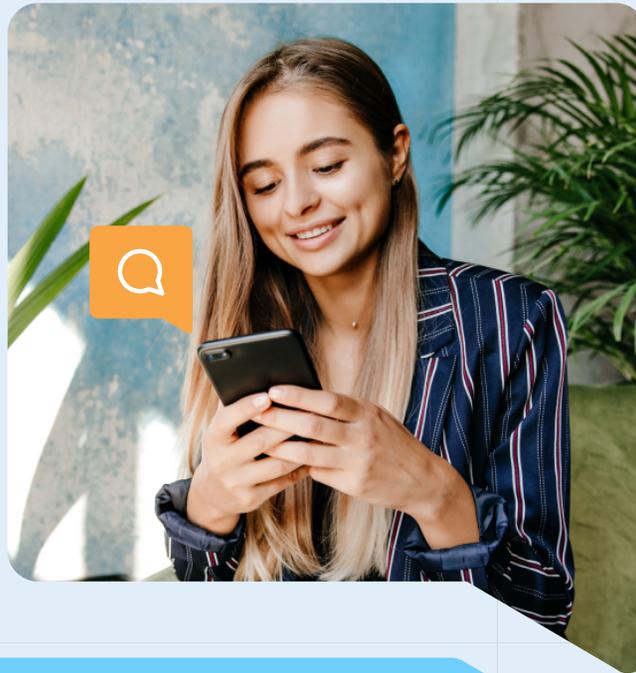
Opportunities and Strategies to Create Meaningful Connections Year-Round



Text messages have a

90%
open rate.

93%
of people have their phone within 3 feet of them.



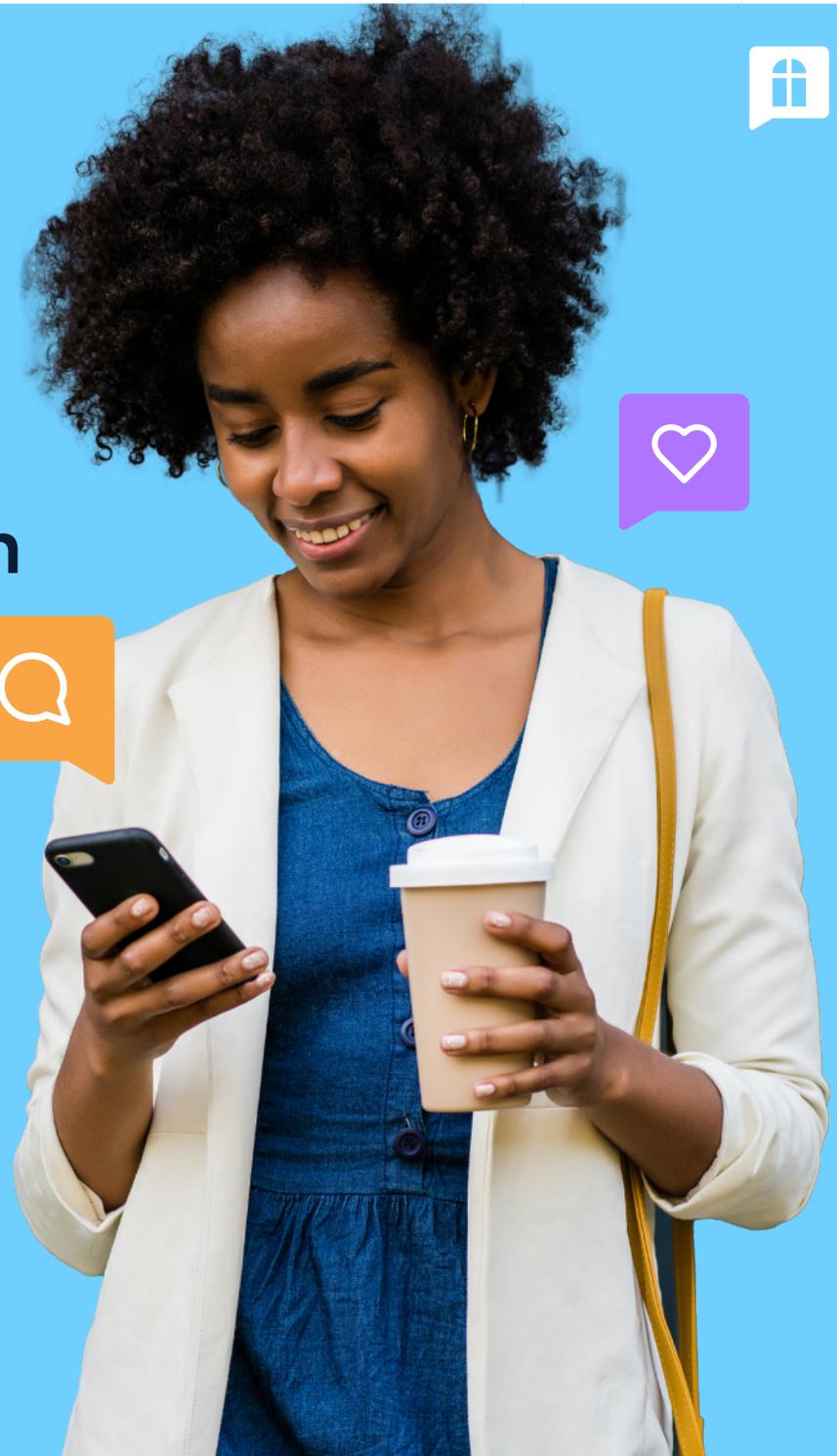
Text messages have a 90% open rate. Speaking of... where is your phone right now? For 93% of the population, it's within 3 feet of them at all times. If your church wants to stay connected to your community year-round, you need to utilize text messaging effectively. Being a church that texts is not the same as having a texting strategy.

Thankfully, Text In Church has worked with over 32,000 church leaders and perfected the art of texting strategies. This guide provides timelines, templates, and actionable tips to boost attendance, engage members, and create meaningful connections beyond Sunday.

Getting Their Attention When It Matters

Whether it's a ping or a buzz, a text message gets noticed instantly. Texting is the best way to ensure your messages are seen - and acted upon. With the right message at the right time, you can foster engagement that drives lasting connections.

This guide will help you plan and implement an effective church texting strategy, with seasonal tips and ready-to-use templates. Let's get started!





Tips for Crafting a Strong Texting Strategy



Have a Plan

Map out your messaging for the year to avoid last-minute scrambles.



State Your Goals

Define the outcomes you want, whether that's boosting attendance, fostering deeper connections, or engaging volunteers.



Use Automation

Platforms like Text In Church streamline scheduling and ensure consistency, which leads us to the next point.



Be Consistent

Irregular communication can disrupt trust and engagement. Stick to a schedule.



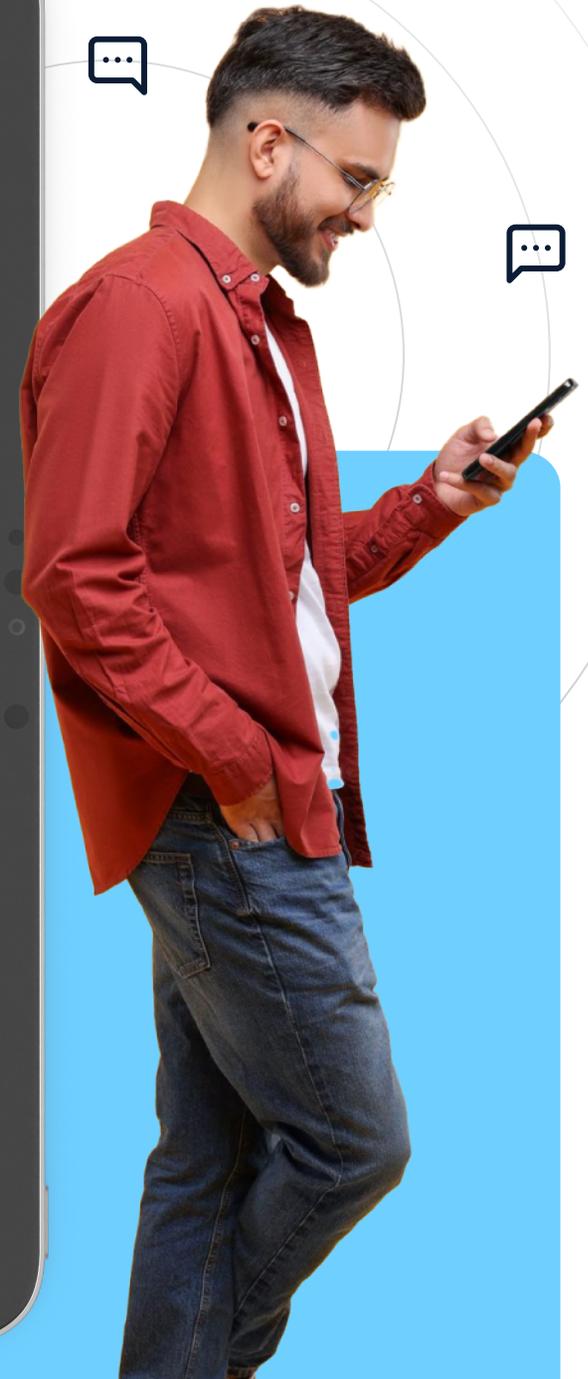
Batch Create

Dedicate time to craft messages quarterly, saving time and stress.



Pivot When Needed

Be flexible and adjust plans as circumstances change.



Planning Your Campaign Timeline

Mapping out your text campaigns in advance ensures you reach your audience with the right message at the right time. From building awareness to follow-ups, a thoughtful timeline helps you stay consistent and impactful throughout the year.



Objective

Build your opt-in list by sharing your texting number during your welcome speech on Sunday, on social media, email lists, and during church events.



When

Right Away & Year-Round



Actionable Steps

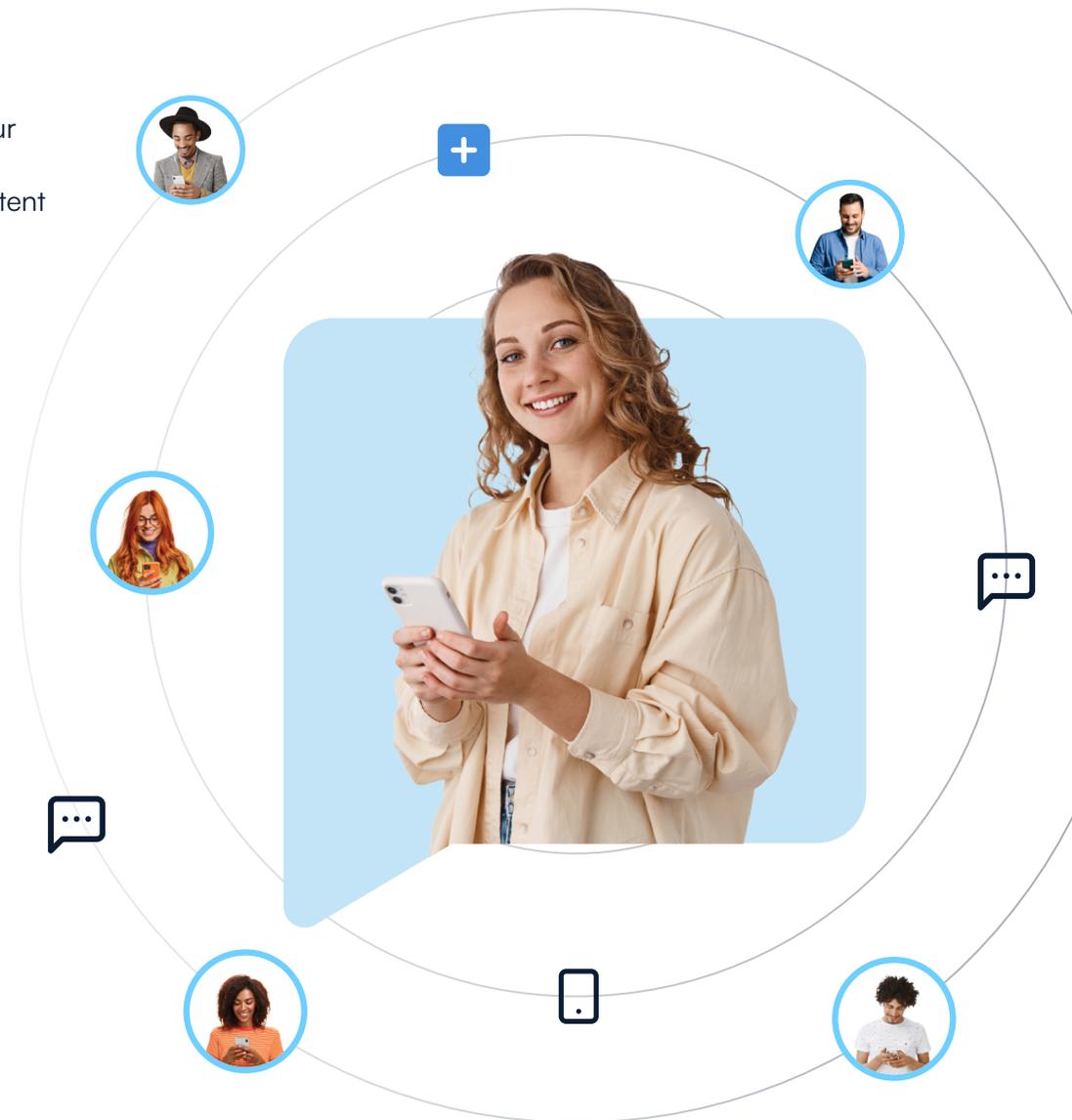
Promote opt-in benefits like receiving prayer updates or event details.
Automate welcome messages for new guests.



Example

Hi! Stay connected with us. Text CONNECT to (816) 484-3384 and never miss an update.

*How to Give the Perfect Welcome Speech:
<https://textin.church/welcomespeech-yt>





Objective

Start the buzz for your upcoming event with teasers and reminders.



When

Two Weeks Before Launch



Actionable Steps

Use engaging text messages to invite members personally and build anticipation. Offer a simple RSVP option via text to streamline responses and plan accordingly.



Example

Big news is coming! Mark your calendar for a special announcement on Sunday.



Objective

Build excitement and ensure members are prepared for the event.



When

The Week Of



Actionable Steps

Send reminders highlighting different aspects of the event. Encourage attendees to invite friends and share event details on social media.



Example

This Sunday is going to be amazing! We encourage you to bring a friend (or two)!



Text In Church



Objective

Provide last-minute details and ensure smooth participation.



When

Day Of



Actionable Steps

Send a morning text with key event details (time, location, parking info).
Offer a way for last-minute guests to RSVP or check-in via text.



Example

Today's the day! Join us at 10 AM for an unforgettable experience. Need directions? Click here: [link]



Objective

Follow up with attendees and encourage continued engagement.



When

Day After



Actionable Steps

Send a thank you message with a link to photos, sermon recaps, or upcoming events.
Ask for feedback or prayer requests to strengthen connections.

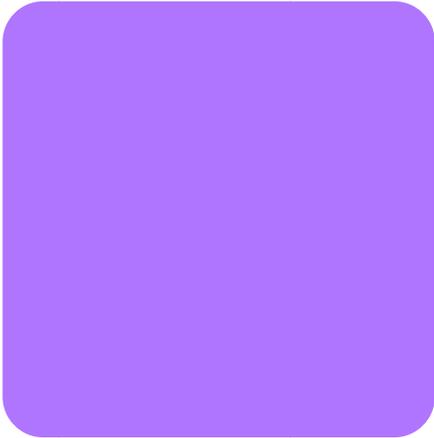


Example

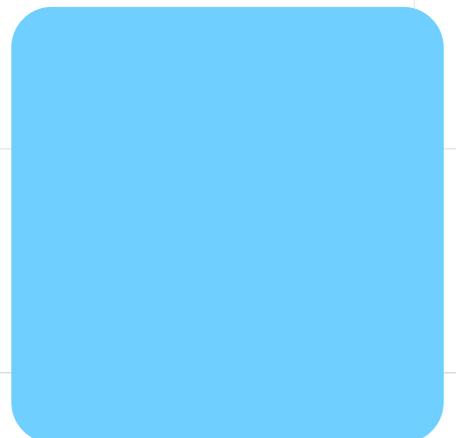
Thank you for joining us yesterday! We hope to see you next Sunday at 9 AM - until then let us know how we can pray for you!

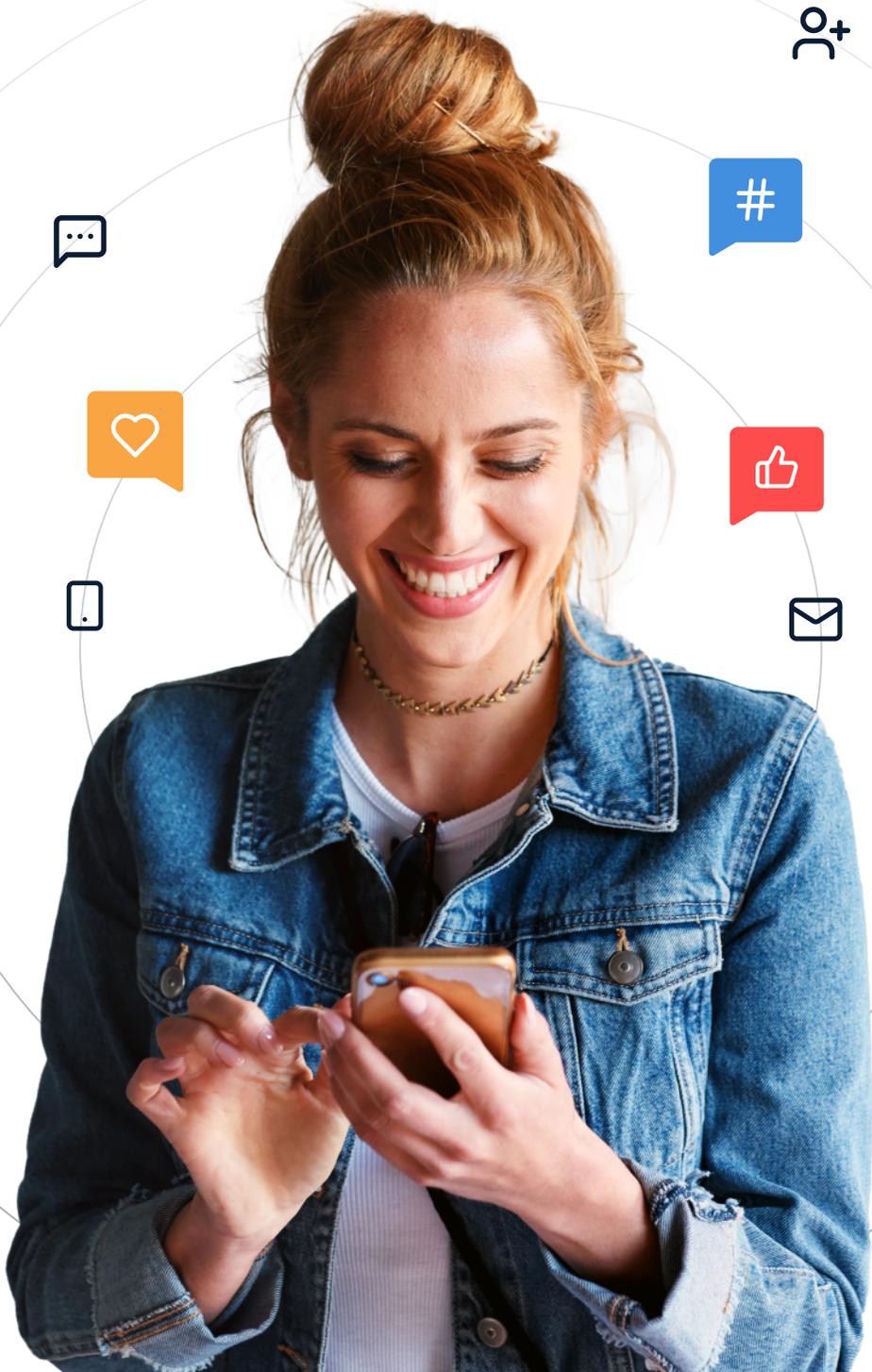


Text In Church



 TextInChurch
**Ongoing
Text Campaigns**





Guest Follow-Up

Create a robust plan to follow up with first-time guests.

Example

Hi Rachel, it was wonderful to meet you Sunday! How can we pray for you this week?

Timeline

Send within 24 hours of their first visit.

Sermon Series Promotion

Highlight an upcoming sermon series over three weeks to boost attendance by 10%.

Example

This Sunday starts our new series: Hope Renewed. Join us at 10 AM!

Timeline

Send weekly messages starting 3 weeks prior to the series.

Prayer Requests

Rotate through church groups, sending a “How can we pray for you?” message monthly.

Example

Hi Corey, our prayer team would love to lift you up this week. Let us know how we can pray for you.

Timeline

Schedule for the first week of each month.

Volunteer Appreciation

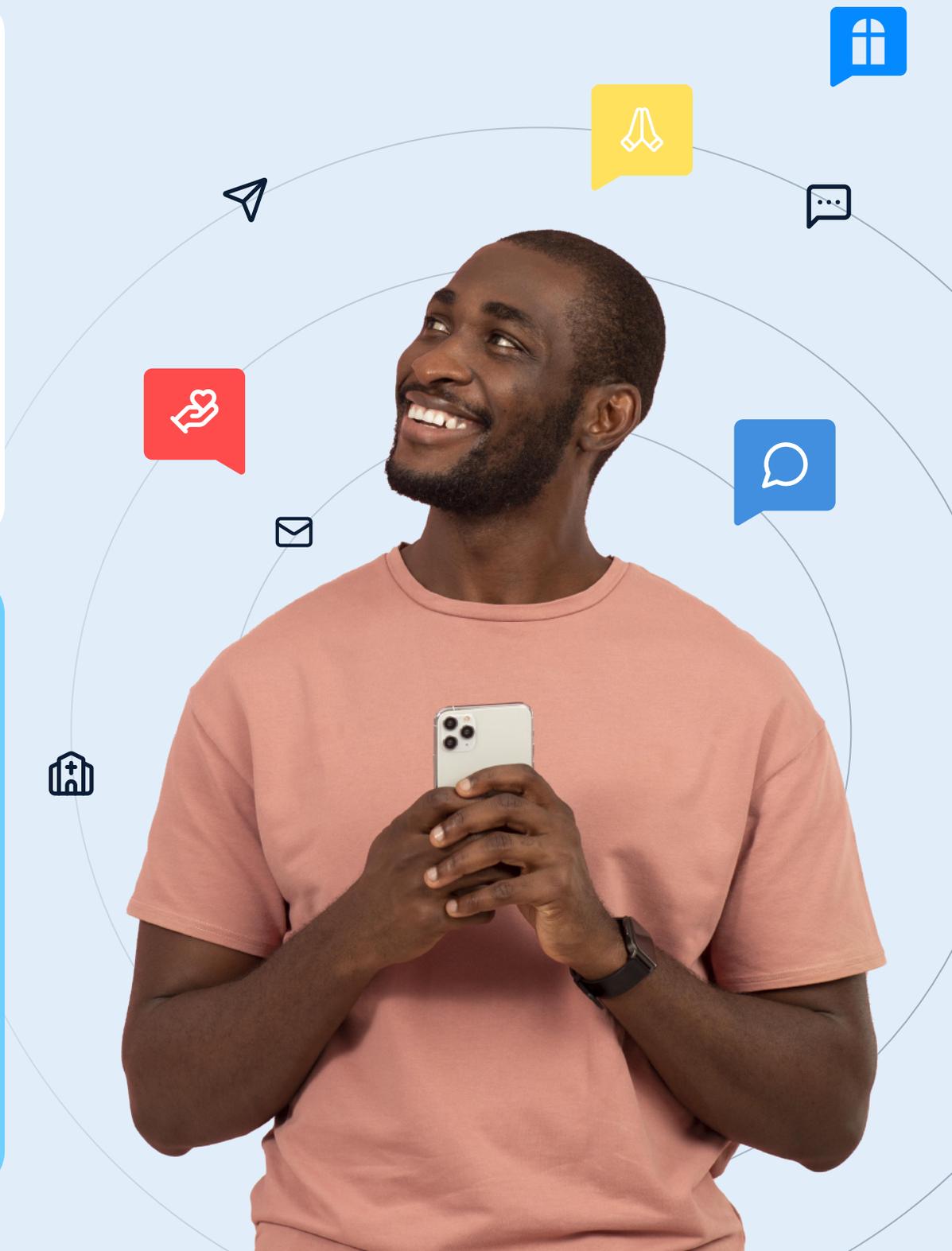
Regular encouragement for volunteers boosts morale.

Example

Thank you for all you do, Alisa! Your service makes a difference every week.

Timeline

Send at least once a month.



Happy Birthday Messages

A simple, heartfelt message goes a long way.

Example

Happy Birthday, Jennifer! Wishing you a day filled with joy. — Your Church Family

Timeline

Send on the recipient's birthday.



Weekly Encouragement

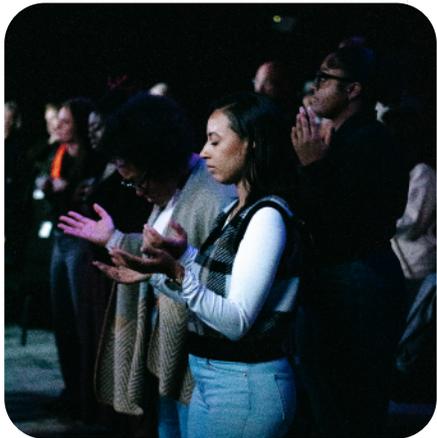
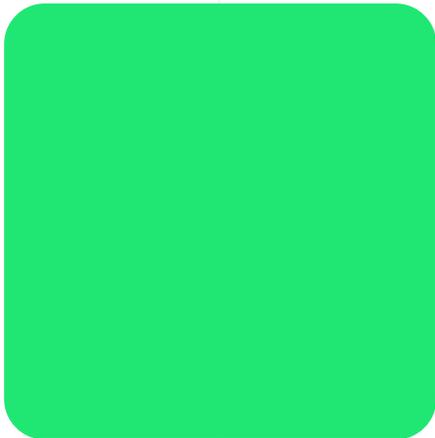
Send a Scripture or uplifting message to engage members mid-week.

Example

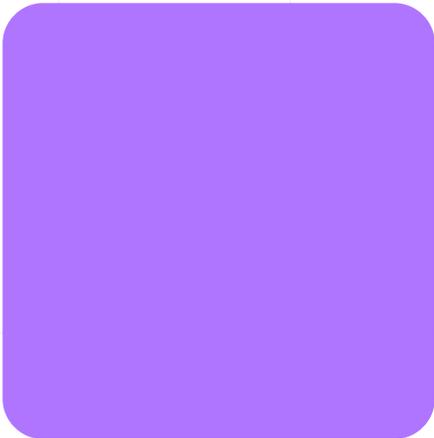
Hi Frankie, here's some encouragement for today:
'The Lord is near to all who call on Him.'
- Psalm 145:18

Timeline

Send at least once a month.



 TextInChurch
**Seasonal and
Event-Based
Text Campaigns**



New Year's

 **Campaign Start Date**
January 1

 **Goals**
Inspire fresh starts and encourage members to engage with the church.

 **Examples**

Happy New Year! Join us this Sunday to kick off the new year together!

What are your prayer needs for the new year? Let us know!

 **Tips**
Focus on renewal and fresh opportunities.
Provide encouragement and reminders weekly during January.

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Easter

 **Campaign Start Date**
6 Weeks Before Easter

 **Goals**
Boost attendance, engage volunteers, and connect with guests.

 **Examples**

Easter is almost here! Who will you invite to join you?

Send to Members

We'd love to have you for Easter Sunday! Services at 9 AM & 11 AM.

Send to Guests

Thank you for celebrating Easter with us! How can we serve you further?

Follow-Up



Mother's Day

 **Campaign Start Date**
2 Weeks Before Mother's Day

 **Goals**
Celebrate and honor mothers while encouraging church attendance.

Examples

Hi Lisa, join us this Sunday for a special Mother's Day celebration. There's a sweet surprise waiting for you!

Friday Before

Happy Mother's Day! Whatever today holds for you, we love and honor you.

Sunday Morning

It was wonderful seeing you Sunday! Don't miss this week's message with Pastor Matt.

Follow-Up



Tips

Start promoting the event two weeks prior to build excitement. Encourage members to invite their moms or mother figures to church. Consider incorporating a small gift or recognition moment during the service.

Vacation Bible School (VBS)



 **Campaign Start Date**
12 Weeks Before Event

 **Goals**
Recruit volunteers, register participants, and build excitement.

 **Examples**

Will you join our VBS team? Reply YES for more info.

Recruiting Volunteers

Spots for VBS are filling fast! Sign up here: [link].

Parent Registration

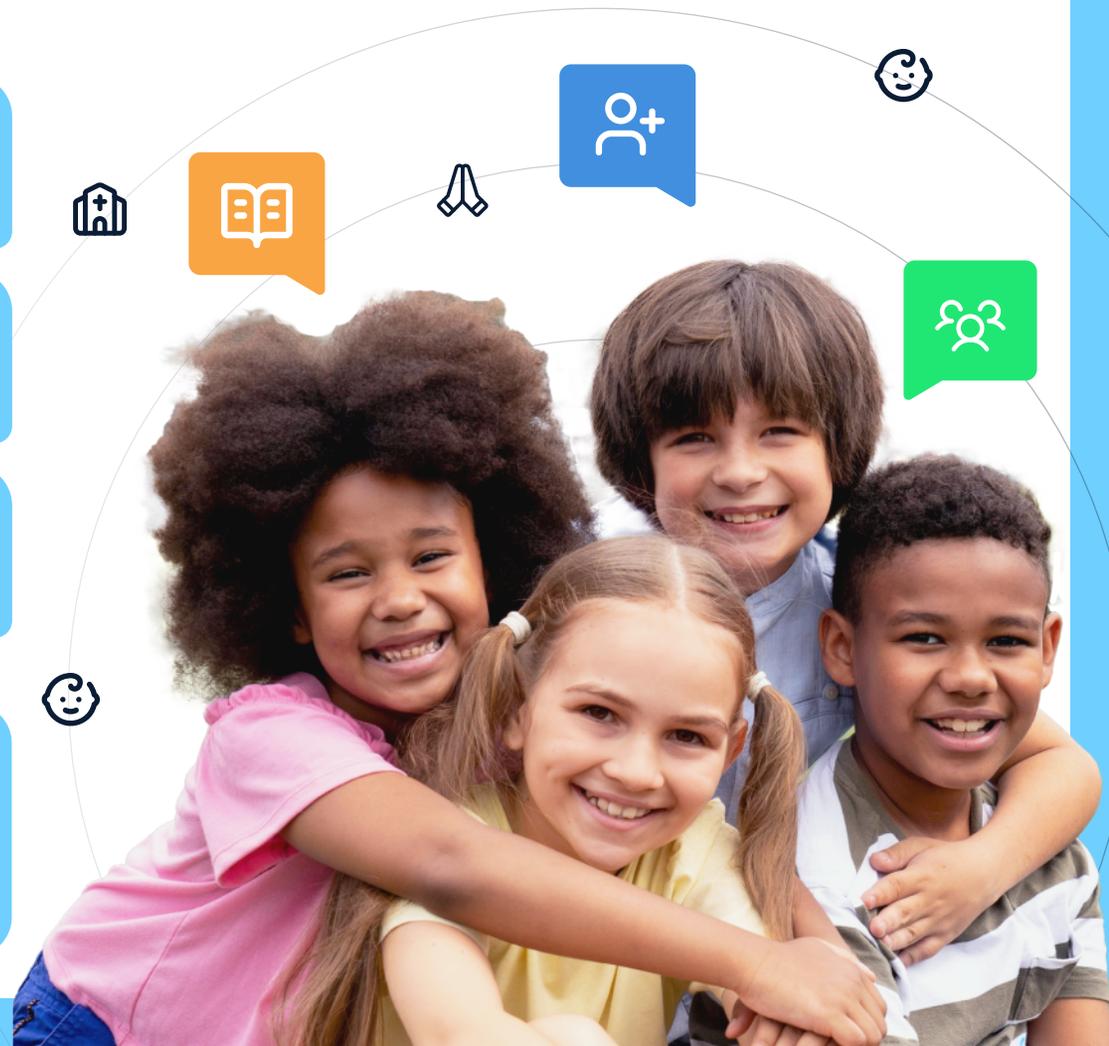
VBS starts tomorrow! Drop-off begins at 8:30 AM.

Event Reminder

 **Tips**
Offer clear instructions for parents and volunteers. Follow up with photos and thank you messages after the event.

 **Related**

[Download Your Ultimate VBS Communication Plan](#) for a complete plan to connect with people before, during, and after VBS.



Christmas

 **Campaign Start Date**
6 Weeks Before Christmas

 **Goals**
Celebrate the season, invite guests, and foster connections.

 **Examples**

Celebrate Christmas with us! Christmas Eve service at 6 PM.

Invitations

We loved seeing you at Christmas! Can we invite you to our New Year's series?

Follow-Up

 **Tips**
Follow up with attendees promptly to encourage deeper engagement.





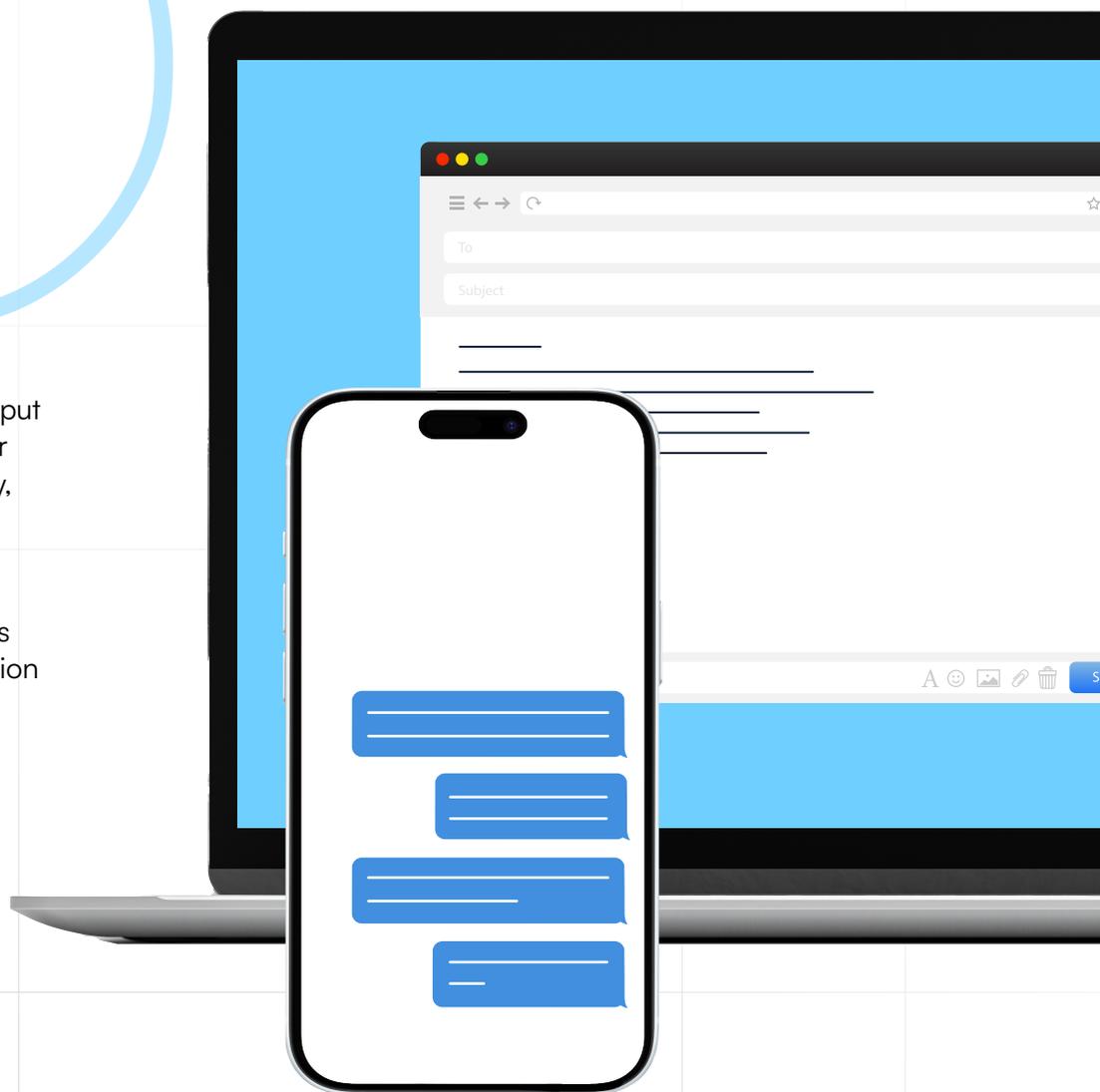
Done-for-You Text Messaging Templates

We know crafting the perfect message can take time, so we've put together ready-to-use text messaging templates for every major holiday and seasonal event discussed in this guide. Simply copy, paste, and customize these messages to make your church's outreach even easier!

From Easter invitations to Christmas follow-ups, these templates will help you stay connected and engaged with your congregation throughout the year.

[TAKE ME TO THE TEMPLATES](https://textin.church/seasonal_templates)

https://textin.church/seasonal_templates





Ready to Transform Your Church Communication?

Leverage the power of text messaging to connect with your congregation in meaningful ways. Whether you're welcoming new guests, coordinating volunteers, or keeping members informed, Text In Church makes communication simple and effective.

Our platform streamlines your communication efforts, ensuring messages reach the right people at the right time. From automated follow-ups to event reminders, our tools help churches grow and build deeper relationships within their community.

Schedule a demo today and see how easy it is!

SCHEDULE A DEMO

https://textin.church/seasonal_demo

