

## Lent: The Perfect Time to Strengthen Invitation

Ok, so maybe Lent isn't the *best* season to invite new people to church, but it is the perfect time to start planning how your community of faith is going to strengthen your invitation for Easter. Lent is the season when we prepare our hearts and minds – and our churches – to receive and proclaim the good news of resurrection and God's promise of healing for a hurting world.

In the Easter story, those who bear witness to Christ's resurrection are sent to share this good news with others and invite them to encounter the risen Christ for themselves. That call still resonates for us, today. Yet, as my colleague, Scott Reynolds wrote in his recent worship blog: *Our church matters to us deeply, but we sometimes have a hard time naming how God has been present in our lives through the ministry of our church. That's especially true when we're in conversation with our friends and neighbours who don't already attend.* ([Make This Easter a Time of Invitation in Your Community of Faith | The United Church of Canada](#))

The Growth Department has created a resource to help congregations speak more confidently about their church and their faith. It offers tips and practical suggestions for developing an Easter invitation plan that engages your whole community of faith. The *Plan to Strengthen Invitation This Easter* can be found on the [Easter Sunday worship page](#), under Related Material, or by following this link: [Easter Invitation Plan](#).

If you would like support to implement the suggestions in this guide or to grow your congregation's capacity to share faith and build community with your neighbours, get in touch with me and let's set up a conversation.

Have a blessed Lenten season!

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