

FROM THE CREATORS OF "GOD'S NOT DEAD"



PUREFLIX PRESENTS

DO YOU BELIEVE?

CAMPAIGN GUIDE

DO YOU BELIEVE?

COMPLETE CAMPAIGN GUIDE

INTRODUCTION

People are connected. Long before social media existed, social networking indicated to theorists that all people in the world are connected by six or fewer relationships. Commonly called “six degrees of separation,” there really might just be a way to tie everyone in the world together through six simple connections. Even without Stockard Channing, who starred in the film by said title, or Kevin Bacon, whose career is said to connect all of Hollywood through a mere six degrees, it just might be possible. Right?

Perhaps you’ve noticed these types of connections in your own life. Sometimes people encounter an “aha, six degrees” connection and refer to it as a representation of just how small the world is. **DO YOU BELIEVE?** is a film full of those connections. As you navigate the multiple plot lines woven together, you find a common thread. Life-change.

It’s the kind of life-change that comes from both faith in God and followership of Christ. You see, one without the other simply doesn’t work. True belief in God changes a person. **DO YOU BELIEVE?** depicts different versions of the dramatic effects in the lives of people changed by Jesus. What better way to depict the dramatic way that Christ changes a life than with the dramatic unfolding of a story through a popular medium like film.

The movie poses a powerful question. It’s explicit in the delivery of a line between two ministers and implicit in the lives of the characters in its application. The question? One also indicated by Jesus in Matthew 16:24 as a mark of true discipleship:

“DO YOU CARRY THE CROSS OF CHRIST?”

**“HANGING FROM THE MIRROR? IT’S JUST A PIECE OF WOOD.
BUT IN THE RIGHT CONTEXT? THAT CROSS HAS THE POWER
TO CHANGE SOMEONE’S LIFE.” — BOBBY**

DO YOU BELIEVE?

INTRODUCTION (CONT.)

Carrying Christ's cross is an indication of belief. Carrying Christ's cross is a willingness to die. Carrying Christ's cross sets a person apart. Carrying Christ's cross comes with a high cost. Carrying Christ's cross changes the life of the one bearing the burden for sure, but also the lives of others around him. Carrying Christ's cross changes the world.

This faith-based film campaign is an opportunity to evaluate the change wrought by Christ in your life and within your congregation. It's an opportunity to call people back to a life-changing belief in the cross of Jesus. It's an opportunity to ignite a movement that will change lives in your church and change the shape of your community regarding the truth of Jesus.

In **DO YOU BELIEVE?**, we meet a dozen different characters whose lives intersect with one another...and with Christ. You can't watch Pastor Matthew preach without hearing a clear message. You can't encounter Joe or Pretty Boy without knowing the power of Jesus to change lives. You don't see Bobby without witnessing the evidence of Christ in his life. You don't hear from Dr. Farrell without cringing at his stubborn and prideful disbelief. The characters in the story weave together as seamlessly as the rest of us. People whose lives are interconnected. When one life is changed by Jesus, the ripple effect is incredible.

A churchwide campaign based on this movie doesn't just pose the important questions, "Do you believe?" and "Do you carry the cross of Christ?" It calls people to answer.

The parts of this campaign kit initiative for your church include:

- Leadership Team Development
- Choosing Campaign Options
- Discipleship Focus
- Outreach Strategy
- Blended Approach
- Developing Targeted Ministry Events
- Social Media Marketing
- Useful Planning Timeline
- Testimony Workshop
- A Prayerful Approach

After Jesus explained taking up a cross, He asked another profound question. This one feels a bit more rhetorical and possibly even more prolific. "What will it benefit a man if he gains the whole world yet loses his life?" [Matthew 16:26] Sadly, the answer to that question is, "nothing." It's why faith in God and followership of Jesus is so important. It's really the only thing that matters. If we truly believe and desire to follow Him, we must pick up a cross and go wherever He leads. Nothing else matters.

WHY MOVIES IN MINISTRY?

Faith-based films are making an impact on our churches and our communities. Consider the impact of a film like **FIREPROOF** on marriages in your church. Aren't marriages worth preserving as a reflection of our covenant relationship with Christ? How about the impact of a film like **COURAGEOUS** on fathers? Isn't it time that men in our country stood up to lead and protect their families well? What about the moving story of **OCTOBER BABY** championing the rights of the unborn? What about the global phenomenon ignited by the movie **GOD'S NOT DEAD** and the arsenal of faith-confessions that followed? We are still feeling the effects of believers being willing to stand and profess faith in Jesus Christ after being motivated by that film. Why is that? Why do movies move us?

Movies tell stories and stories are central to the human experience. They can cause a viewer to laugh or cry or even be angered. They can motivate someone to change an aspect of their life or how they view the world. There is not a more moving story than that of Jesus Christ. His is a story still being told in the lives of the believers whose praise He inhabits. The truth of Jesus didn't end with ascension. We are living in the church age every bit as much as Paul or Stephen or James. The story of Christ's work in the world didn't end with scripture but rather with one giant "to be continued" as the prophecies of Revelation unfold and we move further toward Christ's return with each hour. Until then, believers are called to live out kingdom-oriented life change. When a movie beautifully paints a portrait of the life change wrought by Jesus, it's a picture worth seeing.

Bottom line: here's why faith-based movies matter.

Leveraging what is relevant culturally (movies) to expose what is relevant spiritually (faith in Christ) is an opportunity too good to be missed.

Unchurched people in your community might be hesitant to accept an invitation to church, but movie tickets are different. A theatrical release of a popular film can empower church members to invite friends and neighbors and also catalyze guests to actually accept. People are always searching, looking for something meaningful to accept and trust...something to believe. Believers in Jesus have the only thing worth standing on. Faith in Christ. Any opportunity to share that in a creative way is a worthwhile endeavor. That's why movies matter in ministry.

**“THERE ARE TEN MILLION PEOPLE HERE...WITH MORE
ARRIVING EVERY DAY. TEN MILLION SOULS. EACH OF THEM
SEARCHING FOR SOME SORT OF MEANING IN THEIR LIVES.
BUT HOW MANY OF THEM ACTUALLY FIND IT?” – MATTHEW**

DO YOU BELIEVE?

Don't miss the opportunity to see how God might move when His people pick up crosses. This campaign guide is designed to help you take the message of a movie and use it as a tool to adequately depict the message of hope offered only through a life changed by Christ. May God bless your ministry and your effort as you make much of Jesus in your church and in your community and ultimately the world!

DO YOU BELIEVE? CAMPAIGN OPTIONS

CHURCH ENGAGEMENT

You can employ the most expensive state of the art creative marketing strategy to grow your church, but if the people you already have in attendance don't own their faith and leverage opportunities within your church ministry for growth, nothing else will matter. The ambiguities about what members actually believe and the ways that they lack personal spiritual growth and conviction will magically undo any of your successful outreach efforts. People must grow in their faith. They must understand their beliefs. They must know it. They must own it. They must sacrificially represent the Jesus in whom they claim to believe. The church engagement applications for this film work to create a body of people who understand their beliefs and live them out in practical ways daily.

Benefits

- Unify your church body with a common purpose
- Strengthen believers and deepen their own personal walks
- Challenge leadership in a new direction
- Cast vision for church growth
- Start new ministries and small groups
- Recruit and equip leaders
- Prompt churchwide spiritual growth
- Promote overall church health

Important Tools

- Movie showing/theatrical release events
- Campaign sermon series
- Social media outlets
- Small group studies
- Testimony workshop

**“IT’S HARD FOR ME. PART OF ME WANTS TO...BUT EVERY
TIME I LOOK AROUND, I DON’T SEE MUCH TO
MAKE ME BELIEVE.” – SAMANTHA**

DO YOU BELIEVE?

COMMUNITY OUTREACH

Just before Easter, **DO YOU BELIEVE?** will hit theaters with its marketing strategy, star studded cast, and inspiring storyline. The opportunities to spark conversations with unchurched friends, neighbors, and coworkers surrounding a movie event should prove limitless, with the right church campaign. Equip participants to leverage the movie and their personal relationships for community outreach. Using movie showings as catalytic events and conversation guides as outreach opportunities can help your church reach out. One of the reasons unbelievers may be skeptical of faith is the way Christianity isn't lived out from their vantage point. Using the movie as a chance to admit we don't have it all figured out and that we're searching for God's very best plan for our lives might be just the level of vulnerability unbelievers need in order to be attracted to a life of faith. As part of the participation strategy for your church, believers will learn to leverage their relationships and testimonies. The opportunities for personal outreach are incredible.

Benefits

- Foster evangelism and church growth among church members
- Provide opportunities to share Christ with unbelievers and also those who have at one time or another walked away from church
- Mobilize your church to share testimonies of faith in Christ
- Set your church apart in the community as a place of high belief in God
- Fulfill the Great Commission, our highest call to make disciples
- Train up new disciples and build new leaders

Important Tools

- Church-wide theatrical-release events
- Evangelistic sermon series
- Post-movie conversation guides
- Evangelism training materials
- Invite cards
- Mass-mailer



COMPLETE CAMPAIGN

This option is for those churches that want to strengthen their congregation and reach the lost by maximizing a faith-based film's story in their church and community. This campaign is ideal for churches whose resources and leadership availability are extensive. It would be better to choose a one-sided campaign (Church Engagement or Community Outreach) and do that exceedingly well than to choose both and only achieve mediocrity. Please read through the benefits and strategy items below and see if the multipurpose campaign is right for you.

Benefits

- Foster evangelism and church growth
- Provide opportunities to share Christ
- Unify your body under a common purpose
- Strengthen believers and deepen their own personal walks
- Challenge leadership in a new direction
- Cast vision for church growth
- Promote overall church health
- Launch new ministries and small groups
- Facilitate spiritual growth for individuals, families, and various groups within the church

Important Tools

- Theatrical-release events
- Appropriate follow up events
- Evangelistic sermon series
- Testimony workshop
- Related small group Bible Study materials
- Evangelism training tools
- Invite cards
- Mass-mailer
- Ministry specific events

DO YOU BELIEVE? CAMPAIGN TEAM ROLES AND RESPONSIBILITIES

Most things in life or ministry worth doing are better done as a team. Jesus could have singlehandedly healed the sick, rallied the poor, and taught the masses. He chose to do it in the company of a team, companions who learned from Him while aiding in ministry. Before you engage your faith-based film campaign, it's essential to assemble just the right team and cast a unified vision. Consider each of the following roles and begin praying for God to reveal just the right person to tackle the task ahead.

Lead Pastor

The pastor's role is to cast a vision for the campaign to the team and to the church body. His work on the campaign is to support the Campaign Team Leader as he or she manages the schedule, communication, and workflow of the remaining team members. The sermon or series he preaches regarding the campaign are paramount to casting that unified church vision to the entire body. Enlist the senior pastor's support for the success of your faith-based film campaign.

DO YOU BELIEVE? CAMPAIGN TEAM ROLES AND RESPONSIBILITIES (CONT.)

Campaign Team Leader

The team leader's role is to set the schedule and guide each member of the team to successfully fulfill his or her role. This leader is responsible for the campaign budget and helping each team member secure volunteer groups and manage church wide communications. Other team members are to direct questions and funnel communication through the Campaign Team Leader.

“IT’S NOT ABOUT YOU...OR ME, FOR THAT MATTER. IT’S ABOUT OTHER PEOPLE WHO NEED HELP.” – J.D.

DO YOU BELIEVE?

Special Events Coordinator

A Special Events Coordinator will recruit a team of volunteers to pull off events related to the campaign. The events coordinator will work with all age/stage ministry leaders to design events and strategies to enhance ministries within the church.

Prayer Team Leader

The Prayer Team Leader will develop a volunteer prayer team to support the work of the campaign team. The prayer team will be responsible for sending out weekly prayer devotional resources and for managing prayer request channels for the group. They will provide ongoing support for the pastor and the Campaign Team Leader as they cast a vision and manage the team's operations. They will be available for general encouragement and specific prayer support for each team member.

Small Groups Coach

Offering additional opportunities for in depth Bible study as a part of your campaign will greatly enhance your efforts and maximize growth. Confidence to boldly share one's faith comes from a consistently growing faith. That level of growth is directly related to time spent in God's word with a healthy community of believers. Depending on your Bible study format, a Small Groups Coach will engage the congregation in one or both of the following two ways.

- 1. Sunday School Ministry.** The Small Groups Coach learns the Bible study material and trains leaders to use the curriculum in their classroom setting, whether with single adults, couples, gender specific groups, youth, young adult, college, or children.
- 2. Small Group Ministry.** If your church is already equipped with small groups, the coach will train leaders to use the Bible study curriculum in their specific setting. If the church does not have a small group Bible study format, the coach will enlist small-group leaders to launch groups in conjunction with the campaign. The coach will train and equip leaders and be responsible for churchwide communication and small group sign-ups.

Work with the Special Events Coordinator to plan and implement a banquet to conclude the Bible study. Prepare options for groups to do further study if they choose to stay in community with one another. Be familiar with other curriculum and Bible Study products that would suit each age level Bible Study or Small Group within your church. Visit www.lifeway.com for available resources.

DO YOU BELIEVE? CAMPAIGN TEAM ROLES AND RESPONSIBILITIES (CONT.)

Evangelism Coach

The nature of the movie regarding belief in Christ will naturally bend your campaign toward evangelism opportunities. Asking people to leverage their connections for the purpose of sharing Christ means also taking the necessary steps to help them share their faith. The role of the evangelism coach is to develop a team who will enact the testimony-training workshop. The purpose is to equip every believer in your congregation with the understanding of how to leverage their personal stories for an opportunity to share Jesus. The evangelism coach will work under the leadership of the campaign team leader and events coordinator to schedule, plan, and promote these specialized training events.

Communications Director

The Communications Director will oversee all aspects of churchwide and community communication. He or she will be responsible for all viral communication, including church website and all social media as well as all print communication (invite cards, mailers, printed programs, movie tickets) and campaign and event promotion. This leader and their team will be a resource for all other team members to effectively communicate dates, details, and campaign information to both the congregation and the surrounding community. The communications director will also maximize the use of social media wherever helpful for your group. It's largely free and incredibly impactful. View the social media section of this guide for ideas and support.



DO YOU BELIEVE? CAMPAIGN STRATEGY TIME LINE

If you have conducted a faith-based film church growth or outreach campaign before, you likely learned a great deal about what works best in your church context. Be sure to incorporate those gleanings into your campaign process. Whatever process you choose, know that the power of God is often found in the preparation as much as in the implementation.

Your campaign's success will be directly proportionate to how well you plan and follow up. In order to maximize your **DO YOU BELIEVE?** ministry campaign in your church and community, use the following timeline to structure your planning, your events, and your follow-up.

Before the Campaign

- Assemble your team
- Cast vision
- Begin praying daily
- Choose your strategy
- Plan your events and message series
- Set your budget. Include team meeting expenses, promotions, communications, events, and any curriculum
- Purchase promotional materials
- Customize additional mass-media options
- Continue event planning
- Launch small group planning
- Go viral (see the Social Media section of this campaign resource)
- Host an information session for your congregation or ministry team. In your initial meeting, take time to cast vision, share goals, and begin a congregational prayer movement using the Campaign Prayer Guide
- Develop a marketing plan for churchwide and community outreach, noting specific engagement dates beginning four weeks from the start of your campaign
- Four weeks in advance: engage churchwide communication using promotional materials and additional resources
- Three weeks in advance: engage in community event and sermon series marketing using your campaign kit
- Two weeks in advance: construct signs and crosses along with other materials for your cross walk event day
- Finalize all event and sermon series planning

During the Campaign

- Continue praying for the campaign, its leaders, and those individuals who are attending different activities
- Keep morale high by recasting the vision and offering regular progress reports
- Continue to finalize details and promote upcoming events
- Update social media outlets regularly
- Implement your campaign sermon series, small group options, and ministry mobilization ideas
- Undergird and encourage any team members who may struggle with their responsibilities
- Keep following your marketing plan and meet all dates and deadlines for church wide and community communication about events, sermon series, and campaign opportunities
- Take notes to evaluate your faith-based film campaign and to use for future churchwide efforts

DO YOU BELIEVE? CAMPAIGN STRATEGY TIME LINE (CONT.)

After the Campaign

- Meet with your core leadership team to finalize campaign efforts. Use the opportunity to recognize their hard work and to thank everyone for their tremendous service
- Follow up with any decisions made
- Use the data collected at your movie event to continue the outreach conversation in your community
- Involve the team in evaluating the campaign
- Send thank you letters to your pastor, theater managers, and campaign team members
- Meet with your pastor and senior leadership to plan for the future

CREATIVE EVENT IDEAS

DO YOU BELIEVE? will have only one theatrical run. How long the movie remains in theaters is not a limit to its overall effectiveness. For years to come, DVD product sales will enable churches to maximize the effectiveness of this faith-based film for ministry impact. Whether your **DO YOU BELIEVE?** campaign runs congruently with the film's theatrical release or during a subsequent ministry emphasis, you can use the following event ideas to conduct your campaign.

Movie Event

For a theatrical release movie event, consider renting a theater for one or more showings and inviting your congregation or ministry participants to attend. Encourage them to invite friends, neighbors, and coworkers. The weeks prior to your event, coach them on ways to leverage conversations about faith in Christ to enlist participation in your film event.

If it's within your church budget and the theater is agreeable, purchase an entire showing and make the movie available for free to your church and guests. This makes the event a great servanthood evangelism opportunity. Show the community that your church is about giving and not taking. Break down the wall people might have with the idea of church by illustrating God's love in a practical way. Many theaters might negotiate a discount for reserving an entire showing if you choose a non-peak time or smaller-seated theater. Theaters might allow you to purchase it at a significant discount based on projected ticket sales for a particular theater's seating capacity. Check with local and district managers for details and reservations.

To maximize movie event effectiveness, follow the social media plan provided. At the start of your event, consider distributing a movie survey to connect with attendees and also gather data for future faith-based film events in your community. Collect the following information:

- Name
- Household information (age range of parents and ages of kids)
- Number of movies they see in theaters per month
- Number of movies they rent or stream per month
- Level of faith in Christ (Examples include: Committed to another religion or faith journey; Seeking answers to questions of faith; Exploring Christianity; New believer; Struggling with faith; Committed Christ follower; Other)
- Reaction to the film (consider providing a scale from 1-10 with appropriate ratings)
- Which character did you most relate to? Why?
- Did the film's content cause you to evaluate any element of your faith? If yes, what element?

DO YOU BELIEVE? CAMPAIGN STRATEGY TIME LINE (CONT.)

If the time frame of available showings allows, consider the option of closing your theater event in a prayer time. Your pastor or campaign director could close the film with a simple evangelistic testimony and invitational prayer time. If that is the case, be sure to staff the room with encouragers trained to support those who would like to place their faith in Christ for salvation and/or return to Him in an attitude of repentance and surrender. Be certain to record any decisions and enact a follow up plan for discipleship and church membership. Paramount to any faith-based decision at an evangelistic event is the connection to a local body of believers so that faith can be nurtured and grown.

**“SEE THE CROSS IS BLOOD-STAINED AND PAINFUL. IT
CONFRONTS...TAUNTS...THREATENS. IT LOVES...FORGIVES...
AND DEMANDS. WHAT DOES IT DEMAND? THAT WE PROFESS
IT TO THIS DARK WORLD.” – MALACHI**

DO YOU BELIEVE?

Churchwide Cross Walk

What would happen in your community if a group of people took Christ literally and actually carried crosses and walked through town? The purpose of this event is a community wide illustration of Matthew 16:24. You are going to carry a cross.

Contact the appropriate city governance board and request a route through town to conduct a Cross Walk. Fees may be associated with closing streets and providing traffic officer support. You'll also need someone in your church to construct a wooden cross heavy enough to be a burden but also manageable enough to physically carry by various members of your congregation.

The route should be planned to encompass a 10-minute walk for each participant. If you have 12 participants, your event will take approximately 2 hours. On average, a normal person can walk a mile in 18 minutes. Carrying a cross, an average person will likely cover half a mile during their 10-minute journey. So plan to cover approximately 3 miles each hour. If you have more than 10-12 participants to carry a cross, consider providing multiple crosses so that more people may participate. The more crosses, the stronger the impact. At each 10-minute mark, the cross is passed from one participant to the next, as in a relay.

Other participants can line the streets and hold Bible verses, pray, reflect, and support those who are taking the cross walk. When asked why, participants can be prepared to talk about the life changing relationship they have with Jesus because they believe. (See testimony workshop experience.)

**“YOU’RE TELLING ME YOU’RE DOING ALL OF THIS—
TURNING OUR WHOLE LIFE UPSIDE DOWN—BECAUSE
OF A SERMON?”— TERI**

DO YOU BELIEVE?

DO YOU BELIEVE? CAMPAIGN STRATEGY TIME LINE (CONT.)

I Believe Workshop

Every believer in Jesus Christ possesses a unique testimony of how the Holy Spirit called them to Jesus. Perhaps it was a childhood decision or a surrendering of the will later in life. In any case, regardless of the circumstance, every story of faith is a beautiful picture of God’s love, Christ’s sacrifice, and the Holy Spirit’s work in the lives of sinful people to build the church.

Every believer has such a story, but sadly may not know how to tell it. Create a workshop for the development of the personal testimony. Use the guide provided in this campaign kit as a tool for teaching participants how to craft and share their personal testimony. More than a salvation story, believers have countless testimonies of God’s power and provision. These stories are connection points between others and us in the world, begging to be told whenever a relatable affinity is forged. Leveraging those stories is one way we worship God, encourage brothers and sisters in faith, and reach unbelievers.

Your “I Believe” workshop is an opportunity to train participants how to share their belief. Consider what evening options fit best in your community and hold your event. Consider all of the potential barriers to attendance. Childcare. Meal times. Bed times. Work commutes and rush hour. Work to eliminate as many of those barriers as possible through scheduling and even providing simultaneous children’s programming or childcare along with a meal or snacks. In any event, it’s important to predict issues and eliminate them so they don’t translate into reasons people can’t or won’t participate in opportunities for healthy growth.

DO YOU BELIEVE? CAMPAIGN STRATEGY TIME LINE (CONT.)

Small Group Study

As a believer in Jesus, what do you believe? What are the essentials of faith that must be held in common among all true believers and what are the non-essentials around which there is room for humble disagreement? Owning one's faith to the point of being able to defend one's belief is referred to as Christian apologetics. A small group study purposing the expansion of one's understanding of faith is in order.

Consider using **DO YOU BELIEVE?** as a launch pad for beginning discovery studies to solidify the beliefs of believers in your church. The kingdom-minded mission of your church can only be enhanced as more people grow in the knowledge of their beliefs.

Possible book/Bible studies include:

- *Christian Apologetics* by Norman L. Geisler
- *Apologetics for a New Generation* by Sean McDowell
- *Believing God* by Beth Moore
- *Own It: Leaving Behind a Borrowed Faith* by Michael and Hayley DiMarco

If you are looking for a simple book study from scripture, start with Colossians. What better way to improve one's belief in God than with Christ. If nothing else, Colossians paints a picture of Christ's supremacy that will challenge and shape any believer in Jesus.

I Believe Workshop Guide

Depending on the number of participants you have in your testimony workshop, there are a number of unique ways this experience could be set up. Choose the format that serves your context best.

1. Churchwide: You may elect to have your entire church participate in the experience. You can utilize your pastor and his sermon time for the exercise. You may also choose to train your Sunday school teachers or small group leaders to facilitate the experience within their groups. Your evangelism coach can facilitate training leaders who will then train the remainder of the people. In either of these 30-minute to one hour settings, leaders [or your pastor] will walk people through the guide and then release them to complete the story portion as homework.

2. Call Driven: You may elect to offer the program during a separate time slot and see only those in your congregation who feel specifically called or led to come and participate. In this case, your evangelism coach can facilitate the experience in its entirety. Setting up this experience will allow a two-hour time frame where leaders can complete the work in the context of the class. In this setting, you can divide the crowd into smaller groups or pairs and call them to share as they journal. This makes the experience collaborative and facilitates fellowship within the body.

Workshop Outline

Opening: There is no more powerful medium for communication than story. The story of God's gospel is the power to change lives. Your story of how God has changed you can carry a similar effectiveness to motivate someone else to know Christ. Your story is uniquely yours. It is part of God's specific grace in your life. It is one of the greatest tools in your tackle box to make an impact in the world for Jesus.

Components: Through the course of the experience, participants should take notes about their life that will afford them nuggets and reminders of Christ moments in their life. Facilitate the following questions for participants to journal through. These answers will become the threads with which their story is told. Create a handout for participants to use in their workshop. The handout should include the following questions with plenty of room to journal thoughts and ideas.

BUILDING YOUR TESTIMONY

The following questions will aid you in building your testimony. This is a statement of how you believed and why you placed faith in Jesus. It also communicates the blessings of knowing and following Him as a committed believer.

QUESTIONS FOR JOURNALING:

1. Who was instrumental in pointing you to Christ? How so?
2. What circumstances did you have in your life that allowed you to see and hear the gospel?
3. How did you hear the gospel good news of Jesus?
4. How did you know you needed Christ?
5. When did you discover what sin was and notice its effects in your life?
6. How did you come to realize you needed God's forgiveness?
7. Where were you when you trusted Christ for salvation?
8. Who was with you? What role did each play?
9. How did you put your faith in Christ?
10. What did you think or feel when you became a Christian?
11. What challenges have come in your life since you became a Christian?
12. What loss have you experienced since trusting Jesus?
13. In what ways can you sense and feel God's presence?
14. What spiritual disciplines help you grow?
15. How does church involvement aid in your growth?
16. What blessings have come from your relationship with God through Jesus?
17. In what ways have you discovered your unique gifts for His service?
18. How do you serve the body?
19. How do you sense and hear God's voice of leadership in your life?
20. What specific problems or challenges faced by an unbeliever can you relate to and speak Christ's encouragement through (loss of job, miscarriage, illness, depression, relocation, etc.)?



SOCIAL MEDIA IDEAS

Never underestimate the prominence of social media in today's culture or miss the chance to leverage it's outlet for campaign communication. Use the following ideas to strengthen your campaign with all age groups through various social media outlets.

FACEBOOK

If you don't currently have a **Facebook** page dedicated to the ministry of your church, consider creating one. It's difficult to find anyone in any sphere of culture these days without a Facebook page or at least basic knowledge of it's usage. Facebook currently boasts over 1.2 billion users.

With a population of just over 300 million, the United States is full of Facebook users possibly waiting to connect with churches which utilize the media well. Your Facebook page can be used to post content and information helpful for an unchurched person to know about your church culture before attending. Your Facebook page will also allow you flexibility in keeping content current. While websites can be much more difficult and specialized to update content, your Facebook feed can easily represent the most current announcements, sermon series, and event details you have.

Once you have a page, go to **facebook.com/doyoubelievmovie** and "like" the **DO YOU BELIEVE?** page. From there, you can view the movie trailer, link to the official website, stay up-to-date on movie release information, and interact with the cast and writers.

Next, create events for any of your calendared campaign items. It allows everyone you invite to R.S.V.P. and easily share the event and invite others. The more buzz you can create, the more people have the opportunity to attend.

Facebook will also allow you to create secret or invite-only pages. Ministry team leaders can set schedules, share important information, and even offer encouragement and support.

Finally, use your own status or the wall of your church/ministry page to share information about film. Drum up as much awareness and support as you can for the movie. The more success each faith-based film attains, the greater the chance we have of seeing more movies like **DO YOU BELIEVE?** on big screens worldwide. Encourage other social media savvy participants or even those who are brand new to the world of Facebook to make your church wide campaign events their daily statuses and to continue to share about the film during your campaign.

SOCIAL MEDIA IDEAS (CONT.)

TWITTER

If you don't currently have a **Twitter** account for your church, consider creating one. In just 140 characters, you have the same options to post pictures, share content, and make announcements as you do on Facebook. You can even link the two accounts to a smart device for easy posting using any number of simple applications designed to connect your social media outlets.

From your own account or the church feed if you have one, go online to **twitter.com/dybmovie** and "follow" the film. Next, begin using your Twitter page(s) to create buzz around your Facebook events and announcements. Share them via strategically placed tweets. Use Twitter to inspire people and then invite them to join you.

Second, use the 140-character max to circulate the simple reasons for the campaign. As a follower of Jesus, we have just one mission and that is to make disciples. The world we live in today communicates in byte-sized bits. If you were a missionary in Ecuador, you would speak Spanish. To effectively engage culture where you are, you have to speak "tweet." It's not reducing the quality of the content, just the quantity of characters you use to transmit it. It will force you to really evaluate your vision and streamline your message.

Consider the implications of live-tweeting your campaign movie event. This social media enhancement will only work under a few conditions. First, the movie viewing has to be a church exclusive. That doesn't mean you can't have as many first time guests as you can garnish. It just means that normal box office ticket holders have the right to see the film in a room sans smart phones. If it is your event and you set up the fun with everyone present, tweet away and encourage them to do the same.

Finally, plan and promote your "Live Tweet" movie event. To do your "Live Tweet" movie event, strategically place a few tweeters in the room that saw a previous showing. Instruct them to tweet questions, thoughts, and ideas throughout the film based on different scenes. Give them the list of scriptures and challenge them to find ways to work each passage into one of their live tweets.

Encourage all those present to find ways to quietly converse during the film via Twitter their thoughts and responses to the film. Use a hashtag like **#yourchurchname** or **#youreventname** or simply **#DoYouBelieve** to create Tweet categories and garnish even more Twitter chatter about your church and the campaign.

SOCIAL MEDIA IDEAS (CONT.)

HOOTSUITE

Hootsuite is a platform that can be used to manage all of your social media outlets from one spot. Download the app and link Facebook, Twitter, and Instagram to the platform for maximum campaign promotion benefit. Unique benefits include:

- Viewing multiple streams in one place
- Scheduling posts in advance
- View basic analytic reports to monitor the effectiveness of your media (paid versions of Hootsuite provide more detailed reports but are largely unnecessary for local church ministry purposes)
- Connectivity to your blog allowing you to update statuses each time your scheduled blogs go live

With any tool, it can manage you or manage your work. There is a difference. If it helps manage your work, it's useful. If it begins to manage you, then the demands probably outweigh the benefits. A free trial can't hurt. You likely have someone in your congregation already using the platform to manage personal media or even business promotion. Reach out to that someone and invite them to speak into your social media management process.

VINE & YOUTUBE

YouTube had the foresight to become more than just a video sharing platform but a social media entity with people connecting over videos via "likes" and comment feeds. YouTube videos that garnish millions of views are said to have gone viral. The social and cultural influences at that point are staggering. Your goal shouldn't be to go viral but to be effective. Schedule a video shoot where participants in your campaign step in front of a confessional camera to share their belief in God. Link the videos to your other social media platforms creating a sort of "creedal" confession of faith with statements like:

- I believe in one, Holy, creator God
- I believe that Jesus Christ is His perfect son
- I believe that Jesus Christ suffered a cruel death on a cross as payment for the sin of mankind
- I believe that forgiveness is the key to salvation and that forgiveness is God's free gift to us in Christ
- I believe in the power of the Holy Spirit of God to draw us to God and correct us when we're wrong
- I believe that God has called me to live a holy, sacrificial life following Jesus

Vine is a social media app that allows you to create and post looping videos. Using Vine to create your creedal confession videos will offer a modern, pop-cultural touch. The benefit to such a format is that it requires only a smart device with the app and realistically no editing or filming ability at all. Once participants make "I Believe!" Vines, you can easily catalog and share those videos through any of your social media platforms as a way to promote your campaign.

SOCIAL MEDIA IDEAS (CONT.)

INSTAGRAM

Instagram is a photo-sharing application that integrates easily into Facebook and Twitter. It's also available as an add-on for Hootsuite.

On your own Instagram page, plan to take photos of people who attend your campaign events. Using the hashtag **#DoYouBelieve**, you can easily highlight the event. Encourage church members to share the photos with one another and tag each other's Facebook profiles in their pictures. Ask them to make it their profile picture for the duration of the campaign. Ask them to be willing and prepared to share with anyone who asks or comments the purpose of the pictures and the purpose of the church events. The greater the energy surrounding participation, the greater the event's success.

Another "Instagrammable" idea for the campaign is the video feature. Have participants post an "I Believe!" video, similar to the plan listed in this content regarding Vine and YouTube. Using the same church-wide hashtag allows you to assemble each video or picture post in the same page and even stream them from your church website.



DO YOU BELIEVE? CAMPAIGN TEAM PRAYER GUIDE

“THIS CROSS IS GONNA COST YOU.” – ANDREA

DO YOU BELIEVE?

Martin Luther is noted as saying, “To be a Christian without prayer is no more possible than to be alive without breathing.”

You can rest on the confidence of your own talent or abilities regarding the effectiveness of your campaign. You can strategize based solely on the knowledge and experience of your leadership team. However, in both respects, your campaign will accomplish only earthly goals. If reaching people for Christ and growing them in faith are even part of your desire, this campaign effort must begin in prayer and be bathed in communion with God through its entirety.

Use the following prayer guide as a resource throughout your campaign season for your leadership team. Use the prayer prompts and scripture verses as ways to pray for God’s power and the movement of the Holy Spirit in your community and your church.

There is no more powerful medium for prayer than the Word of God. This prayer guide challenges you to pray through scripture and faithfully expect the promises of God to be fulfilled. Praying scripture aligns your heart with God’s heart because you are filling your mind with the His Word. These passages have been selected because of their connection to the theme of the film and the opportunities they present to pray for God to move in the hearts of your people.

Campaign prayer team leader: Feel free to add your own passages based on specific requests for your congregation and your community. As God directs your campaign vision, so goes the movement of the campaign prayer team.

CAMPAIGN MEMORY VERSE

Woven through the fabric of the film's narrative is an understanding of just what Jesus meant when He instructed disciples to take up their own crosses. Woven through the fabric of your campaign should be that same objective. What better way to ensure that than to select Christ's words as a committed scripture memory for your team and your congregation. Hide this word deeply in your hearts and keep it fresh on your lips and communication outlets during your campaign.

Matthew 6:24 (HCSB)

Then Jesus said to His disciples, "If anyone wants to come with Me, he must deny himself, take up his cross, and follow Me."

Pray for salvation

Romans 10:9-10

If you confess with your mouth, "Jesus is Lord," and believe in your heart that God raised Him from the dead, you will be saved. One believes with the heart, resulting in righteousness, and one confesses with the mouth, resulting in salvation.

Romans 3:23

God's righteousness through faith in Jesus Christ, to all who believe, since there is no distinction.

John 14:6

Jesus told him, "I am the way, the truth, and the life. No one comes to the Father except through Me."

Ephesians 2:8-9

For you are saved by grace through faith, and this is not from yourselves; it is God's gift— not from works, so that no one can boast.

Galatians 3:22

But the Scripture has imprisoned everything under sin's power, so that the promise by faith in Jesus Christ might be given to those who believe.

Ephesians 1:13

When you heard the message of truth, the gospel of your salvation, and when you believed in Him, you were also sealed with the promised Holy Spirit.

Salvation is God's gracious gift to sinners. It's the start of a redeemed, covenant relationship with God only through the forgiveness afforded by Christ's death and resurrection. It isn't our confession or our baptism or even our doctrine that connects us to Christ. It's belief in Him through the gift of faith. Your campaign experience can and should involve opportunities for people to hear the word of God. His word is transformational. Based on the nature of this particular plot, it should also involve opportunities for believers to be equipped to share God's Gospel and their own story of transformation. Pray that both will be shared and received, not only in the context of corporate worship gatherings but especially in the context of interpersonal relationships.

Pray for God's favor

Psalm 23:5-6

You prepare a table before me in the presence of my enemies;
You anoint my head with oil; my cup overflows. Only goodness and faithful love will pursue me all the days of my life, and I will dwell in the house of the Lord as long as I live.

2 Corinthians 9:8

And God is able to make every grace overflow to you, so that in every way, always having everything you need, you may excel in every good work.

Psalm 90:17

Let the favor of the Lord our God be on us; establish for us the work of our hands—establish the work of our hands!

Hebrews 4:16

Therefore let us approach the throne of grace with boldness, so that we may receive mercy and find grace to help us at the proper time.

Matthew 7:11

If you then, who are evil, know how to give good gifts to your children, how much more will your Father in heaven give good things to those who ask Him!

Psalm 30:5

For His anger lasts only a moment, but His favor, a lifetime. Weeping may spend the night, but there is joy in the morning.

John 1:16-17

Indeed, we have all received grace after grace from His fullness, for the law was given through Moses, grace and truth came through Jesus Christ.

The favor of God is synonymous with salvation from God. Both are part of His plan of grace. While the Lord responds to obedience, His hand of blessing isn't based on behavior. Like a loving father who loves to give good gifts to his children, your Holy Father desires to bless your efforts to honor Him in ministry. Your campaign will be nothing more than a really great effort without the power and presence and blessed favor of God. Have you ever considered that God might be honored simply by your asking? Have you ever considered that simply asking indicates something very important? Dependence. Trusting God and needing Him is an act of faith and trust, which means its worship. We glorify God when we ascribe worth to Him. We glorify God when we recognize our overwhelming need for Him. Ask for blessings. Ask for favor. Ask for power.

Pray for renewed commitment to Christ

Psalms 143:10

Teach me to do Your will, for You are my God. May Your gracious Spirit lead me on level ground.

Hebrews 12:1

Therefore, since we also have such a large cloud of witnesses surrounding us, let us lay aside every weight and the sin that so easily ensnares us. Let us run with endurance the race that lies before us.

1 Kings 8:61

“Let your heart be completely devoted to the Lord our God to walk in His statutes and to keep His commands, as it is today.”

2 Chronicles 15:12

Then they entered into a covenant to seek the Lord God of their ancestors with all their mind and all their heart.

Jeremiah 29:12-14a

You will call to Me and come and pray to Me, and I will listen to you. You will seek Me and find Me when you search for Me with all your heart. I will be found by you”—this is the Lord’s declaration.

Hebrews 10:22

Let us draw near with a true heart in full assurance of faith, our hearts sprinkled clean from an evil conscience and our bodies washed in pure water.

Zechariah 1:3

“So tell the people: This is what the Lord of Hosts says: Return to Me”—this is the declaration of the Lord of Hosts—“and I will return to you, says the Lord of Hosts.”

Romans 12:2

Do not be conformed to this age, but be transformed by the renewing of your mind, so that you may discern what is the good, pleasing, and perfect will of God.

James 1:18-19, 26

But someone will say, “You have faith, and I have works.” Show me your faith without works, and I will show you faith from my works. You believe that God is one; you do well. The demons also believe—and they shudder. For just as the body without the spirit is dead, so also faith without works is dead.

Watching **DO YOU BELIEVE?** as a believer in Jesus Christ warrants one answer. But then another question is asked. If you believe, what good is your belief? True belief in Christ changes a person, constantly and continually. Belief in God must manifest expressions of faith in God. That is carrying a cross. Sadly for most believers in Jesus, moments of spiritual apathy can turn into seasons of spiritual dryness. God’s desire is not to hide or remove His presence from people. Even in moments when that occurred in scripture, the goal was redemption and renewal. His hope is that His people will love Him and seek Him. Your campaign effort can result in salvation. It can also result in the renewed commitment of your participants who are already believers to seek God with all their hearts. It can result in believers who take up crosses and follow Jesus toward sacrifice and service and total life change. Pray for that. Aim toward that. Model that. Expect that. Then watch God work and draw people to Himself.

Pray for church growth

1 Corinthians 3:6-7

I planted, Apollos watered, but God gave the growth. So then neither the one who plants nor the one who waters is anything, but only God who gives the growth.

2 Peter 3:18

But grow in the grace and knowledge of our Lord and Savior Jesus Christ. To Him be the glory both now and to the day of eternity. Amen.

2 Peter 1:5-8

For this very reason, make every effort to supplement your faith with goodness, goodness with knowledge, knowledge with self-control, self-control with endurance, endurance with godliness, godliness with brotherly affection, and brotherly affection with love. For if these qualities are yours and are increasing, they will keep you from being useless or unfruitful in the knowledge of our Lord Jesus Christ.

Ephesians 4:11-13

And He personally gave some to be apostles, some prophets, some evangelists, some pastors and teachers, for the training of the saints in the work of ministry, to build up the body of Christ, until we all reach unity in the faith and in the knowledge of God's Son, growing into a mature man with a stature measured by Christ's fullness.

Philippians 1:6

I am sure of this, that He who started a good work in you will carry it on to completion until the day of Christ Jesus.

Romans 8:29

For those He foreknew He also predestined to be conformed to the image of His Son, so that He would be the firstborn among many brothers.

Acts 2:41-47

So those who accepted his message were baptized, and that day about 3,000 people were added to them. And they devoted themselves to the apostles' teaching, to the fellowship, to the breaking of bread, and to the prayers. Then fear came over everyone, and many wonders and signs were being performed through the apostles. Now all the believers were together and held all things in common. They sold their possessions and property and distributed the proceeds to all, as anyone had a need. Every day they devoted themselves to meeting together in the temple complex, and broke bread from house to house. They ate their food with a joyful and humble attitude, praising God and having favor with all the people. And every day the Lord added to them those who were being saved.

God's design for believers is a life that mirrors Christ. The name Christian literally conjures up the meaning "little Christ." How much would your church be changed if that were true of every member? How much would your community be changed if that were true of an entire local church? When believers submit to Christ's authority in their lives, growth is the outcome. When believers take up crosses, sacrifice is certain. But as in Christ, sacrifice leads to growth. Pray for growth. Expectantly wait for God to grant growth. Know that it may involve pain and change. Growth isn't always easy, but it is always worth it. May God revolutionize your church by growing each and every believer in his or her faith.

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DO YOU BELIEVE?

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THIS FILM IS NOT YET RATED

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