

Lent is the 40-day period (excluding Sundays) prior to [Easter](#) Sunday beginning on Ash Wednesday. During this season of the church, Christians follow a variety of disciplines - fasting, prayer, reflection and penance. The exact date Lent starts can vary each year because it is based on the date of Easter, which is a 'movable' feast. The color purple used by many churches to signify the season.

The name for this season is derived from the Old English word '*lencte*' or '*lencten*' - the word for 'spring' or 'long' (as in the days are getting longer).

[#ChSocM wiki page for Lent](#) (only in the Internet Archive, now)

## Update Your Website for Lent

- Post special service times: Ash Wednesday, additional Lenten services, Holy Week, [Easter](#)
- Devotional resources from your congregation, denomination, or other organizations
- Provide ways to invite others to church on Easter - downloadable flyers and postcards, sharable content for social media

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Easter is one of the 'movable' observations of the Church - it is the "first Sunday after the full moon following the spring equinox". As one of the most-attended Sundays of the church year, Easter presents an opportunity for your church and your online channels to reach a lot of people. Easter is also the 'E' of 'CEO Christians'.

You will probably have no problem filling your church on Easter Sunday, and you're probably adding more services. People will have no problem finding a church service near them. That is, if they want to.

Is this really true? What are the attendance trends for your church on Easter? While they may be the most attended services each year, what is the Easter attendance trend over the past few years?

To make the most of your church website for Easter, here are some things to consider:

- Are your service times on your website correct for Easter? Not just for Sunday, but for the entire week leading up to Easter?
- Are your hours on your local listings (Google My Business, Bing, Yelp! Facebook) correct?
- Do you have a separate page on your website for Easter, not just a transient mention of Easter services?

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