

Easter Retrospective Worksheet

You put in a ton of effort to make your Easter communication strategic and creative. Hopefully you saw wins along the way! We want to help you take notes now so that you don't have to start back at square one next Easter.

Reporting / Data

Add in any data or analytics you feel like you want to remember next year.

Connecting with leaders

How did it go connecting with Leaders to understand goals for Easter? What would you do the same next year? What would you do differently?

Creative

How did your audience connect with the name and visuals of your Easter communications this year? What opportunities do you see for next year?

Promotion

What promotional tactic worked best for connecting with your audience? Which one didn't work well? What would you like to try next year that you didn't do this year?

Celebration!

What stories can you celebrate from this Easter season? This could be from staff, volunteers, visitors or life-change.