

RUSS TAFF

I STILL BELIEVE



CAMPAIGN GUIDE

I Still Believe CAMPAIGN GUIDE

Shame was his prison...Love set him free.

WHY MOVIES IN MINISTRY?

“Every human being is of great significance to God, but those whom God has drawn to believe in him are center stage in a drama of cosmic proportions.” — John Eldredge

It is our prayer that *I Still Believe* gives your church or ministry the opportunity to extend the love of Christ to those who may be enslaved in an addiction and feel completely unlovable—and reveal the hope they have in Jesus. The resources in this Campaign Guide will walk you along the steps to have maximum impact in your community. The inspiring story of the film, combined with the power of the Holy Spirit, will provide the catalyst that leads to life transformation.

Life doesn't exist as a list of propositions, rather it is a series of dramatic scenes full of unexpected twists and turns. As Eugene Peterson said, *“We live in narrative, we live in story. Existence has a story shape to it. We have a beginning and an end, we have a plot, we have characters.”* Simply put, story is the language of the heart. When God speaks about our innermost being, He's referring to that place where the mental, emotional, and spiritual all collide to become our soul. And our souls do not speak the language of mathematical formulas or propositional truths of theology, they speak in the the the scenes and emotions of story.

How excited are you to read a textbook on trigonometry? How about to go see a movie you've been waiting to release? Why is our enthusiasm so different? Because movies share the language of our heart.

There's a reason Jesus told parables during His ministry on earth. Stories capture our imaginations, engage our emotions, and plant themselves permanently in our hearts and minds. Film harnesses the power of story, sight, and sound to reach people that other ministry resources may not. Because sometimes talking just isn't enough. Sometimes we need to see and hear and walk in someone else's shoes to find our eyes opened and our hearts shifted to new understanding. Movies can take us on that journey. When harnessed for redemptive purposes, they can movies guide us through their stories to point to God's ultimate story.

If the telling of a story can evoke a reaction, that's one thing. However, if the reaction leads to transformation, that is an entirely different level. So, when the question is asked, “why movies matter in ministry?”, there lies the answer. Ministry means life change. Stories both promote life change and provide evidence of it. Movies matter because they can creatively tell stories that do just that, prompt life-changing responses from viewers.

Welcome to the power of story. The following pages of the *I Still Believe* Campaign Guide will walk you step-by-step through the process of **Planning**, **Promoting**, and **Following Up** on this event. You have chosen to take your church and community on a journey toward the healing power of God's love. For some it will be an impactful reminder or an opportunity to serve in an exciting new way—for others, it will be a first-time, life-changing encounter.

“I have told you these things, so that in me you may have peace. In this world you will have trouble. But take heart! I have overcome the world.”

— John 16:33

About RUSS TAFF: I STILL BELIEVE

And his name will be the hope of all the world. — Matthew 12:21

Audiences know Christian music legend Russ Taff, who's four decade career topped the charts and garnered him 6 Grammy Awards and 18 Dove Awards. But in the powerful new film *I Still Believe*, award-winning director Rick Altizer trace's Russ' story from a childhood filled with abuse, to Christian music's #1 male vocalist, to living a secret life as an alcoholic. Russ' story reveals how the redeeming power of the Gospel can change hearts, save lives, and hold a marriage together through the unimaginable obstacles of abuse, anger, shame, and addiction.

For the first time, Russ candidly discusses his inner battle. Unable to overcome his shame for many years, he turned to alcohol for relief (Maybe better to say escape?) - distancing his family, threatening his career, and jeopardizing his life. In *I Still Believe*, the singer candidly reveals how a tumultuous past fueled his own addiction and how he embraced the ultimate healing through the power of Christ's love and forgiveness.

Rarely do you see a "superstar" willing to be this vulnerable and real. Russ spent his career in hiding, but now he is completely unashamed to show his scars. While the movie has Russ's name in the title, he is quick to point out that the film is a story about Jesus, who pursues all of us with His redeeming love.

I Still Believe additionally shines a well deserved spotlight on Russ's wife of 42 years, Tori Taff. Her tough love, fervent prayers, and unfailing devotion helped her husband find freedom from his past, allow Christ to heal his deep hurts, and inspire Russ to develop a deeper relationship with his Creator.

Seeing firsthand the miracle of the restoration of Russ and Tori's marriage is faith-inspiring and hope-generating to anyone struggling in their relationships. It is also a reminder of the power of prayer, and how we should never give up hope on the people we love. (that last sentence might be super cheesy)

The film includes appearances from numerous legendary artists and entertainers whose careers were shaped and inspired by Russ's music and story, including: Amy Grant, *Mercy Me's* Bart Millard, Michael W. Smith, *Newsboys'* Michael Tait, Bill Gaither, and comedians Mark Lowry and Chonda Pierce. *I Still Believe* will speak to millions of believers who struggle with addiction, abuse, and shame, calling them to come out of their hiding and find freedom in Christ.

"The healing of shame takes place through the process of being known, through vulnerability in community."
— Curt Thompson

THE SHADOW OF SHAME

Those who look to him for help will be radiant with joy; no shadow of shame will darken their faces. – Psalm 34:5

Shame may be the heaviest and most relentless burden a person can carry throughout their life. Researcher Brené Brown writes that, at its core, shame “is the intensely painful feeling or experience of believing that we are flawed and therefore unworthy of love and belonging.” This emotion is utterly debilitating and yet it is a near universal experience. Our world is crawling with souls resigned to the belief that they are incapable of being loved. To compensate, the broken scramble to cover up their perceived flaws by engaging in a long list of broken behaviors, which lead to broken lives.

Shame, which has been dubbed “the swampland of the soul,” not only makes us feel utterly worthless, it also causes us to go undercover and hide the person we feel we’ve become. A deep, thick shadow of shame covers the lives of those who are caught in these broken behaviors. Yet in our darkest hours, God is with us, offering wholeness and healing and relentlessly pursuing us, even when we begin to lose hope. No matter how alone we might feel or how hard we try to hide, God is the Prince of Peace, the Light of the World, and the Hope of our Salvation.

Because of this, we can be confident that even in the midst of our desperation and the depth of our addiction, God is with us and will sustain us through any situation. This is why, as believers, we can find peace in a world searching for hope in the midst of loneliness, isolation, and pain.

This hope is a strong and trustworthy anchor for our souls. It leads us through the curtain into God’s inner sanctuary. — Hebrews 6:19

In Christ you have:

Hope... in the midst of darkness

Hope ... in the face of loss

Hope... that this world is not the end



HOPE IS AN ANCHOR FOR THE STORMS

“Darkness comes. In the middle of it, the future looks blank. The temptation to quit is huge. Don't. You are in good company... You will argue with yourself that there is no way forward. But with God, nothing is impossible. He has more ropes and ladders and tunnels out of pits than you can conceive. Wait. Pray without ceasing. Hope.” — John Piper

Offering people hope is one of the most important things you can do as a church, for hope is an anchor when you are caught in a storm. As you consider *I Still Believe* and how it can be a ministry tool for your church, be sure to look both inside and outside your walls. Looking inside, even those who are Christ followers can get swallowed up in the darkness of this present world and find themselves in the midst of an addiction. With this movie, you have an opportunity to provide a vivid and powerful reminder of the hope that is within them and to let this hope be a catalyst for recovery and wholeness. And for those outside, where disbelief runs strong, seeing the light of hope can be the very thing that propels them to take those first steps into faith and belief that Jesus really does love them and has a plan for their life.

Jesus spoke to the people once more and said, “I am the light of the world. If you follow me, you won't have to walk in darkness, because you will have the light that leads to life.” — John 8:12

“But I know, somehow, that only when it is dark enough can you see the stars.” — Martin Luther King, Jr.





Preparing for Your Movie Event: PLAN, PROMOTE and FOLLOW UP

PLAN

Think ahead. Recruit help. Accomplish significant goals. And make an eternal impact.

Establish a vision. Think BIG! What would you like to see God accomplish through *I Still Believe* in your church and community? How will you customize it to incorporate your church's mission, objectives, and values? Visual story has the power to open hearts and minds—and prepare them for powerful life change.

1. **Set an appropriate budget.** Consider if you will give tickets away to select groups as a ministry opportunity. Remember to include promotional costs.
2. **Get your leaders involved.** Provide an advance showing for leaders and volunteers to grow their compassion for this topic and commitment for the event. Brainstorm together to plan and promote your outreach. Equip and empower them to use *I Still Believe* as a way to reach their friends and neighbors.
3. **Target your audience.** Who in your community is most likely to relate to the film's themes? Who is most likely to attend? Consider the themes in *I Still Believe* and your various ministries. Keep in mind groups such as men, young adults, families, military families, and those prone to hiding or addictions.
4. **Partner with others.** Team up with other churches, ministries, and local organizations to maximize outreach and build community. Which ones around you are connected to marriage, trauma, and addictions and recovery? Build partnerships to plan and host, share costs, sponsor the event, and spread the word. Offer to distribute the groups' materials at the event.
5. **Purchase tickets in advance.** It's important to make sure you have tickets for everyone who plans to attend your event, so they get left out of the ministry opportunity. Most theaters will also provide a discount when you buy a group of 25 or more tickets. An alternative would be to buy-out a showing. Not only does this provide an opportunity for you to speak to the audience before and after the showing, you can also extend an invitation to visit your church and continue the journey of finding hope in Christ. And make sure to provide a clear connection to your church (i.e., have volunteers wear badges or shirts with your church's logo, or offer flyers that include your service times and directions to your campus).
6. **Don't do all the work yourself!** Share your vision with others and ask them to volunteer to help you make the event happen. Consider recruiting gifted people for the following positions:

Event Planner: A person who enjoys details and timelines, perhaps with a gift for administration, who will oversee the particulars of the event.

Networker: An outgoing people-person who will recruit volunteers, initiate partnerships with other organizations, and spearhead the congregation's effort to invite their friends and family.

Prayer Team: Several dedicated believers who will commit to pray that the event would touch lives and change hearts. Ask them to keep the planning team in their prayers as well.

Greeters: Warm, welcoming folks who enjoy meeting new people and have a good knowledge of your church and the purpose of showing *I Still Believe*. They should be positioned at the front of the theater and at the doors of the auditorium. Ask volunteers well in advance of the event to show respect for their time and to aid in planning. *Idea:* Consider showing *Unseen* to your volunteers before your event to help them catch the vision and allow them to focus on serving during the event itself.

7. **Create an agenda.** Give volunteers a timeline so they know what to expect. Include welcoming comments, announcements, pre-show entertainment and games, movie showing, closing comments, Q&A or discussion time, post-show activities, etc.
8. **Plan for follow-up.** *I Still Believe* will create opportunities for dialogue about important topics like depression, abuse, healing, forgiveness, addiction and recovery, and marriage. You can help attendees process their thoughts and observations in these ways and more:
 - Place an *I Still Believe* Discussion Guide on each chair before guests arrive, so they can have this as they view the film. These can be found on the Resources tab at RussTaffMovie.com.
 - Extend an invitation to a post-movie Q&A session hosted by your church. This session can be held the following day.
 - Offer discussion groups at the end of the showing to discuss themes from the movie using the *I Still Believe* Discussion Guide. You'll need a few group leaders to lead the groups. These can be held at restaurants and coffee shops located near the theater. If it isn't feasible to host these groups after the showing, offer groups to meet at your church within seven days.
9. **More ideas to get you going.**
 - Door prizes are a great way to encourage people to come to the event. They also help you collect contact information for visitor follow-up.
 - Invite local Christian ministries that focus on marriage counseling, addictions, and mental health to display and promote their ministry during the event in exchange for their participation and promotion.
 - Have resources available related to *I Still Believe* and the issues it might raise, for example counseling: Samson Society, 12 Step or other support groups, marriage reconciliation, etc.

Come to me, all you who are weary and burdened, and I will give you rest. — Matthew 11:28

PROMOTE

Creativity is the key to spreading the word and making a visible presence. Use the valuable resources at your fingertips.

1. **Start early!** Begin promoting three to four weeks before the event. Get the church on board. Spread the need for this event church-wide. Personally recruit outgoing members, leaders, and key influencers who will understand your vision and actively support *I Still Believe*. Create Bulletin Inserts using the downloadable poster from the website and place them in your weekly bulletins in the weeks leading up to the event. Ask the pastor to announce the event from the pulpit and show the trailer during church services and other ministry events. Make sure the announcements explain the significant outreach potential and encourage church-wide participation.
2. **Build interest.** Hang a banner or other sign on the church building inviting the public to join you at the theater on October 30 (many churches report that this is an effective way to get people from the local community to their event).
3. **Provide incentives.** Announce follow-up discussion groups in your promotional materials—it will help create interest and ongoing ministry!
4. **Encourage personal invitations.** Word-of-mouth is the most effective way to get people to *I Still Believe*. Encourage and empower your members to invite friends, family, and co-workers. Equip them with Invite Cards and Bulletin Inserts. Churches report that Invite Cards are one of the most effective tools they've used.

5. **Get online.** Place a banner on your church's home page and create a Web page about *I Still Believe*. Be sure to include the movie trailer to build interest and the date and location.
6. **Send email announcements to your church list.** Link to the movie trailer and event details on your website.
7. **Maximize social networks.** Announce it on your Facebook page, create a Facebook event, and ask each member to invite five of their friends to come. Use other networks such as Twitter, Instagram, and Snapchat as applicable.
8. **Tweet and text.** Send announcements through your church's or volunteers' personal Twitter feeds.
9. **Put up promotional posters**—in local businesses, bookstores, grocery stores, coffee shops, apartment buildings, community bulletin boards and other public places where your target audience shops, works, and plays. (Posters are available to download at RussTaffMovie.com)
10. **Post on community calendars.** Contact newspapers, TV and radio stations, local magazines, mail-out coupon providers, recreation centers or clubs—anyone who posts a calendar of local events. Get on the air and in print. Ask local radio stations and newspapers to sponsor and promote your *I Still Believe* event. Develop a press release for local news outlets.
11. **Be creative.** Try these ideas to guide your group's vision or public promotions.
 - Each one bring one. Challenge every church member to bring at least one friend. Offer prizes for those who bring the most visitors.
 - Spread the trailer. A picture is worth a thousand words. Post it. Email it to friends and neighbors. Show it often.

"I have learned that breaking free from the shackles of shame is not an overnight experience or a quick-fix, ten-step process. It is, however, a grand, ongoing adventure of discovering the depths of God's love and the huge scope of God's power to transform us, re-create us, and continually renew us." – Christine Caine

*But those who hope in the Lord
will renew their strength.
They will soar on wings like eagles;
they will run and not grow weary,
they will walk and not be faint.
— Isaiah 40:31*



FOLLOW UP

This is what an *I Still Believe* event is all about: reaching out, building relationships, and setting the stage for individuals and families to encounter Christ's true hope and healing.

1. **Discuss the movie.** *I Still Believe* will likely bring up spiritual questions and issues in the minds of those who attend. To make the most of this growth and connection opportunity, host a short discussion group immediately following the event, using the Discussion Guide provided at RussTaffMovie.com. If you cannot host a discussion group right after the showing, give out copies of the Discussion Guide to help people process the film's themes.
2. **Plan a follow-up study.** As people connect in groups discussing the themes of *I Still Believe*, be intentional about creating opportunities for ongoing discussion. Offer for the groups to continue meeting using other discussion guides that are relevant to the demographic and spiritual maturity of each group.
3. **Continue the ministry.** Consider using your *I Still Believe* event to kick off a new ministry for reaching out and supporting those in your community who struggle with marriage issues or addictions. Begin a Samson Society meeting, open your church to 12 Step Groups, or begin a partnership with a trusted, professional counselor and make office space available at no charge. Look for a need your church body can meet in a new way.
4. **Thank your team!** Send personal notes to all those who served and participated in the event. Remember your outside partners and church's leadership team.
5. **Thank your visitors!** Call visitors who provided contact information. Thank them warmly for attending and ask them about their experience. Remind them of the ministry resources available at your church relating to the themes in the film. Tell them about upcoming events and offer to answer any questions about your church. Leave your contact number if they think of other questions or comments.

"Your focus should be on following Christ, not on looking over your shoulder and regretting what you can't change. Shame is a prison, but the door to your cell is open. Jesus calls you to follow him in the freedom of grace." – Brian Houston

Why, my soul, are you downcast?
Why so disturbed within me?
Put your hope in God,
for I will yet praise him,
my Savior and my God.
— Psalm 42:11



CAMPAIGN STRATEGY TIMELINE

Your campaign's success will be directly proportionate to how well you plan and follow up. In order to maximize your *I Still 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

- Get buy-in from your Pastor and senior leadership
- Assemble your team
- Cast vision and develop goals
- Begin praying daily
- Decide on 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
- Recruit testimonies from team members or volunteer ministers in your church.
- 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 congregational prayer movement using the Campaign Prayer Guide
- Develop a marketing plan for church-wide and community outreach, noting specific engagement dates beginning four weeks from the start of your campaign
- Four Weeks in Advance—Engage church-wide communication using promotional materials and additional resources
- Three Weeks in Advance—Engage in community event and sermon series marketing.
- 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 *I Still Believe* Campaign and use for future church-wide efforts

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
- Using the data collected in your spiritual gifts inventories and ministry mobilization efforts, train and develop new teams of leaders, volunteers, and lay ministers in your church
- 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

Instead of shame and dishonor, you will enjoy a double share of honor. You will possess a double portion of prosperity in your land, and everlasting joy will be yours. – Isaiah 61:7

CREATIVE EVENT IDEAS

I Still Believe will play in theaters nationwide for one-night only. How long the movie remains in theaters does not limit its overall effectiveness, but it is the main driving factor for how many will know about this movie and its powerful message. Whether your *I Still Believe* campaign runs concurrently with the film's theatrical release or during a subsequent ministry emphasis, use the following event ideas to conduct your campaign. The best events have a clearly defined purpose in order to execute a successful strategy. A clearly stated sample purpose is attached to each event idea. Just because you determine to utilize the event specifics doesn't mean you must engage the sample suggested purpose. However, having a clearly defined purpose of your own is essential to creating and implementing a successful faith-based film event strategy.



MOVIE EVENT

Purpose: To provide an inspiring community outreach event for our church where shame is replaced by dignity and people learn that our church, like Christ, desires to give something to them rather than take something away.

For a theatrical release movie event, consider renting a theater for the showing and inviting your congregation or ministry participants to attend. Encourage guests to invite friends, neighbors, and coworkers. In the weeks prior to your event, coach them on ways to leverage conversations about faith in order to engage people right where they are spiritually and to set the tone for the film's message. On the day of your event, make sure you have a window of time between subsequent showings to pray, share the gospel message that Jesus Christ came to save, and invite patrons to additional services and events with your church to connect with their faith in an ongoing way. One of the great advantages of buying out a showing is you are able to speak before and after the movie begins. Use this time before the movie begins to welcome everyone and let them know to stay in their seats after the movie ends for a brief message.

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 outreach 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, service oriented way.

Many theaters will negotiate a discount for reserving an entire showing if you choose a smaller-seated auditorium. They might allow you to purchase it at a significant discount based on projected ticket sales for a particular auditorium's seating capacity. Check with local and district managers for details and reservations.

STORY NIGHT: FREEDOM FROM SHAME

Purpose: To provide a community outreach event for our church where members and guests are invited to come and hear stories about shame, addictions, recovery, and redemption. Create a panel of people who, like Russ, have found freedom from their addictions and are willing to be transparent in sharing their story, focusing attention on how their prison door was opened.

Churches should be the safest place on earth to be authentic, yet many people feel they have to give the impression they have their act together when they walk into a church. This mindset has permeated many, if not most, regular church attenders as well. And this mindset creates an environment of artificial believers, where transparency and authenticity are avoided at all costs. People fear sharing what is really going on in their lives—pain, disappointment, shame, even addictions—because their belief is they won't be accepted or welcomed if people knew what their lives really looked like. This is largely due to many churches not engaging with this subject and allowing their congregations to suffer in silence and go into hiding. There is no better time to begin speaking out on the prevalence of shame and the need for recovery, even inside the church. A Story Night (or a creative title of your own) is the perfect setting to begin removing the stigma surrounding these issues that so many people are quietly struggling with.

"Bring your sins, and He will bear them away...and you will never see them again." – Dwight L. Moody

And so, Lord, where do I put my hope? My only hope is in you. — Psalms 39:7

MEN'S MOVIE NIGHT

Purpose: To give the men of our church an event that will help them see they can be real with God and with each other and the church is a safe place where they can bring their struggles and find hope.

Because men are so visual by design, movies are the perfect platform for bringing complex issues to the surface and providing a launching point for deeper conversations. Russ Taff is a guy that appeared to have it all together on the outside, but inside he was suffering and hiding. The church is full of men who are in the same place. It can be difficult to break through the facade that many men have spent years creating and get to what's really going on in their lives. This movie can be a catalyst to men opening up, and it gives them permission to not have a perfect life. The message will hit home with men, they will see themselves in this story, and the movie impact can live long after the theater. Take advantage of this by kicking off a Fall Men's focus with *I Still Believe*. Include a retreat and men's bible study. Imagine what a church full of men who are living authentic lives filled with purpose, hope, and faith would look like.

"The most significant fact about any man is not what he, at any given time, may say or do but what he, in his deep heart, conceives God to be like."

— AW Tozer

SOCIAL MEDIA ENGAGEMENT

Facebook

Start by going to and "Liking" the Russ Taff page. You can find it at the following URL: facebook.com/RussTaff from that page, 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.

Your Facebook church page or campaign page will allow you to designate roles within the page. Admins have the most power over content creation and also governance over users. For ease of use, designate several admins and editors over your page in order to delegate and use a wide variety of people in campaign leadership roles. Images and videos tend to get the most engagement, so be sure to post images with quotes that relate to the theme of your campaign (ex. shame, hope, marriage, etc.).

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

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 *I Still 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.

*Facebook Live video streaming usage is covered in the joint video section of this guide.

Twitter

From your own account or the church feed, go online to the official movie Twitter page and “follow” the film. You can find the movie at the following URL. [<https://twitter.com/Russtaff1>] 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.

Consider taking the time on the outset of your campaign to create a document full list of possible tweets related to your campaign. The power of what can be communicated in the 280-character max to circulate the simple reasons for the campaign is endless. 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 to Mexico, you would speak the official language—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 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 must be a church exclusive. That doesn’t mean you can’t have as many first time guests as you can gather. It just means that normal box office ticket holders have the right to see the film in a room without smartphones in use. If it is your event and you set up the fun with everyone present, tweet away and encourage them to do the same.

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 an advance screening. Seat your live tweeting team in a far corner of the theater to avoid interrupting other patrons. Tweet quotes, info on scenes, and ideas you have while watching the film. Tweet questions and even strategic passages of scripture that are uniquely connected to the film. Be careful to not create too many detailed spoilers and ruin the movie going experience for others who have yet to see the film. The purpose isn’t to communicate the plot but to emphasize the way the movie is impacting people’s lives. If anything, your tweets should serve as marketing teasers to entice others to see the film.

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



Video Sharing Social Media Platforms

Each of the platforms in this category allows you to post, share, and utilize video content to enhance the social media outreach and influence of your film campaign. Regardless of which option(s) you employ, videos can widen your effectiveness. The goal should not be to go viral but to cast vision, create momentum, and engage your audience. Consider the impact of creating the video idea provided below and posting on your chosen social media content sharing applications. It works well within the framework of both Facebook and Twitter and easily integrates into your overall web presence.

Here's just one idea of how you can utilize video for your campaign. Invite members of your congregation, both young and old, to come in for a quick video shoot. Ask each one to share what they think of when they hear the word "freedom". People might share heartwarming thoughts or even humorous ones. The video stories should be short and simple and compiled into a single piece to post on your social media video sharing platform and linked to other pages promoting your campaign. Conclude your montage with each person saying all or part of this line [or something similar]:

"God gave me freedom from xxx and I Still Believe."

Your video collaboration will have many unique thoughts and many voices sharing that concluding declaration, all culminating in a powerful piece to enhance your campaign.

In addition to that creative idea, or others that you develop, your video platforms can be used to create and share invitations to events, information about your campaign, devotional content throughout, and even post shareable summaries of your campaign events once they are complete. Don't neglect the power of the after effect. Posting, liking, sharing, and reposting event videos once they have occurred creates as much buzz for your church and future community engagements as anything else. If people see a captivating video and regret not participating, that will certainly drum up more attention for your future efforts.

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 your campaign #hashtag, you can easily highlight the event. Encourage church members to share event 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 a video on their own of something that gives them hope, similar to the plan listed in the aforementioned creative content. 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.

I Still Believe SMALL GROUP OPTIONS

I Still Believe can be a tremendous “on ramp” into ongoing small groups. After the movie, or even before, viewers will be ready to engage in discussion and small groups around the topics of addictions, shame, forgiveness, recovery, doubt, and more. The movie has many perspectives around these themes and will lend itself well to using some of these resources and others.

Steps – Matt Chandler

It's Not Too Late – Tony Evans

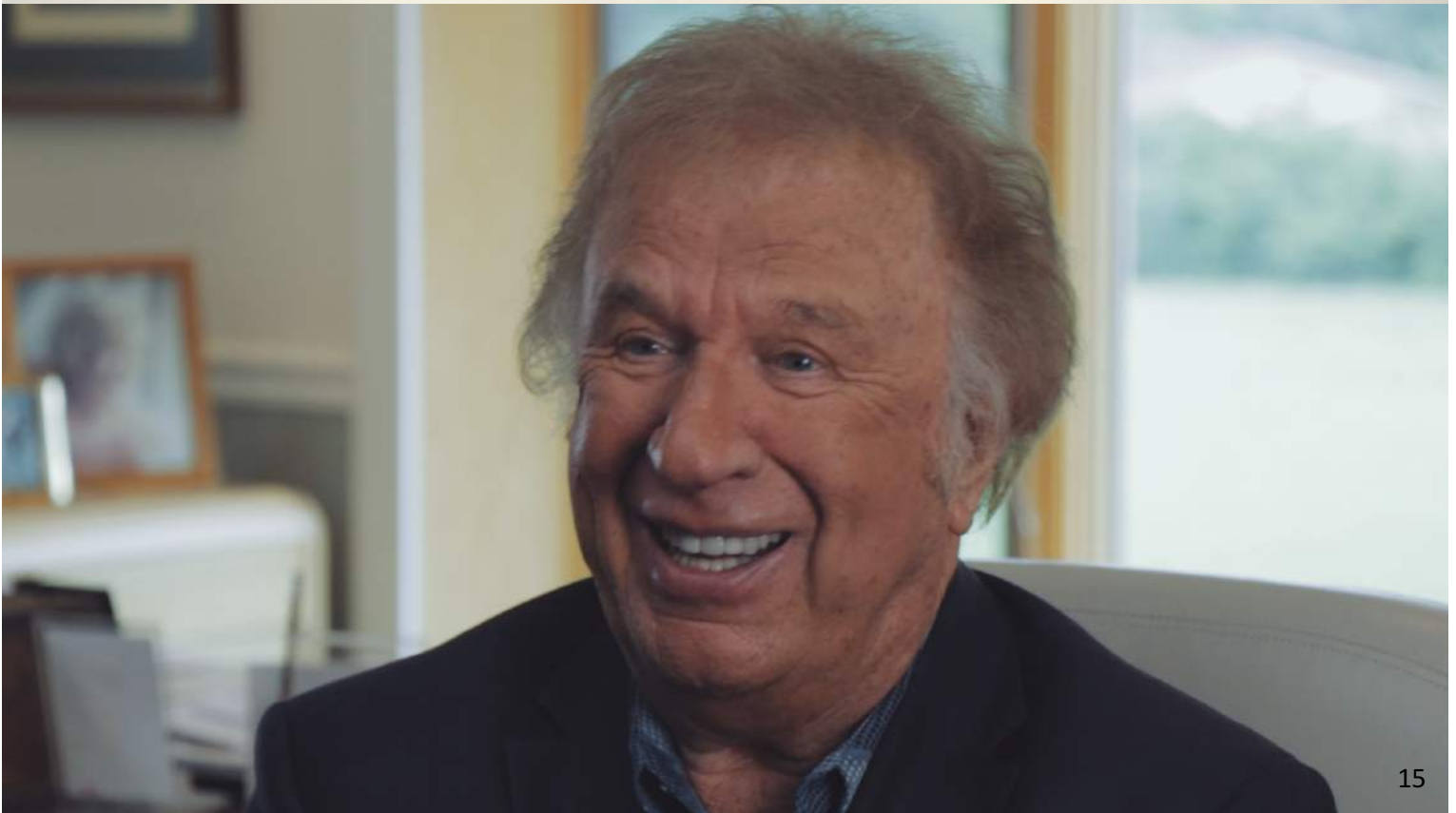
Celebrate Recovery – John Baker and Rick Warren

Grace Based Recovery – Jonathan Daugherty

Stop the Madness: Finding Freedom from Addictions – Paul Hardy

Any studies you lean into during your campaign around this movie should take advantage of the momentum your campaign achieved and include a nod to the idea of starting fresh, even in significant areas of life. Another key component easily talked about after seeing the film is authenticity and accountability. The studies suggested above will be a connection to the film participants to help them continue long into their study time. Visit your local Christian bookstore for more options around these topics

So encourage each other and build each other up, just as you are already doing. — 1 Thessalonians 5:11



I Still Believe CAMPAIGN TEAM PRAYER GUIDE

Oswald Chambers offered in his iconic work, *My Utmost for His Highest*, “Prayer does not equip us for greater works—prayer is the greater work.” That is certainly true of your campaign effort. 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 opportunity 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.

PRAY FOR SALVATION

Use the following verses as you pray for salvation to spring up in the hearts of lost people through your campaign effort. Because of the hopelessness experienced by so many at people dealing with loss or grieving in other ways, helping people connect to Christ by first connecting to the characters in the film may be just the tool God chooses to use to expose their hearts to his overwhelming grace.

John 1:12 But to all who did receive Him, He gave them the right to be children of God, to those who believe in His name.

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. 10 One believes with the heart, resulting in righteousness, and one confesses with the mouth, resulting in salvation.

John 14:6 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.

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.

PRAY FOR GOD'S FAVOR

As you pray through this section of verses, you are boldly asking God's favor on your campaign efforts. By bathing your work in prayer, you are indicating something very significant to God, your dependence on him. Remember, Jesus explained that we can do nothing apart from him [John 15]. We need the undeniable presence and power of God in order to live and breathe and hope, and especially accomplish works in his name.

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.

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!

Psalms 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!

Psalms 67:1 May God be gracious to us and bless us; look on us with favor, so that your way may be known on earth, your salvation among all nations.

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.

PRAY FOR RENEWED COMMITMENT TO CHRIST AMONG PARTICIPANTS

Psalms 143:10 Teach me to do your will, for You are my God. May your gracious Spirit lead me on level ground.

Proverbs 16:3 Commit your activities to the Lord, and your plans will be achieved.

1 King 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.

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.

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.

Matthew 22:37 He said to him, "Love the Lord your God with all your heart, with all your soul, and with all your mind."

Psalms 25:4 Make your ways known to me, Lord; teach me your paths.

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.*

Jeremiah 29:12-14a *You will call to Me and come and pray to Me, and I will listen to you. 13 You will seek Me and find Me when you search for Me with all your heart. 14 I will be found by you—this is the Lord's declaration.*

PRAY FOR CHURCH GROWTH

Ultimately, there is a hope that your church will be always growing. First by new conversion growth as unbelievers repent and turn to Christ for salvation. Beyond that, there are no stagnant waters in the pool of Christianity. You must also pray that people connected to Christ continue to grow into mature believers and represent His church well.

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.*

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.*

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.*

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.*

PRAY FOR THOSE IN NEED OF HOPE

Because such a key component of the film is a spiritual journey that begins with abuse, a considerable prayer to pray during your campaign is for hurting people to see and experience the hope found in Christ, so that hope will lead to healing.

Psalm 34:5 Those who look to him for help will be radiant with joy; no shadow of shame will darken their faces.

*Isaiah 60:20 Your sun will never set;
your moon will not go down.
For the Lord will be your everlasting light.
Your days of mourning will come to an end.*

John 14:27 I am leaving you with a gift—peace of mind and heart. And the peace I give is a gift the world cannot give. So don't be troubled or afraid.

Isaiah 61:7 Instead of shame and dishonor, you will enjoy a double share of honor. You will possess a double portion of prosperity in your land, and everlasting joy will be yours.

Romans 15:13 I pray that God, the source of hope, will fill you completely with joy and peace because you trust in him. Then you will overflow with confident hope through the power of the Holy Spirit.

Jeremiah 29:11 For I know the thoughts that I think toward you, says the LORD, thoughts of peace and not of evil, to give you a future and a hope.

Revelation 21:4 And God will wipe away every tear from their eyes; there shall be no more death, nor sorrow, nor crying. There shall be no more pain, for the former things have passed away.

Matthew 11:28 Then Jesus said, "Come to me, all of you who are weary and carry heavy burdens, and I will give you rest."

"No child of God sins to that degree as to make himself incapable of forgiveness." – John Bunyan

