

campaign guide



where hope grows

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KRISTOFFER POLAHA BILLY ZABKA BROOKE BURNS KERR SMITH MICHAEL GRANT ALAN POWELL WITH DANICA MCKELLAR AND MCKALEY MILLER AND INTRODUCING DAVID DESANTIS AS "PRODUCE"
MUSIC BY KYLE NEWMASTER EDITED BY SOOJIN CHUNG DIRECTOR OF PHOTOGRAPHY ALEX LEHMANN EXECUTIVE PRODUCERS JESSE S. JONES CO-EXECUTIVE PRODUCERS SEV OHAWAN AND GILL HOLLAND PRODUCED BY ALEX LEHMANN
PRODUCED BY STEVE BAGHERI SIMRAN SINGH JOSE PABLO CANTILLO AND MILAN CHAKRABORTY WRITTEN AND DIRECTED BY CHRIS DOWLING

PARENTS STRONGLY CAUTIONED
PG-13
Some Material May Be Inappropriate for Children Under 13



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GODSPEED
PICTURES



where hope grows

complete campaign guide

Introduction

People are broken. Not just some people. All people. There is a level of brokenness in everyone. It's the result of the fallen state of the sinful world. In an examination of the characters in **WHERE HOPE GROWS**, viewers discover brokenness literally everywhere in almost everyone.

Enter Produce. In a manner of speaking, he's the one whose brokenness could be labeled the most obvious, but in fact the only one whose brokenness has been restored. That's where hope comes in. It doesn't take the viewer long to realize that Produce's hope comes from his special book and the church where he belongs. Why? Because Christ is in his life. **WHERE HOPE GROWS** is a reminder about where true, lasting hope comes from and also what true, lasting hope can do. Produce doesn't just have hope. He dispenses it to others. That's where we start to see life change occur in the people Produce's life touches.

Paul wrote in his letter to Roman believers, "Now may the God of hope fill you with all joy and peace as you believe in Him so that you may overflow with hope by the power of the Holy Spirit." [*Romans 15:13, HCSB*]

Did you catch that? This is a declaration to those believers. It's Paul revealing to them what his prayer is for them. Paul's desire is that the God of hope would fill them up with joy and peace as a result of their faith in Him to such a degree that they might overflow with hope. How? The power of the Holy Spirit. How great is that? Why did Paul sense this possibility? Believers were being persecuted by the Romans, called daily to stand up for faith in Christ against powerful odds. You only have to go back one verse to find out why Paul prayed this way and believed in the power of hope to this end.

Romans 15:12 quotes Isaiah 11:10 and says there is a root in Jesse. That means a descendent of David. That root will rule all believers, including the non-Jewish Gentiles, and they will find their hope in Him. That root? It's none other than Jesus. He is the source of our hope. Regardless of the danger in the world, there is still hope.

WHERE HOPE GROWS is a different kind of faith-based film. There is a great deal of grit in the relationships. There is a deep exploration of sin far more common in films we would not designate as faith-based. Seeing the pain of addiction, prejudice, bullying, promiscuity, and lack of faith all serve to make the picture of redemption in the film so much sweeter.

Believers who are caught in struggle will find encouragement. Believers who have forgotten how to be beacons of hope will discover an unlikely mentor. Unbelievers who have been invited along for the journey will see the image of Jesus in a young produce department employee who could easily be overlooked. All viewers and participants will receive a message of hope; the truest kind of hope that only comes from a life-changing encounter with Jesus through a special follower of His.

Introduction (cont'd.)

A churchwide campaign built around **WHERE HOPE GROWS** is a chance to announce the message of hope to the community around you. It's also a way to infuse the power of hope into various ministries of your church. Finally, it's a catalyst to launch new ministries, necessary ones, aimed at being a body filled with hope for all who need it.

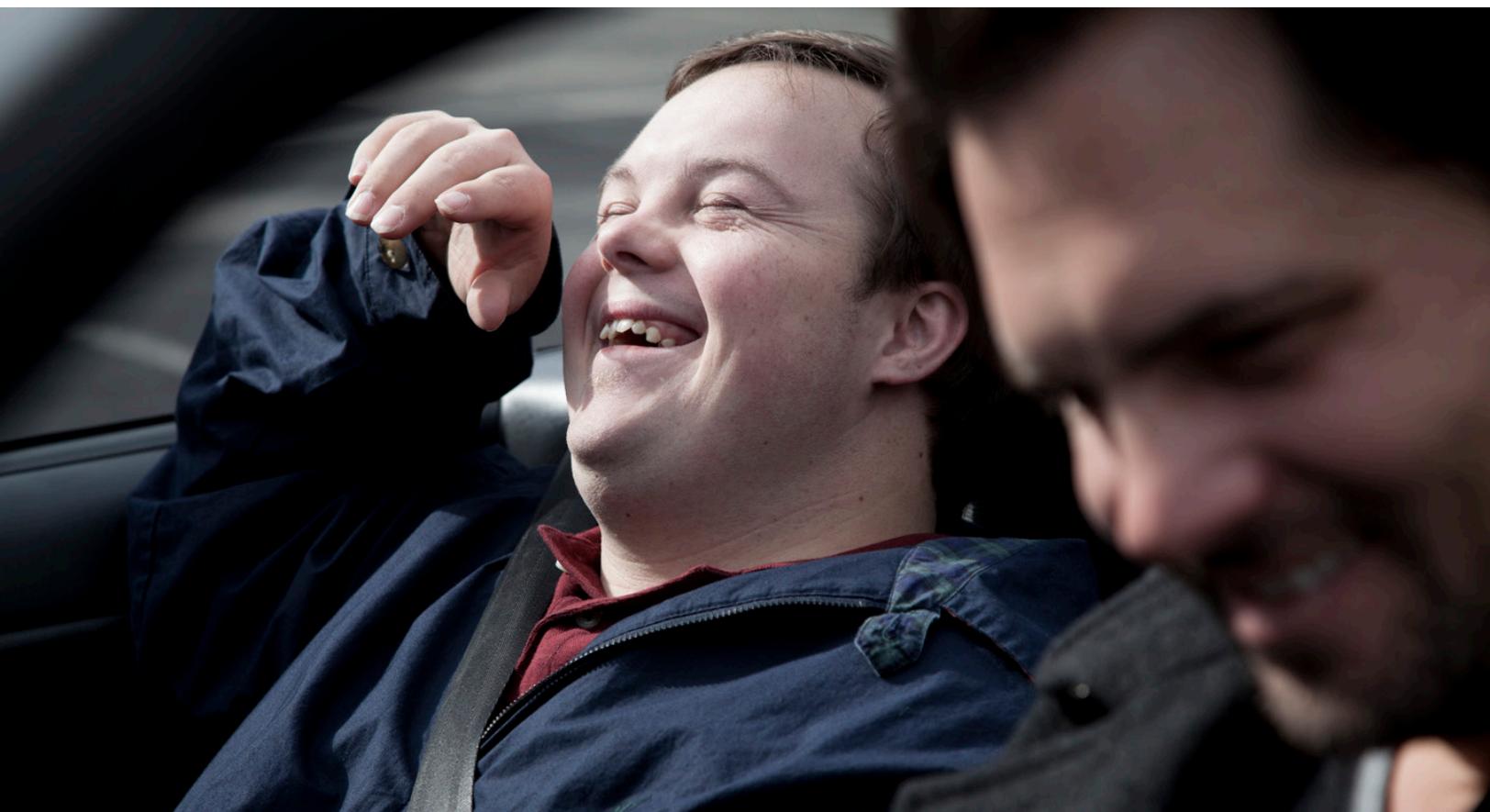
The parts of this campaign kit initiative for your church include:

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

Apply Paul's words to your church body and your campaign leadership team as you press play in this faith-based film endeavor.

May the God of hope give you such an overwhelming measure of His everlasting joy and His perfect peace so that you in turn, overflow with hope. Others can see and experience Jesus this way. Others can receive that same hope.

Then what happens to that hope? It grows. And so will your church.



Why movies in ministry?

What was the first movie you ever saw in a theater? How about the last movie you saw on a big screen? There is something different about the theater going event that still trumps at-home movie rental or streaming. Even home theater rooms growing in popularity somehow pale to the magic of an opening weekend at the box office. Maybe it's the camaraderie and shared experience of a crowd. The smell of popcorn and the surrounding Dolby sound ice the scriptwriter's cake when the audience is in step with the action. Movies matter because they tell stories, but also because they provide us corporate illustrations for how we live out our own similar stories.

When you stop to consider the moviegoing experience, all films involve an element of faith. They ask you to believe that animated characters are alive, that action heroes are superhuman, that aliens are invading, or that time travel is real. More than that, they ask you to enter the heart and life of fictional characters to feel and experience life in other cultures, other histories, and other relationships. Still, the idea of a faith-based film is a semi-new phenomenon; a film whose heartbeat is the God of the Bible and whose characters undergo transformation as a result of an encounter with Him.

Adequately representing Christianity in an ever-changing culture is one thing. Sufficiently communicating Biblical truth is another. Faith-based films not only bring the power to entice Christian audiences but also catalyze them to influence the unbelieving world. Such films are growing in number and in popularity. Lifeway research featured in *Christianity Today* alerts moviemakers. Viewers really do want more faith-based films. When movies release that appeal to our sense of faith and Christian values, we show up. Four of the top 20 grossing films of 2014 could be categorized as faith-based. Whether you agree with the exegesis or not, **NOAH** counts, as does **HEAVEN IS FOR REAL**. Also on the list were **SON OF GOD** and **GOD'S NOT DEAD**.

Faith-based films continue to be made. More than that, they continue to make an impact in our churches and our communities. Films like **COURAGEOUS** and **FIREPROOF** bolster the importance of family by telling stories of human condition that we can relate to as dads, husbands, moms, and wives. Movies like **GOD'S NOT DEAD** and **DO YOU BELIEVE?** force us to face questions regarding the depth of our faith that we may not be prepared to answer. We're propelled toward honesty and hopefully inspired toward heart change as a result.

Movies tell stories, and stories are central to the human experience. Films move people. They can cause a viewer to laugh or cry or even be angered. They can motivate someone to change an aspect of his or her life or even how they view the world. When that change drives a person closer to Christ and His church, it is worth every effort.

When it comes to ministry, movies provide another creative conversation starter for believers in your congregation to engage the crowds of people around you. 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.

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, in your community, and ultimately in the world!

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 Lead 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.

Campaign Team Leader

The Campaign 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 churchwide communications. Other team members are to direct questions and funnel communication through the Campaign Team Leader.

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.

Outreach Coach

Many motives could be derived from the film's content regarding outreach. Perhaps the strongest is the realizing that people are hurting and in need of hope. The role of the outreach coach is to train and equip the body to be intentional. If members of your church are intentionally seeking and leveraging opportunities and relationships to share hope in their personal context, nothing can stop the God-given church growth you'll encounter. Hope isn't contagious, but the desire for it is universal. Once someone sees that you have it, they want it too. The role of the Outreach Coach is that of a marquee sign on a front lawn. Keep the main thing the main thing and make certain that everyone understands the outreach potential and plan.

Campaign team roles and responsibilities (cont'd.)

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 church-wide communication and small-group sign-ups.

Work with the Special Events Coordinator to plan and implement a special event 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 lifeway.com for available resources.

Ministry Leaders

Reference the ministry planning guide on page 11 for specific details about special needs and recovery-based ministries. Both can be strong points of effort related to **WHERE HOPE GROWS**. While each endeavor would require a separate team whose sole focus is the respective ministry area to which they are called, the leader for each ministry can be an active participant in your overall campaign team, representing their area of focus. Their role is to come alongside the Campaign Director and leverage opportunities presented by the film and the campaign to strengthen their assigned ministry area. They should feel called and passionate about their team and the vision God has granted your church to minister in that way.

Communications Director

The Communications Director will oversee all aspects of churchwide and community communication. He or she will be responsible for all 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 on page 16 for ideas and support.

Campaign strategy timeline

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 **WHERE HOPE GROWS** 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
- Research local agencies and churches whose recovery-based and special needs outreach ministries are good connections for your team
- Research local social services designed to aid the community, whose efforts you might support and strengthen as a church
- Continue event planning
- Launch small group planning.
- Go viral [see the social media section of this campaign resource on page 16]
- 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
- 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 churchwide and community communication about events, sermon series, and campaign opportunities
- Take notes to evaluate your faith-based film campaign to use for future churchwide efforts

Campaign strategy timeline (cont'd.)

After the Campaign

- Meet with your core leadership team to finalize campaign wrap up efforts. Use the opportunity to recognize their hard work and to thank everyone for their tremendous service
- Follow up with any decisions made
- Determine the course of new partnerships and ongoing relationships established by your campaign
- Involve the team in evaluating the overall success of the campaign
- Send thank you letters to your pastor, theater managers, local partners and agency leaders, and campaign team members
- Meet with your pastor and senior leadership to plan for the future

Campaign options

CHURCH ENGAGEMENT

There is a reason why unchurched people often site hypocrisy as a reason for avoiding churches. What is that reason? It's often very true. Being forgiven of our sin doesn't mean believers should hide their struggle. If anything, areas of weakness provide an even greater opportunity to highlight God's strength. We can thank the Apostle Paul for pointing out that very clear truth [2 Corinthians 12:9-10]. What if **WHERE HOPE GROWS** provided individuals within your church an opportunity to shed their masks? You know the ones. Those worn along with Sunday clothes making it seem like life is easy, family is simple, work is great, sin is minimal, and stress is absent. Part of the growth element of this campaign is creating environments where people can be open about struggle, where they feel a sense of safety around confession. Utilize this campaign to create a judgment-free zone where grace abounds. When that occurs, true healing happens [James 5:16].

Benefits

- 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
- Start new ministries and small groups
- Recruit and equip leaders
- Develop an atmosphere of honesty
- Promote the Biblical virtue of confession
- Break down walls of hostility and judgment within your body
- Help hurting people find healing and wholeness
- Prompt churchwide spiritual growth
- Promote overall church health

Important Tools

- Movie showing/theatrical release events
- Campaign sermon series
- Social media outlets
- Small group studies
- Recovery-based ministries

Campaign options (cont'd.)

COMMUNITY OUTREACH

What if every time an addict in your community considered getting clean, your church popped into their mind? What if hurting people in your community regarded your church as a house of prayer and a place where needs might be met? What if families with children who have special needs came to your church for respite, care, and support? What's more, those families—who are undoubtedly connected to other families like them in the community—would be heralds for your ministry when they feel safe and ministered to. What if the name of your church became synonymous with love and support? What if “hope” was the first word blurted out when discussing the nature of your worship, teaching, and the general disposition of your membership out in the community? What if your church had a community reputation like Produce? Do you think change would occur? Leveraging the possible impact of **WHERE HOPE GROWS** to strengthen the perception of your church by members of the community is a great place to start.

Benefits

- Foster evangelism and church growth among church members
- Provide opportunities to share Christ with unbelievers and minister to those in the community at the direct point of their need
- Mobilizes your church to see needs and meet them
- Sets your church apart in the community as a place of healing and help
- Train up new disciples and build new leaders

Important Tools

- Churchwide theatrical release events
- Evangelistic sermon series
- Post-movie conversation guides
- Evangelism training materials
- New ministry launches
- Ongoing discipleship training tools
- New believer classes
- Invite cards



Campaign options (cont'd.)

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 only 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
- Develop an atmosphere of honesty
- Promote the Biblical virtue of confession
- Break down walls of hostility and judgment within your church body
- Help hurting people find healing and wholeness
- 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
- New ministry launches
- Evangelism training tools
- Recovery-based ministries
- Ongoing discipleship training tools
- New believer classes
- Invite cards
- Mass mailer
- Ministry-specific events

Ministry planning guide

The local church is the hope of the world. That statement has been stated and quoted so often that it's difficult to know to whom to attribute it. Let's go with Bill Hybels for safety's sake. Regardless of who said it, the Bible affirms it. Christ's words originate it. The local church is indeed the hope of the world. How she engages the local community around her should always be built on the objective of offering hope through Jesus Christ. With that bottom line as your guardrail, here are two unique ministry areas—highly present in the movie—that can be most influenced and impacted by the film's message.

1. **Special Needs Ministry:** You may already be aware of the statistics. 19% of people in the United States are classified as having a disability. 1 in every 50 children is diagnosed with some type of Autism Spectrum Disorder [ASD]. Eight percent of all kids have a learning disability and 14% have a developmental disability. Families of these children find participation in church difficult unless that church is equipped to minister to the unique needs of their children.

Developing a special needs ministry is a very big undertaking. If you already have a ministry to people with disabilities, you already know that maintaining it can be challenging. **WHERE HOPE GROWS** can create a catalyst for you to launch or reinvigorate your ministry mobilization for special needs families. The research and planning required to do this well is the most important place to begin. Start with Amy Fenton Lee and her book *Special Needs Ministry: A Practical Guide to Including Children and Loving Families*. Her blog, theinclusivechurch.wordpress.com, poses stats, questions, and practical steps for developing and maintaining special needs ministries.

As a leadership team, consider how the following points of a special needs ministry apply to your church and community:

If there is a neighbor church doing it well, link arms and work together.

Host a listening session with parents in your community to ascertain what their specific needs are related to church involvement.

Develop a ministry team separate from your campaign initiative whose sole focus is special needs ministry. This is not an undertaking that can be attempted while maintaining a broad focus on multiple ministries. It must be singularly focused to be successful.

Pray. This matters more than anything. This community of people is too important for you to fail. This endeavor is too big for you to accomplish on your own strength. The power of God is a necessary requirement. Prayer is your only access point to that power.

Ministry planning guide (cont'd.)

2. Addiction and Recovery: An obvious theme running through the movie is addiction. Alcohol is as prevalent a character as many of the actors are. Addiction is a disease that the church does not always address well, privately or publicly. The amount of heartache caused by alcoholism throughout the storyline is one only addicts and their loved ones can fully relate to. In addition to the more obvious issues with alcoholism, sex addiction and/or pornography are also implied issues. Why? According to the Sexual Assault Prevention and Awareness Center, studies reveal strong links between pornography and sexual assault. Going far beyond peer pressure, sexual assault was certainly a feature in the relationship between Colt and Katie. A direct link between the two can't be substantiated, but when it comes to pornography and sex addiction, the church cannot remain silent. Regardless of the type of addiction, the destruction is real, and it affects every area of a person's life, including the lives of the people closest to him or her.

A church can be a safe place to deal with addiction and walk the road of recovery with the right resources. Visit the following websites related to addiction and recovery for resources and materials to aid in this ministry:

Celebrate Recovery: www.celebraterecovery.com

XXX Church: xxxchurch.com

To Write Love on Her Arms: twloha.com/learn

Again, as in special needs ministry, the first step in addressing these specific needs within your church and community is to develop a separate team to do so. It's beyond the scope of a single paid staff member or team with multiple tasks in the life of the church. For the ministry effort to be successful you need a team whose singular focus can be addictions and recovery-based ministries. Once that team is determined, the ministry effort begins and is sustained only through prayer.



Creative event ideas

WHERE HOPE GROWS 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 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. Following the film's theatrical release, **WHERE HOPE GROWS** will be available on DVD for use in small groups and community gatherings for members in your church to share the value they place on faith with unchurched friends.

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 resistance people might have to the idea of church by illustrating God's love in a practical way. Many theaters 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.

There are special audiences that could benefit from a private screening too. Work with your theater manager to sponsor a showing for all special needs families in your community. Try reaching out to other local recovery ministries and to offer a special screening for those in active recovery. Communicate in advance with recovery leadership to provide ample counseling and encouragement resources for those viewing the film. In every case, be certain to provide church marketing resources in order to highlight your Sunday morning worship gathering, small groups, and related ministries.

In addition to those featured groups, secondary themes for teens are prevalent throughout the film. Respecting and relating to parents is present, as is the struggle about what to do when parents disappoint you. How to treat others who are different from you is a theme that shows up throughout character development. Bullying, purity, and peer pressure are obvious talking points for students. Work with your student pastor or youth ministry leadership to create a connection for middle and high school students to leverage film impact.

Creative event ideas (cont'd.)

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 and for additional follow-up. 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?

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. 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.

Small Group Study

Following your movie event or during the course of your campaign, small group discussion-based Bible studies are places where hope can really grow and thrive. Why? The closer we grow to Christ, the more our hope overflows.

Consider using **WHERE HOPE GROWS** as an opportunity to launch new studies designed to enhance God's word as it relates to multiple themes throughout the movie.

Possible book/Bible studies include:

- *Life's Healing Choices* by John F. Baker & Rick Warren
- *Let Hope In* by Pete Wilson
- *Breaking Free* by Beth Moore
- *The Fitting Room* by Kelly Minter
- *Jaded* [Threads Bible Study] by Mike Harder
- *Missing Pieces* by Jennifer Rothschild

If you are looking for a simple book study from scripture, start with Psalms. Through the different poetic writings, you encounter a Psalmist who worships God in triumph and seeks Him in despair. You hear over and over how God offers hope regardless of life's circumstances. Even having a faith big enough to cry [lament] to God is an indication of the hope had by believers.

Creative event ideas (cont'd.)

Additional Creative Outreach Ideas

The following ideas can help you connect to pockets of your community inspired by your connection to the film. Utilize these as opportunities to cast missional vision to your people and create positive partnerships between your church and your community.

- Sponsor or resource a Best Buddies event in your community [bestbuddies.org].
- Host a Big Brothers/Big Sisters event to encourage local mentors who volunteer their time through that organization [bbbs.org].
- Create a Rising Above Ministries connection. This special needs family support ministry is available in select regions. Invite a speaker to come as an education point for your congregation. Explore the possibility of beginning a new ministry through Rising Above [risingaboveministries.org].
- Community Prayer Night. Work with your prayer team to create a community prayer night to pray for schools, local ministries, social agencies, special needs communities, recovering addicts, etc. Pray as if everything you speak and touch as a church depends on God. Why? Because it does.
- Incorporate a “Spread the Word to End the Word” element to your church services and events. Visit r-word.org, a campaign to end the use of the word “retarded.” Make your church a beacon of hope for anyone who has ever been bullied with the use of that and other derogatory names. Utilize the pledge feature on the website to rally your efforts.



Social media ideas

Perhaps you are the person in your social circle most adept in social media. Perhaps you don't send text messages, much less compose 140-character public versions of them. Like it or not, social media is not going away. The benefits of a church that leverages social media well are very clear. It's largely a free medium. It has widespread effectiveness. It allows others to easily join the campaign and share your promotional outlets. Regardless of benefits, that doesn't mean creating an effective plan is easy. Social media can be easy to use, but it takes intentionality to utilize it well.

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 its usage. Facebook currently boasts over 1.35 billion users.

With a population of just over 300 million, the United States is full of Facebook users, possibly waiting to connect with churches that utilize the medium 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 to update, your Facebook feed can easily represent the most current announcements, sermon series, and event details you have.

Once you have a page, go to and "like" the **WHERE HOPE GROWS** page: facebook.com/WhereHopeGrows. 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 RSVP 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 use these to set schedules, share important information, and even offer encouragement and support. As you consider launching or further developing a special needs ministry, your Facebook page can be a place to communicate with parents and families. It can be a place to post helpful articles and resources for volunteers. As you consider launching or further developing a faith-based recovery ministry, a closed group can be a place for members to connect and encourage one another.

In addition to your specific ministry page, remember to 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 **WHERE HOPE GROWS** 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 churchwide campaign events their daily statuses and to continue to share about the film during your campaign.

Social media ideas (cont'd.)

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 the official movie Twitter page and "follow" the film. You can find the page at twitter.com/WhereHopeGrows. Next, begin using your Twitter page[s] to create buzz around your Facebook events and announcements. Share them via strategically timed 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.

As you create promotional outlets via Twitter, choose a unique hashtag, such as [#yourchurchname](#), that easily connects to the church and your film. This medium will create recognition and also categorize your tweets as you communicate. When people in your congregation and community see the #hashtag, it's your church and the campaign that will come to mind.

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:

- View multiple streams in one place
- Schedule 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.

Social media ideas (cont'd.)

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. Consider creating a confessional-style video feed where participants in your campaign can engage one of the following related topics.

Create a “Hope” campaign. Invite participants to film a video statement of hope. Answering questions such as, “Where do you find hope?” and, “How does Christ give you hope?” will create a powerful testimony platform for sharing Jesus. Create a recovery-based confessional. Invite those coming out of addiction and difficulty to share a word of testimony about hope and healing. If you move this route, be sure to help participants understand the power of their words and also the manner in which it will spread. They must consent to such widespread sharing. Make certain that each video confessional is accompanied by your campaign hashtag, and also an invitation to come be part of life in your church.

Create an “Everyone Counts” special needs ministry campaign. Invite kids and adults with physical and developmental disabilities, along with family members and typically developing peers, to come in for a video statement. Declarations such as, “everyone counts,” “everyone is special,” and “everyone has potential” are powerful words. Coupled with special needs individuals proclaiming that they are created in the image of God, and that Christ has a powerful plan for each life can craft an unbelievable message of hope.

Vine

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

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 **#WhereHopeGrows** or your preselected campaign hashtag for Twitter, you can easily highlight the event.

One photo opportunity that could offer a powerful testimony and create immediate buzz is to have participants hold signs in their photos. A list of possible Insta-sign readings is provided. 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 will be.

Sign ideas:

- Everyone counts
- I love Produce
- I have Hope
- Jesus gives me Hope
- I may be broken, but Christ gives hope
- I am made in God's image

Be certain that each Instagram is coupled with campaign hashtags and info about your church ministries.

Another “Instagrammable” idea for the campaign is the video feature. Have participants post shorter videos similar to the plan listed in this content regarding Vine and YouTube. Again, using the same churchwide hashtag allows you to assemble each video or picture post in the same page and even stream them from your church website.

Campaign team prayer guide

Tim Keller writes in his book titled *Prayer*, “Prayer is the only entry way into genuine self knowledge. It is also the main way we experience deep change—the reordering of our loves. Prayer is how God gives us so many of the unimaginable things he has for us. Indeed, prayer makes it safe for God to give us many of the things we most desire. It is the way we know God, the way we finally treat God as God. Prayer is simply the key to everything we need to do and be in life. We must learn to pray. We have to.”

[Source: Keller, Timothy. *Prayer: Experiencing Awe and Intimacy with God*. Dutton, New York, 2014]

Oswald Chambers wrote, “Prayer does not equip us for greater works—prayer is the greater work.” Don’t let the prayer portion of your campaign exist just in an effort to seek God’s blessings for other components. Let it be the major work of leading people to seek the face of God. As people grow in faith, hope will overflow. When it does, God births gospel-sized growth in your midst in ways you couldn’t possibly ask for.

To develop a prayer guide for your campaign, consider the powerful approach of praying through the word of God. 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.

In addition to praying through the power of scripture, consider creating a campaign prayer wall. Chalkboard paint and chalk pens make a great design element in any church-based strategy room. Put it some place prominent where people in your church can see requests going up. Also, be sure to utilize your social media strategy to articulate inspiring prayers as motivation and equipping elements of your campaign.

Your prayer wall should include places for requests and also answered prayer praises. Regardless of how you design and implement your wall, make it a teaching feature as you intend to fan the flame of gospel-centered prayers in the hearts of your people.

Campaign Memory Verse

Romans 15:13, HCSB

Now may the God of hope fill you with all joy and peace as you believe in Him so that you may overflow with hope by the power of the Holy Spirit.”

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

Romans 10:9-10, HCSB

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.

Romans 3:23, HCSB

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

John 14:6, HCSB

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, HCSB

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.

Campaign team prayer guide (cont'd.)

John 1:12, HCSB

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

Ephesians 1:13, HCSB

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. It's easier possibly to lean deep into how salvation changes one's eternity. However, don't miss the chance to proclaim how salvation changes one's present day. Salvation changes a person from the inside out. It's a process worth noting, the life of the believer free from sin and walking brand new.

Pray for new life

Because of how the Spirit of God works, followers of Christ, free from sin, are constantly being made new. Pray these verses as a way to declare newness in Christ and beg of the Holy Spirit to continue the work of molding and shaping people's lives.

2 Corinthians 5:17, HCSB

Therefore, if anyone is in Christ, he is a new creation; old things have passed away, and look, new things have come.

Ephesians 4:22-24, HCSB

You took off your former way of life, the old self that is corrupted by deceitful desires; you are being renewed in the spirit of your minds; you put on the new self, the one created according to God's likeness in righteousness and purity of the truth.

Ezekiel 11:19, HCSB

And I will give them one heart and put a new spirit within them; I will remove their heart of stone from their bodies and give them a heart of flesh.

Colossians 3:9-17, HCSB

Do not lie to one another, since you have put off the old self with its practices and have put on the new self. You are being renewed in knowledge according to the image of your Creator. In Christ there is not Greek and Jew, circumcision and uncircumcision, barbarian, Scythian, slave and free; but Christ is all and in all. Therefore, God's chosen ones, holy and loved, put on heartfelt compassion, kindness, humility, gentleness, and patience, accepting one another and forgiving one another if anyone has a complaint against another. Just as the Lord has forgiven you, so you must also forgive. Above all, put on love—the perfect bond of unity. And let the peace of the Messiah, to which you were also called in one body, control your hearts. Be thankful. Let the message about the Messiah dwell richly among you, teaching and admonishing one another in all wisdom, and singing psalms, hymns, and spiritual songs, with gratitude in your hearts to God. And whatever you do, in word or in deed, do everything in the name of the Lord Jesus, giving thanks to God the Father through Him.

Campaign team prayer guide (cont'd.)

Pray for God's favor

Psalm 23:5-6, HCSB

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, HCSB

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, HCSB

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!

Psalm 67:1, HCSB

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.

Hebrews 4:16, HCSB

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, HCSB

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, HCSB

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, HCSB

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.

Campaign team prayer guide (cont'd.)

Pray for renewed commitment to Christ

Psalm 143:10, HCSB

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

Hebrews 12:1, HCSB

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.

Proverbs 16:3, HCSB

Commit your activities to the Lord, and your plans will be achieved.

1 King 8:61, HCSB

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, HCSB

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, HCSB

“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.

Hebrews 10:22, HCSB

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.

Matthew 22:37, HCSB

He said to him, “Love the Lord your God with all your heart, with all your soul, and with all your mind”.

Psalm 25:4, HCSB

Make Your ways known to me, Lord; teach me Your paths.

Romans 12:2, HCSB

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, HCSB

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.

Romans 5:3-5, HCSB

And not only that, but we also rejoice in our afflictions, because we know that affliction produces endurance, endurance produces proven character, and proven character produces hope. This hope will not disappoint us, because God’s love has been poured out in our hearts through the Holy Spirit who was given to us.

More than any other campaign benefit is a believer in Jesus walking in hope. Outside of a repentant sinner turning to Christ, the single greatest outcome is a renewed hope. That renewed hope will always birth a renewed commitment. When hope is in Christ, confidence comes. According to Romans, thanking God for struggle results in greater endurance which fortifies godly character and births hope. That hope doesn’t disappoint because it’s hope in a God who keeps is promises by the power of the Holy Spirit at work in us. That is your prayer for people.

Campaign team prayer guide (cont'd.)

Pray for church growth

1 Corinthians 3:6-7, HCSB

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, HCSB

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, HCSB

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, HCSB

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, HCSB

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, HCSB

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, HCSB

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.

Campaign team prayer guide (cont'd.)

Pray specifically for people groups

Pray the following scriptures for the various audiences most impacted by the outreach of your **WHERE HOPE GROWS** campaign.

Addicts: Pray 2 Corinthians 10:3-6, HCSB

For though we live in the body, we do not wage war in an unspiritual way, since the weapons of our warfare are not worldly, but are powerful through God for the demolition of strongholds. We demolish argument and every high-minded thing that is raised up against the knowledge of God, taking every thought captive to obey Christ. And we are ready to punish any disobedience, once your obedience has been confirmed.

Special needs parents: Pray John 9:1-3, HCSB

Note: Parents may be tempted to blame themselves and also blame God. Oh the sadness that goes with guilt and blame. Pray that they would be free from that. Pray that the words of Christ would set those parents free and give them comfort.

As He was passing by, He saw a man blind from birth. His disciples questioned Him: "Rabbi, who sinned, this man or his parents, that he was born blind?" "Neither this man nor his parents sinned," Jesus answered. "This came about so that God's works might be displayed in him."

Special needs individuals: Pray Psalm 139:13-16, HCSB

For it was You who created my inward parts; You knit me together in my mother's womb. I will praise You because I have been remarkably and wonderfully made. Your works are wonderful, and I know this very well. My bones were not hidden from You when I was made in secret, when I was formed in the depths of the earth. Your eyes saw me when I was formless; all my days were written in Your book and planned before a single one of them began.

For your church regarding the needy and the hurting: Pray Luke 14:12-14, HCSB

He also said to the one who had invited Him, "When you give a lunch or a dinner, don't invite your friends, your brothers, your relatives, or your rich neighbors, because they might invite you back, and you would be repaid. On the contrary, when you host a banquet, invite those who are poor, maimed, lame, or blind. And you will be blessed, because they cannot repay you; for you will be repaid at the resurrection of the righteous."



An unexpected journey. An unexpected friendship.



where hope grows

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MUSIC BY KYLE NEWMASTER EDITED BY SOOJIN CHUNG DIRECTOR OF PHOTOGRAPHY ALEX LEHMANN EXECUTIVE PRODUCED BY JESSE S. JONES CO-EXECUTIVE PRODUCED BY SEV O'HANIAN AND GILL HOLLAND
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