

A FREE GUIDE FROM ENDUO MEDIA

PLAN YOUR MINISTRY YEAR

Sermon series, big days, lead times, requests and your brand, planned a year ahead. With printable planners for your whole team.



"For everything there is a season, and a time for every matter under heaven."

ECCLESIASTES 3:1 (ESV)

Planning ahead isn't a lack of faith. It's how we steward the seasons God gives our churches, so our teams can serve with joy instead of scrambling.

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ABOUT THIS GUIDE

Less scrambling. More ministry.

Church leaders ask us the same questions every year. Why does everything feel last minute? How early should we start Easter? What do we do when every ministry needs a graphic this week? This guide is our answer, and it's free to share.

Enduo Media is a creative team that designs for churches and ministries around the world. Sermon series, holiday packs, invite cards, booklets, logos and websites. We see the calendar from the design side, and we see what happens when a church plans ahead and when it doesn't.

This guide is for the pastor who wants a calmer year, the communications leader holding the calendar together, the church admin fielding requests and the volunteer who just became "the design person."

Built from real conversations

Much of this comes from years of creative meetings with pastors and church staff, planning Easter, Christmas and hundreds of sermon series together. It's practical and made for real church calendars.

HOW TO USE IT

- 1 Read chapter one with your staff or key volunteers.
- 2 Block a planning day and fill in the year at a glance on page 14.
- 3 Map every series with the backward timeline on page 20.
- 4 Share the request form on page 35 with every ministry leader.

Free 2027 calendars. Grab our printable church planning calendar and liturgical calendar at enduo.media.

INSIDE

01	Stop planning next week	5
02	Build your year	9
03	Plan your sermon series	15
04	Plan the big days	21
05	Know your lead times	26
06	Handle requests well	30
07	One church, one look	36
08	Review and reset	42

PRINTABLE TOOLS

Year at a glance	14	Sermon series planner	19
Backward timeline worksheet	20	Big day countdown	25
Lead time chart	29	Ministry request form	35
Ministry logo guide	41	Year-end review	44
Planning cheat sheet	45		



01

Stop planning next week.

Most churches plan one Sunday at a time. The series title shows up on Wednesday. The Easter invite gets ordered two weeks out. Every ministry needs a graphic by Friday. Nobody means for it to happen. It's just what a busy church does without a plan.

One widely shared survey of pastors found most plan their preaching no more than two weeks ahead. **Fewer than one in ten plan more than two months out.**

This guide helps you get ahead and stay there, with a simple yearly rhythm your whole team can follow.

"Most churches are reactive, planning one week at a time. By September, we want Christmas done."

Brittany Moody

Enduo Media Founder & Creative Director

"The plans of the diligent lead surely to abundance, but everyone who is hasty comes only to poverty."

PROVERBS 21:5 (ESV)

Plan in four rhythms.

Last-minute planning has a cost, even when it all comes together on Sunday.

Rushed design

Your designer skips the thinking and just makes it fit. It shows.

Rush fees

Print vendors charge more to rush, and shipping costs jump.

Missed invitations

An invite card that arrives the week of Easter can't be handed to a neighbor.

Tired teams

Staff and volunteers spend the week putting out fires instead of caring for people.

Creative burnout

Creatives rarely leave because the work is hard. They leave because the series is never ready six weeks before it starts.

Weaker Sundays

Your pastor preaches what was planned in a hurry instead of what was prayed over.

THE FIX IS A RHYTHM, NOT A HEROIC EFFORT

RHYTHM	WHAT YOU DECIDE	WHO'S THERE
Once a year	Sermon series, big days, major events, theme verse, budget	Pastor, staff, key leaders
Once a quarter	Seasonal look, next quarter's series details, print orders	Pastor, communications
Once a month	Look one month ahead and walk through every upcoming date	Communications, ministry leads
Once a week	What's posting, what's printing, what's due this week	Communications, designer

Our rule of thumb. Series and big days are set a year out. Details are set a quarter out. Graphics are approved two months out. The last week is for small fixes only.

"So teach us to number our days that we may get a heart of wisdom."

PSALM 90:12 (ESV)

Plan with open hands.

Some leaders worry that planning a year ahead leaves no room for God to lead. We see it the other way. A plan made in prayer frees your team to respond when God moves, because everything else is already handled.

Pray first

Start your planning day in prayer and in the Word, not in the calendar. Ask what your church needs to hear this year.

Leave white space

Keep one open Sunday a quarter and a buffer week before big days. Something will come up. Let it.

Explain the why

When plans change, tell your team why. People follow a change they understand.

Plan in pencil

Dates and series titles can be firm. Details can stay flexible until the quarter before.

Adjust quickly

A tragedy in your town or a fresh move of God may change a Sunday. A plan makes it easier to shift, not harder.

Hold it loosely

The plan serves the church. The church doesn't serve the plan.

"Plan as far ahead as you can, then leave some room for the Holy Spirit."

Brittany Moody

Enduo Media Founder & Creative Director

"Instead you ought to say, 'If the Lord wills, we will live and do this or that.'" James 4:15 (ESV)

"The heart of man plans his way, but the LORD establishes his steps."

PROVERBS 16:9 (ESV)

Short on time?

Start here.

If you're the pastor, the admin and the designer all at once, this page is for you. You don't need a retreat or a big team to get ahead. Do these six things this year.

- ☐ **This week.** Put Easter, Christmas and your next three sermon series on one shared calendar.
- ☐ **Two months out.** Have every series title, Scripture and big idea decided two months before it starts.
- ☐ **One month out.** Order Easter and Christmas print a month before you need it in hand.
- ☐ **One inbox.** Send every design request through one form and one person.
- ☐ **One look.** Use one set of templates for the whole season instead of designing from scratch.
- ☐ **One hour a month.** Block an hour on the first Monday of every month to look ahead.

FREE 2027 CHURCH CALENDARS

Our free printable 2027 church planning calendar comes in U.S., Canada, UK and South Africa editions, with holidays and church dates already filled in. Download it at enduo.media/free-2027-church-calendar.

JUST DO THIS

Pick one Monday this month. Open a calendar. Write in Easter (March 28, 2027), Christmas Eve and your next three series. That's your first plan.

"Commit your work to the LORD, and your plans will be established."

PROVERBS 16:3 (ESV)

Build your year.

A year plan is just a list of decisions made early. It doesn't need to be fancy. It needs to be on one calendar everyone can see.

1. Start with what doesn't move

The church year, holidays, school calendars and community events. These dates are set for you.

2. Add what you choose

Sermon series, big events, ministry launches, baptism Sundays and campaigns.

3. Add what supports it

Design deadlines, print orders, promotion windows and budget.

When to plan next year

Start talking about next year by mid-year. Many churches have a casual Christmas in July conversation, get serious in August and September, and finish the year plan by October so design can begin in the fall.

ONE CALENDAR FOR EVERYONE

Keep one shared digital calendar, in Google, Outlook or your church management software. Give each ministry a color. Let one person own it, so dates don't get added in the hallway and forgotten.

JUST DO THIS

Print the year at a glance on page 14 and fill in only the dates that don't move. That takes ten minutes.

"Write the vision; make it plain on tablets, so he may run who reads it."

HABAKKUK 2:2 (ESV)

Start with Scripture.

The best year plans don't start with a calendar. They start with an open Bible and a praying pastor. Ask one question first: what does our church need to hear from God's Word this year?

Pick a theme verse

An optional theme verse for the year gives every series a through line and gives your designer something to build on.

Know your people

New families, a building project, a hard season in your town. Let real needs shape the plan.

Balance the diet

Mix books of the Bible, topical series, seasonal series and doctrine. A whole year of topical series gets thin.

Start from the text

Designers do their best work when they know the passage, not just the title.

ONE COMMON SHAPE FOR A YEAR

New year Prayer, vision, generosity or a fresh start.	Lent to Easter The cross, the gospel, the life of Jesus.	After Easter A book of the Bible for a new season.
Summer Shorter, flexible series like Psalms or parables.	Fall Your strongest teaching series with groups launching.	Advent Four Sundays toward Christmas.

Not a rule. Your church may preach straight through books all year. The point is to decide on purpose.

JUST DO THIS	Ask your pastor for a list of passages, books or burdens for next year, even rough ones, before your planning day.
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"All Scripture is breathed out by God and profitable for teaching, for reproof, for correction, and for training in righteousness."
2 TIMOTHY 3:16 (ESV)

The 2027 church year.

Even if your church doesn't follow the liturgical calendar, your people feel these seasons. Lent is a natural runway to Easter. Advent is a natural runway to Christmas. Start with these dates and plan around them.

KEY DATES IN 2027

Ash Wednesday	Wed, Feb 10
Palm Sunday	Sun, Mar 21
Good Friday	Fri, Mar 26
Easter Sunday	Sun, Mar 28
Ascension Day	Thu, May 6
Pentecost	Sun, May 16
Trinity Sunday	Sun, May 23
First Sunday of Advent	Sun, Nov 28
Christmas Eve	Fri, Dec 24
Christmas Day	Sat, Dec 25

Easter is early

Easter 2027 is March 28. That pulls Lent, Palm Sunday and every Easter deadline into February and March.

Christmas is on a Saturday

Christmas Eve is a Friday and the Sunday after is December 26. Decide your service schedule early.

Orthodox Easter

Orthodox Easter falls on May 2, 2027, if your community observes it.

Free 2027 church planning calendar

U.S., Canada, UK and South Africa editions.
enduo.media/free-2027-church-calendar

Free 2027 liturgical calendar

Every season and color, in letter and A4.
enduo.media/2027-liturgical-calendar

JUST DO THIS

Circle Ash Wednesday and the first Sunday of Advent. Those are the two runways. Your Easter and Christmas plans should be finished before each one.

"This is the day that the LORD has made; let us rejoice and be glad in it."

PSALM 118:24 (ESV)

Dates that sneak up.

Every year, a few dates catch churches off guard. Mark these in 2027 now, then add your own community dates below.

2027	WHAT'S HAPPENING
Sun, Mar 7	Mothering Sunday (UK)
Sun, Mar 14	Clocks spring forward (U.S., Canada)
Sun, Mar 28	Clocks spring forward (UK), on Easter morning
Sun, May 9	Mother's Day (U.S., Canada, South Africa)
Mon, May 31	Memorial Day (U.S.)
Sun, Jun 20	Father's Day (U.S., Canada, UK, South Africa)
Sun, Jul 4	Independence Day (U.S.) falls on a Sunday
Aug to Sep	Back to school and fall launch
Mon, Oct 11	Thanksgiving (Canada)
Sun, Oct 31	Halloween and Reformation Sunday, clocks fall back (UK)
Sun, Nov 7	Clocks fall back (U.S., Canada)
Sun, Nov 14	Remembrance Sunday (UK)
Thu, Nov 25	Thanksgiving (U.S.)
Sun, Dec 26	The Sunday after Christmas

Add your local calendar

School start dates, graduations, homecoming, county fairs, big game days, local festivals and community holidays. Ask your kids and student leaders. They always know.

Outside the U.S.? Holidays vary by country. Our free 2027 calendar has editions for Canada, the UK and South Africa.

Hold a planning day.

Once a year, get the right people in a room for a day. It doesn't need to be a getaway. A church classroom, a whiteboard, lunch and a closed door will do.

Morning	Pray and look back Worship, prayer, then review last year. What worked? What wore us out? What do we never want to do again?
Late morning	Hear from your pastor Themes, passages and burdens for the coming year. Ideas, not finished series.
After lunch	Lock the big rocks Easter, Christmas, series dates, baptism Sundays, ministry launches and big events.
Afternoon	Work backward Set design deadlines, print orders and promotion windows for each big rock.
Before you leave	Name owners Every item gets one person and one due date. Then pray over the plan.

WHO'S IN THE ROOM

- Lead pastor
- Communications
- Worship leader
- Kids and students
- Church admin
- Your designer, if you can

WHAT TO BRING

- Last year's calendar
- School calendars
- Notes from big day debriefs
- This year's budget
- The free 2027 calendar

Can't get a whole day?

Split it into two afternoons a week apart. Use the first to look back and hear from your pastor, and the second to lock dates and work backward.

"Without counsel plans fail, but with many advisers they succeed."

PROVERBS 15:22 (ESV)

YEAR AT A GLANCE

Fill this in at your planning day. Hang it where your whole team can see it.

YEAR

THEME VERSE OR FOCUS

JANUARY SERIES _____ _____ BIG DAYS _____ EVENTS _____ _____	FEBRUARY SERIES _____ _____ BIG DAYS _____ EVENTS _____ _____	MARCH SERIES _____ _____ BIG DAYS _____ EVENTS _____ _____
APRIL SERIES _____ _____ BIG DAYS _____ EVENTS _____ _____	MAY SERIES _____ _____ BIG DAYS _____ EVENTS _____ _____	JUNE SERIES _____ _____ BIG DAYS _____ EVENTS _____ _____
JULY SERIES _____ _____ BIG DAYS _____ EVENTS _____ _____	AUGUST SERIES _____ _____ BIG DAYS _____ EVENTS _____ _____	SEPTEMBER SERIES _____ _____ BIG DAYS _____ EVENTS _____ _____
OCTOBER SERIES _____ _____ BIG DAYS _____ EVENTS _____ _____	NOVEMBER SERIES _____ _____ BIG DAYS _____ EVENTS _____ _____	DECEMBER SERIES _____ _____ BIG DAYS _____ EVENTS _____ _____



03

Plan your sermon series.

The sermon series is the engine of your church calendar. When the series is set, everything else can line up behind it: graphics, invites, small group guides, kids lessons, worship sets and social posts.

Many churches preach eight to ten series a year, most of them four to six weeks long, with a few stand-alone Sundays between them.

Your designer needs four things before they can start: **the title, the big idea, the Scripture and the dates.**

8 weeks

The lead time we recommend for a new series. Twelve weeks gives you time to print invite cards and hand them out for a month.

"Preach the word; be ready in season and out of season."

2 TIMOTHY 4:2 (ESV)

Map the whole year.

Here is one sample 2027, with 52 Sundays laid out as series. Gray blocks are stand-alone Sundays and breathing room. Seeing the whole year at once shows you gaps, crowded seasons and where your designer will be busiest.



SERIES TYPE	TYPICAL LENGTH
New year or vision	3 to 5 weeks
Lent to Easter	5 to 6 weeks
Book of the Bible	6 to 12 weeks, or split into parts
Summer	6 to 10 weeks, each Sunday stands alone
Fall launch	6 to 8 weeks, paired with groups
Advent	4 weeks
Short or topical	2 to 4 weeks

Long series?

Refresh the look halfway through a long series. A new color or a part two graphic keeps it from feeling stale.

Summer tip

Make summer Sundays stand alone. Families travel, and people should be able to jump in any week.

Watch for collisions

Two ministry launches, a series start and a big event on the same Sunday means none of them gets heard.

Big days mid-series

Mother's Day or a baptism Sunday can land in the middle of a series. Decide now if you'll pause or blend.

JUST DO THIS	Sketch your own year of series on the sermon series planner on page 19. Leave at least one gray Sunday every quarter.
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Names, campaigns and graphics.

Series name vs. campaign name

Your series name is for the people in the room. Your campaign name is for the people you're inviting. "Easter at Hillside" may invite better than the series title.

Make it searchable

People search "Easter services near me," not your series title. Use plain words on invites and your website.

Invite outsiders differently

The internal series look can be artistic. The invite card must say what, when, where and what about kids.

Clear beats clever

A guest should understand the title without explanation. Save the clever wordplay for the sermon.

Siblings, not twins

Your series graphics and event graphics should look related, like members of the same family. Not identical.

Start from the passage

Share the main text with your designer. The best concepts grow out of Scripture, not a stock photo.

SERIES TITLE, FOR YOUR PEOPLE	CAMPAIGN OR INVITE, FOR GUESTS
Unshaken: Hebrews 12	Easter at Hillside · Sunday, March 28 · 9 and 11 AM
Love Came Down	Christmas Eve at Hillside · 4 and 6 PM · Kids welcome
Rooted	New here? Find your people this fall · Groups start Sept 12

Concept first, details later

Ask your designer for the main graphic first. Get it right. Then make the versions: slides, social, web banner, invite card and lower thirds. Changing a concept after twelve versions exist means redoing all twelve.

JUST DO THIS

For every series, send your designer the title, big idea, main passage, start date, number of weeks and two or three words for how it should feel.

"And how are they to hear without someone preaching?"

ROMANS 10:14 (ESV)

The backward timeline.

Pick the Sunday your series starts. Then count backward. This one habit solves most last-minute design problems.

12 weeks out	Pastor shares the series	Title, big idea, main passage and dates. A working title is fine.
10 weeks out	Creative brief	Send your designer the brief and any examples you love.
9 weeks out	Main design approved	Review the concept. Give honest feedback. Approve one main graphic.
8 weeks out	Versions made, print ordered	Slides, social, website banner, invite card and signage. Invite cards and banners go to the printer.
6 weeks out	Invites in hands	Start handing out invite cards. People attend about twice a month, so keep handing them out for four to six weeks.
5 weeks out	Video started	Bumper video or teaser, if you're making one.
3 weeks out	Promotion begins	Teasers on social, email and the website. Banners go up.
1 week out	Last call to invite	A loud reminder from the stage and a shareable invite on social.
Launch week	Small fixes only	Final slides, countdown posts and a reminder to invite.

Only have six weeks?

Squeeze it. Brief and concept in week one, approval in week two, versions in week three. There isn't time to hand out printed invites for long, so lean on social, a shareable invite and templates instead.

Print it. Use the backward timeline worksheet on page 20 for every series.

SERMON SERIES PLANNER

Every series for the year on one page. Design due is nine weeks out. Print due is eight.



YEAR

PASTOR

COMMUNICATIONS

#	SERIES TITLE	SCRIPTURE	START	WEEKS	DESIGN DUE	PRINT DUE
01						
02						
03						
04						
05						
06						
07						
08						
09						
10						
11						
12						
13						
14						

BACKWARD TIMELINE

Write in your launch Sunday, then fill in the due dates working backward.



SERIES TITLE

LAUNCH SUNDAY

WEEKS LONG

MAIN PASSAGE

BIG IDEA IN ONE SENTENCE

WEEKS	TASK	DUE DATE	OWNER	DONE
12	Pastor shares title, big idea, passage and dates			☐
10	Creative brief sent to designer			☐
9	Main design approved			☐
8	Versions done, invite cards and banners ordered			☐
6	Invite cards handed out, every week until launch			☐
5	Video started			☐
3	Promotion begins, banners up			☐
2	Shareable invite sent to members			☐
1	Final slides and countdown posts			☐
0	Launch Sunday			☐

PRINT AND PIECES WE NEED

- | | | |
|---|--|---|
| ☐ Slides | ☐ Social graphics | ☐ Website banner |
| ☐ Invite cards | ☐ Lower thirds | ☐ Bumper video |
| ☐ Banner or sign | ☐ Small group guide | ☐ Kids take-home |

Plan Easter before Christmas.

Easter and Christmas are the two Sundays when the most guests walk through your doors. They deserve your earliest planning. In 2027, Easter is March 28, which means the runway starts before the decorations from Christmas come down.

Nov to Dec**Decide the big picture**

Theme, service times, extra services and any big events.

January**Concepts and approval**

Designer shares concepts. Approve the main Easter look.

Late Jan**Versions and order print**

Invite cards, mailers and signage go to the printer by early February.

Feb 10 to 14**Ash Wednesday, invites out**

Lent begins. Start handing out Easter invite cards about six weeks out.

Feb 21**Order banners**

About five weeks out. Shipping and holidays add time.

Mar 7**Banners up**

Three weeks out. Keep handing out invite cards every Sunday.

Mar 21**Palm Sunday**

The big invite push. Post a shareable invite.

Mar 28**Easter Sunday**

Welcome guests and give them a clear next step.

"He is not here, but has risen."

LUKE 24:6 (ESV)

Christmas starts in summer.

Christmas is the busiest season for church designers and printers everywhere, so it rewards whoever plans first. One umbrella Christmas look can cover your Advent series, Christmas Eve, kids events, the giving campaign and social, so everything feels like one invitation.

July	Christmas in July	A casual conversation. Dates, services and big ideas.
Aug to Sep	Get serious	Lock the service schedule and the Advent series. Brief your designer.
Sep to Oct	Approve the look	Main design first, then versions for every ministry.
Early Nov	Invites to print	Invite cards and posters go to the printer in the first week of November.
Mid Nov	Mailers ship	Postcards should arrive in homes the week before Thanksgiving.
Nov 28	Advent begins	Your Christmas look goes live on every screen.
Mid Dec	Wrap it up	Everything for Christmas Eve is done. Rest your team.
Dec 24 to 26	Christmas Eve to Sunday	Christmas Eve is a Friday. Keep the same look for the Sunday after.

ONE UMBRELLA LOOK

- Advent series
- Christmas Eve invites
- Kids Christmas events
- Year-end giving
- Social and stories
- Christmas Day post
- The Sunday after

Bring visuals early

Bring concept sketches or mood boards to your first Christmas staff meeting. Pictures help people decide faster than words.

"For unto you is born this day in the city of David a Savior, who is Christ the Lord."

LUKE 2:11 (ESV)

What gets forgotten.

Churches rarely forget Easter or Christmas itself. They forget the days around them. These are the ones we see slip most often.

01

Christmas Day

Most churches post on Christmas Eve and then go quiet. Ask your designer for a Merry Christmas graphic with the rest of the pack, and schedule it.

02

The Sunday after Christmas

In 2027, that's December 26. Attendance is low and staff are tired. Plan it now, and keep the Christmas look.

03

Mother's Day

May 9, 2027 in the U.S., Canada and South Africa. Plan it with Easter so it doesn't sneak up. Mothering Sunday in the UK is March 7.

04

The week after Easter

Guests who came on Easter are deciding whether to come back. Start a new series that Sunday.

05

Year-end giving

Letters and envelopes should land a month before the year ends, so they need design in October.

06

Schedule changes

Holiday service times, a canceled midweek service and the clocks changing all need an early announcement.

ASK FOR THE WHOLE PACK

When you brief your designer for Christmas, ask for every piece at once: the Advent series, Christmas Eve invite, a Christmas Day graphic, the Sunday after and a Happy New Year post. Do the same for Easter with Good Friday, Easter Sunday and the Sunday after.

JUST DO THIS

When you plan a big day, plan the Sunday after it in the same meeting. Same look, a clear next step and a reason to come back.

"I will remember the deeds of the LORD; yes, I will remember your wonders of old."

PSALM 77:11 (ESV)

Give guests a reason to come back.

A big day isn't over when the last service ends. Every guest leaves with a question: is this a place for me? Plan your answer before they walk in.

Start something new next week

Launch a new series the Sunday after Easter or Christmas, and invite people to it from the stage on the big day.

Build a landing page

Make a simple page like yourchurch.com/easter with times, kids info, parking and what to expect. Put it on every invite.

Make the invite shareable

A social graphic and a text-ready message your members can send to a friend in one tap.

Give one clear next step

One call to action, not five. A connect card, a text number, or a lunch for newcomers.

Follow up within a week

A thank-you email, a handwritten note or a call. Prepare it before the big day so it actually happens.

Tell the story

Post photos and a thank-you to volunteers that week. It shows guests who you are.

Every big day needs a call to action

Before you approve any big day design, ask one question. What do we want a guest to do next? If nobody can answer it in one sentence, keep working.

WHAT GOES ON A BIG DAY LANDING PAGE

- | | | |
|---|--|---|
| ☐ Service times and the date | ☐ Address and a map link | ☐ Where to park and which door |
| ☐ What kids will do | ☐ What to wear (anything) | ☐ How long it lasts |
| ☐ One clear next step | ☐ A photo of real people | ☐ A way to ask a question |

"Come to me, all who labor and are heavy laden, and I will give you rest."

MATTHEW 11:28 (ESV)

BIG DAY COUNTDOWN

For Easter, Christmas or any big Sunday. Write in the dates, then check them off.

BIG DAY

DATE

POINT PERSON

WHEN	WHAT'S DONE	DATE	OWNER	DONE
16 weeks	Theme, services and budget decided			☐
12 weeks	Designer briefed, concepts shared			☐
10 weeks	Main design approved			☐
8 weeks	Versions made, print and mailers ordered			☐
6 weeks	Invite cards handed out, announce the date			☐
5 weeks	Banners and signs ordered			☐
4 weeks	Volunteers recruited, video finished			☐
3 weeks	Banners up, keep handing out invites			☐
2 weeks	Social invite and shareable text sent to members			☐
1 week	Final slides, follow-up plan ready			☐
Big day	Welcome guests, one clear next step			☐
Week after	Follow up, thank volunteers, debrief			☐

OUR NEXT STEP FOR GUESTS

WHAT WE WANT EVERY GUEST TO DO NEXT

HOW WE'LL FOLLOW UP, AND WHO WILL DO IT

05

Know your lead times.

Good design takes time, and the clock usually starts when your request is complete, not when you first mention it. Once the main design is approved, the final versions often come quickly.

These are typical ranges we see across churches and creative teams. Ask your designer or vendor for theirs and write them on the lead time chart on page 29.

DESIGN	TYPICAL TIME
Social graphic or slide	2 to 5 business days
Sermon series package	2 to 3 weeks, with feedback rounds
Event graphics set	1 to 2 weeks
Short video or bumper	1 to 3 weeks
Booklet or magazine	3 to 5 weeks
Ministry logo	4 to 8 weeks
Full brand or rebrand	3 to 4 months, plus rollout

"But all things should be done decently and in order."

1 CORINTHIANS 14:40 (ESV)

Print takes longer than you think.

PRINT PIECE	TYPICAL TIME
Invite cards and postcards	1 to 2 weeks plus shipping
Posters and flyers	About 1 week plus shipping
Retractable banners	3 to 5 business days plus shipping
Vinyl banners and yard signs	1 to 2 weeks plus shipping
Aluminum and building signs	1 to 2 weeks plus shipping
Booklets and guides	2 to 3 weeks plus shipping
Mailed postcards	Add 1 to 2 weeks for postal delivery
Shirts and merch	2 to 3 weeks

The clock starts at proof approval

Not when you place the order. A slow approval eats your time.

Business days, not calendar days

Weekends and holidays don't count, and December is slow everywhere.

Shipping is separate

Production time doesn't include shipping. Rush shipping is expensive.

1 month

Our simple rule. Order print a month before you need it in your hands. For Christmas, order four weeks before you hand anything out, and earlier if you're mailing it.

Outside the U.S.?

Shipping times, postal schedules and holidays vary by country. If your printer ships internationally, add at least another week.

Proof everything twice

Check dates, times, the day of the week, the address and the website on every proof. A typo on 2,000 invite cards is an expensive lesson.

Announce early. Then announce again.

Many people attend about twice a month. That means any single announcement reaches only about half your church. And most people need to hear something many times before they act on it.

LEVEL	EXAMPLES	START PROMOTING	WHERE
Community-wide	Easter, Christmas, VBS, outreach events, a new campus	6 to 8 weeks	Stage, social, email, print, invite cards, website, ads
Church-wide	A new series, membership class, serve day, baptism Sunday	3 to 4 weeks	Stage, social, email, bulletin, website
Ministry	A student event, women's breakfast, group launch	2 weeks	Ministry channels, social stories, leaders
Group or team	A small group social, a team meeting	1 week	Group chat, email from the leader

Announce big events about six weeks out

Give families time to put it on the calendar before other plans fill it.

Protect the stage

Only community-wide and church-wide moments get stage time. Everything else has a better channel.

Hand out invites for four to six weeks

Since people attend about twice a month, one Sunday of invite cards reaches only half your church.

Make the last week loud

The final reminder is often the one that moves people. Plan it, don't hope for it.

Your people are your best promotion

Most guests come because someone invited them. Every big day plan should include something easy for members to hand or send to a friend, plus a reminder to pray for that friend by name.

"So faith comes from hearing, and hearing through the word of Christ."

ROMANS 10:17 (ESV)

LEAD TIME CHART

Ask for real numbers. Write them here once and use them all year.



DESIGNER OR CREATIVE TEAM

PRINT VENDOR

SIGN OR BANNER VENDOR

ITEM	DESIGNER TIME	VENDOR TIME	SHIPPING	ORDER BY (WEEKS OUT)
Social graphic				
Sermon series package				
Event graphics				
Video				
Booklet				
Invite cards				
Posters				
Banners				
Signs				
Mailers				
Shirts				

HOLIDAY CLOSURES TO REMEMBER

DESIGNER CLOSED

VENDOR CLOSED

POSTAL HOLIDAYS



06

One way in.

When requests come by hallway conversation, text, email and a note on the desk, things get lost and the loudest ministry wins. One simple system protects your team and serves every ministry fairly.

One form

Every request goes through one form. Use ours on page 35 or build it in Google Forms or your church software.

One point person

Each ministry names one person to submit requests, so your designer isn't sorting out five versions.

Batch it

Ask ministries to send everything for a season at once instead of one graphic a week.

A hallway request isn't a request

Kindly say, "I'd love to help. Can you put it in the form so I don't lose it?" Then mean it.

A SIMPLE WEEKLY RHYTHM

Requests come in through the form all week. On Monday, your communications lead sorts them by level and due date. Anything missing details goes back the same day. Then your designer works from one list, not a dozen conversations.

"Let each of you look not only to his own interests, but also to the interests of others."

PHILIPPIANS 2:4 (ESV)

Not every event is churchwide.

Every ministry matters. That doesn't mean every event gets the same amount of design and promotion. Decide your levels once, publish them, and let them make the hard calls for you.

LEVEL	EXAMPLES	WHAT IT GETS
Big days	Easter, Christmas, a church-wide campaign	A custom design package, print and full promotion
Church-wide	Series, membership class, serve day	Custom graphics built from the season's look
Ministry	Kids, students, women, men, groups	Brand templates the ministry can edit in Canva
Small	A group dinner, a meeting reminder	A text post or an existing template

Set it with your pastor

Agree on the levels with leadership first, so it's a church decision, not a designer's opinion.

Promote by audience

Ask who an event is really for. A student event doesn't need the main stage.

Build templates for ministries

A few good templates let ministries help themselves without waiting on you.

Review once a year

As your church grows, an event may move up a level. Revisit the list at your planning day.

When everything is important

When everything gets the main stage and a custom graphic, nothing stands out and your team burns out. Levels protect the moments that matter most.

JUST DO THIS

Write your four levels on one page, get your pastor's yes, and share it with every ministry leader before your next season starts.

"For as in one body we have many members, and the members do not all have the same function."

ROMANS 12:4 (ESV)

Write a great request.

A great request saves a round of questions and gets you a better design the first time. The most important thing you can share is why.

A HARD REQUEST

"Can we get a graphic for the fall thing? Need it soon."

A GREAT REQUEST

"Fall Festival · Instagram post and invite card. It's our biggest outreach to neighbors, so it should feel fun for families. Sat, Oct 16, 4 to 7 PM, front lawn. We need cards in hand by Sept 26."

Name it event plus item

"Fall Festival · Invite card" is easy to find, track and approve.

Give final details

Date, time, place, cost, registration link and kids info. Changing text later costs a round.

Share what you love

A screenshot of something you like says more than a paragraph.

Say why

Who is it for, and what should they do? A designer makes different choices for guests than for members.

Give the in-hand date

Tell us when you need it in hand, not when you'd like to start talking about it.

Include assets

Logos, photos and any required wording, all attached at once.

JUST DO THIS

Copy the request form on page 35 into whatever tool your church uses and make it the only way in.

"A word fitly spoken is like apples of gold in a setting of silver."

PROVERBS 25:11 (ESV)

Saying no kindly.

Nobody teaches church communicators how to say no. But every yes to a last-minute request is a no to something you planned. Saying no well is part of serving well.

<i>"Yes, and here's a template."</i>	Point the ministry to a brand template they can edit in minutes.
<i>"Not this week. How about this date?"</i>	Offer a real alternative instead of a flat no.
<i>"Let's send this through your group."</i>	Some announcements reach the right people better in a group chat than from the stage.
<i>"We can do it if we move this."</i>	Name the trade-off and let leadership decide what moves.
<i>"This needs more lead time next year."</i>	Help now if you can, and set the expectation for next time.

Back it with policy

It's easier to say no when it's not personal. Publish your levels of support and lead times, and have your pastor stand behind them.

Leave room for grace

Real emergencies happen. A funeral, a tragedy in your town or a sudden change. Keep templates ready so a true emergency doesn't wreck your week.

"Let what you say be simply 'Yes' or 'No.'"

MATTHEW 5:37 (ESV)

Feedback and approvals.

Most design delays don't come from the designer. They come from waiting on feedback, or from feedback that changes direction late. A clear approval path fixes both.

Name one decision maker

Many people can give input. One person approves. Decide who before the first concept arrives.

Be specific

"Make it pop" is hard to act on. "The title is hard to read from the back row" is easy.

Combine your notes

Send one list of changes, not five emails from five people.

Be honest early

If you don't love it, say so on the first round. Kind and honest feedback is a gift to your designer.

Approve the concept first

Agree on the main design before asking for slides, social and print versions.

Check the facts last

Dates, times, spelling and the day of the week. Read them out loud before you approve.

1 Request Complete form with the why	2 Concept One main design to react to	3 Versions All sizes made from the approved look	4 Final check Facts and spelling, then approve
--	---	--	--

JUST DO THIS	Before the next big project, write down who gives input, who approves and how many rounds of changes you'll allow. Share it with your designer.
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"Iron sharpens iron, and one man sharpens another."
PROVERBS 27:17 (ESV)

MINISTRY REQUEST FORM

One form for every design request. Submit it by the lead time for your level.



REQUEST NAME (EVENT + ITEM)

MINISTRY

POINT PERSON

PHONE OR EMAIL

DATE SUBMITTED

NEEDED IN HAND BY

THE EVENT

EVENT NAME

DATE AND TIME

LOCATION

COST AND REGISTRATION LINK

KIDS OR CHILDCARE INFO

THE WHY

WHO IS IT FOR? MEMBERS, GUESTS, A MINISTRY, THE COMMUNITY?

WHAT SHOULD THEY DO AFTER SEEING IT?

WHY DOES THIS MATTER? HOW SHOULD IT FEEL?

REQUIRED WORDING, LOGOS OR PHOTOS (ATTACH THEM)

EXAMPLES WE LIKE (LINKS OR SCREENSHOTS)

WHAT WE NEED

- | | | | |
|--|---|---|---------------------------------------|
| ☐ Social post | ☐ Story graphic | ☐ Slide | ☐ Invite card |
| ☐ Poster or flyer | ☐ Banner or sign | ☐ Website banner | ☐ Email header |
| ☐ Video | ☐ Booklet | ☐ Shirt | ☐ Other |

SUPPORT LEVEL

- | | | | |
|----------------------------------|--------------------------------------|-----------------------------------|--------------------------------|
| ☐ Big day | ☐ Church-wide | ☐ Ministry | ☐ Small |
|----------------------------------|--------------------------------------|-----------------------------------|--------------------------------|

APPROVED BY

DATE

NOTES



07

PANTONE® 19-3935

One church. One look.

When every ministry makes its own flyers, one church can start to look like ten different churches. Guests can't tell what belongs together, and your main message gets lost.

A consistent look isn't about control. It's about clarity. When your fonts, colors, logo and photo style stay the same, people recognize your church at a glance, on a screen, a sign or a card on the fridge.

Look for the **through line**: the few things that always stay the same, so everything else can flex with the season.

ALWAYS THE SAME

- Your logo and how it's used
- Two or three brand fonts
- Your core colors
- Your voice and tone

FREE TO FLEX

- Seasonal and series colors
- Illustrations and textures
- Photo treatments
- Event and campaign looks

"Your brand is a guide, not a Bible. It's okay to dance outside the lines."

Brittany Moody

Enduo Media Founder & Creative Director

"For just as the body is one and has many members, and all the members of the body, though many, are one body, so it is with Christ."

1 CORINTHIANS 12:12 (ESV)

Seasonal looks and holiday packs.

Instead of designing every graphic from scratch, give each season of your year one look. Refresh it every three or four months. Your feed, slides and printed pieces will feel fresh and connected, and your designer works from a system instead of a blank page.

SEASON	WHEN	FEELS LIKE
New year	January to February	Fresh start, prayer, vision
Easter and spring	Lent to May	The cross, new life, invitation
Summer	June to August	Relaxed, family, outdoors
Fall	September to November	Launch, groups, gratitude
Advent and Christmas	Late November to early January	Wonder, light, invitation

Batch your holiday packs

Request one-off holidays together, months ahead: Mother's Day, Father's Day, graduation, Independence Day or Canada Day, back to school, Thanksgiving and New Year.

Brand recurring events once

VBS, baptism Sundays, membership class, group launches and serve days happen every year. Give each a lasting look and reuse it, with a new date.

Let series borrow from the season

A sermon series inside your fall season can use the fall colors with its own title treatment. Everything stays related, and your designer has a head start.

JUST DO THIS

At your next quarterly meeting, pick the next season's look and the holidays inside it. Send your designer one request for all of it.

"He has made everything beautiful in its time."

ECCLESIASTES 3:11 (ESV)

Templates for timely posts.

Not everything needs a custom design. Big days and series deserve fresh work. Timely, quick posts are better served by a set of good brand templates your team can edit in Canva in minutes.

TEMPLATES WORTH HAVING READY

- | | | |
|---|--|---|
| ☐ Sermon quote | ☐ Event reminder | ☐ Weather closing |
| ☐ Schedule change | ☐ Prayer request | ☐ Memorial or funeral notice |
| ☐ Volunteer needed | ☐ Welcome new members | ☐ Birthday or anniversary |
| ☐ Countdown story | ☐ Baptism celebration | ☐ Announcement slide |

Lock the brand

Lock logos, fonts and colors in your templates so edits stay on brand.

Name who can edit

Ministry leaders can change text and photos. One person owns the design.

Keep one folder

Store templates in one shared place, named by season and use.

Refresh with the season

Update templates when your seasonal look changes so nothing feels stale.

Be ready before hard days

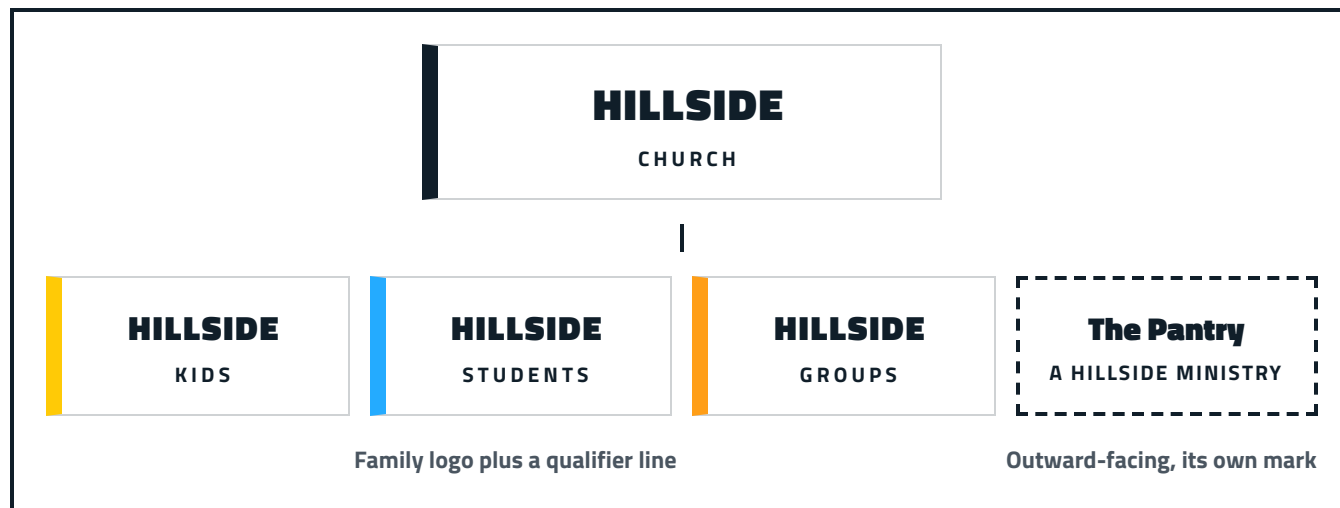
Weather closings, a death in the church family or a sudden change. Having these templates ready means your church can respond quickly and with care.

We build these for churches. Seasonal Canva templates are part of our graphics plans. See how they work at enduo.media.

Free church graphics. Download free social graphics for your church at enduo.media.

Ministry logos that look like family.

Every ministry wants its own logo. Some should have one. Most are better served by your church logo with a simple qualifier line. Here is how we think about it.



Start with the church brand

Get the main logo right first. Then build kids, students and other ministries from it.

Let outward ministries stand out

A food pantry, school or recovery ministry may need its own mark, with a line tying it back to the church.

Use a family logo for most

Your church logo plus a ministry name keeps everything connected and costs less.

Design related logos together

If kids and students both need a refresh, do them together so they feel like siblings.

"Kids ministry should feel close to the main church brand. Students usually want something that feels like their own."

Brittany Moody

Enduo Media Founder & Creative Director

"Behold, how good and pleasant it is when brothers dwell in unity!"

PSALM 133:1 (ESV)

Gather your brand assets.

Before you write a brand guide or start a rebrand, gather what you already have. Most churches have logos in five places and fonts nobody can find. One shared folder saves hours every month.

YOUR BRAND INVENTORY

- | | |
|--|---|
| ☐ Logo files: full color, one color, white and icon | ☐ Logo formats: PNG, SVG and PDF |
| ☐ Brand fonts, with licenses | ☐ Colors in HEX, RGB and CMYK |
| ☐ Approved photos of your people | ☐ Ministry logos and qualifiers |
| ☐ Current Canva templates | ☐ Signage and print files |
| ☐ Website and social profile images | ☐ Who has the passwords |

Thinking about a rebrand?

A logo refresh often takes two to three months.
A full brand takes three to four. Then comes rollout: signs, shirts, print, website and social.
Budget for the rollout, not just the logo.

Write it down simply

A short brand guide with your logo rules, colors, fonts and a few examples helps every volunteer.
It doesn't need to be long to be useful.

PLANTING A CHURCH?

Our free church plant launch checklist walks through brand, website, signage and launch timing. Download it at enduo.media.

JUST DO THIS

Make one shared folder called Brand. Put the newest logo files, fonts and colors in it this week, and delete the old versions everywhere else.

"Let all things be done for building up."

1 CORINTHIANS 14:26 (ESV)

MINISTRY LOGO GUIDE

List every ministry. Decide how each one shows up, then keep it consistent.



CHURCH NAME

MAIN LOGO FILE LOCATION

MINISTRY	AUDIENCE	LOGO TREATMENT	COLORS	OWNER

LOGO TREATMENT OPTIONS

- ☐ Church logo only
 ☐ Church logo plus qualifier line
 ☐ Type-only ministry name
- ☐ Own mark tied to the church
 ☐ Seasonal campaign logo
 ☐ Not sure yet



08

Review and reset.

The best time to plan next Easter is the week after this Easter, while every lesson is still fresh. A quick debrief turns one year's hard work into next year's head start.

Hold a short debrief within a week of every big day, and a longer review once a year before your planning day. Write it down. Memory fades fast in a busy church.

FOUR QUESTIONS

- What worked?
- What didn't?
- What will we change?
- Who do we need to thank?

WHEN	HOW LONG	WHO	WHAT TO BRING
After every big day	30 minutes, within a week	Everyone who served	Attendance, guest cards, photos, what broke
After each series	15 minutes	Pastor and communications	What connected, what felt rushed
Every quarter	1 hour	Staff	The next quarter's dates and season
Once a year	Half a day	Planning day team	The year-end review on page 44

"The steadfast love of the LORD never ceases; his mercies never come to an end; they are new every morning; great is your faithfulness."

LAMENTATIONS 3:22-23 (ESV)

Budget for next year.

Your plan and your budget should be made together. If Easter mailers and a new series every six weeks are in the plan, they need to be in the budget too. Many churches set next year's budget in the fall, right alongside the year plan.

Design

A creative subscription, freelancer or staff time. Plan it as a monthly line, not a surprise.

Print

Easter and Christmas invites, mailers, booklets and series pieces.

Signs and banners

Seasonal banners, yard signs and any building signs.

Ads

Boosted posts or local ads for big days, if you use them on purpose.

Software

Canva, a scheduling tool, email and your church management software.

Video and photo

Gear, editing help or a photographer for big days.

Brand rollout

If a rebrand is coming, budget for new signs, shirts and print, not just the logo.

A margin

Something always comes up. Leave room for it.

Year-end giving needs a head start

If you send a year-end giving letter or envelopes, they should arrive about a month before the year ends. That means design in October.

Want design to be a predictable line item?

Our monthly graphics plans give churches a steady creative team. See the plans at enduo.media.

"For which of you, desiring to build a tower, does not first sit down and count the cost, whether he has enough to complete it?"

LUKE 14:28 (ESV)

YEAR-END REVIEW

Bring this to your planning day. Be honest and celebrate what God did.

YEAR

REVIEWED BY

WHAT GOD DID THIS YEAR

STORIES, BAPTISMS, NEW FACES AND ANSWERED PRAYERS

BIG DAYS

EASTER: WHAT WORKED

EASTER: WHAT WE'LL CHANGE

CHRISTMAS: WHAT WORKED

CHRISTMAS: WHAT WE'LL CHANGE

SERIES AND EVENTS

SERIES THAT CONNECTED MOST

SERIES THAT FELT RUSHED

EVENT WORTH REPEATING

EVENT WE CAN LET GO

OUR PROCESS

REQUESTS THAT CAME IN LATE

LEAD TIME WE UNDERESTIMATED

WHERE OUR TEAM FELT TIRED

WHAT WOULD MAKE NEXT YEAR CALMER

NEXT YEAR

THREE THINGS WE'LL DO DIFFERENTLY

PEOPLE WE NEED TO THANK

PLANNING CHEAT SHEET

Cut along the dashed lines. Pin one by your desk and hand one to every ministry leader.

ONCE A YEAR

- Pray and look back
- Lock series and big days
- Set the budget
- Pick a theme verse
- Name owners and dates

EVERY SERIES

- Title, idea, passage, dates
- Design approved 9 weeks out
- Print ordered 8 weeks out
- Invites out 4 to 6 weeks
- Small fixes only at the end

EASTER AND CHRISTMAS

- Easter talks before Christmas
- Christmas talks in July
- Invites out 4 to 6 weeks early
- Plan the Sunday after
- Christmas Day post

EVERY REQUEST

- One form, one way in
- Event plus item name
- Say why
- Final details included
- In-hand date

EVERY MONTH

- Look a month ahead
- Walk every upcoming date
- Check print deadlines
- Sort requests by level
- Debrief recent big days

LEAVE ROOM

Plan as far ahead as you can, then leave some room for the Holy Spirit.

Team notes

Dates to add, ideas for next year and lessons from this one.

NEED A CREATIVE TEAM?

You plan the year. We'll help design it.



Let's make it easier

Enduo Media is a subscription creative team for churches. Sermon series, seasonal looks, holiday packs, Canva templates, invite cards, booklets, logos and websites.

We plan ahead with the churches we serve, so Easter and Christmas are ready long before the rush.

Ready for a calmer year?

See our graphics plans at enduo.media, or tell us about your church's year. We'd be honored to serve you. Reach out at contact@enduo.media for a quote.

More free resources for your church

Scan the code or visit enduo.media for our free 2027 church planning calendar, 2027 liturgical calendar, church plant launch checklist, Church Social Media Guide, Church Photography Guide and free social graphics.

Lead a church communications community or have something we should add? We'd love to hear from you at contact@enduo.media.



Photos from Unsplash by Estée Janssens, Nathan Dumlao, Patrick Perkins, Tim Umphreys, Maxim Ilyahov, CoWomen, Fiona Murray-deGraaff, Kelly Sikkema, Claudia Raya and Erika Giraud. Plan Your Ministry Year, Version 1.0 · 2026. © 2026 Enduo Media. All rights reserved. You're welcome to print this guide and share it with your team and other churches, free. Please don't sell it, remove or cover our logo, add your own branding, or republish it as your own.

Dates are for 2027 and lead times are typical ranges, not guarantees. Confirm holidays for your country and timelines with your own designers and vendors.

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