

CAMPAIGN PLANNING GUIDE



RISEN



Risen Planning Guide

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INTRODUCTION

Help your church discover what faith in action looks like in a moment-by-moment way!

Risen takes an imaginative approach to the New Testament accounts of the crucifixion of Jesus. The film is told from the perspective of a fictional top Roman military official who oversees Jesus's death on the cross.

The unbelieving tribune, named Clavius, is commanded by Pontius Pilate to find the body, dispel rumors of a risen Messiah and prevent an uprising in Jerusalem.

This unique treatment of the story, along with an epic-like presentation of the biblical account, will draw viewers who are believers and unbelievers alike. The opportunities are tremendous: to help strengthen the faith of your congregation and reach out to those in the community who are open to learning more about Jesus

The *Risen* Campaign Kit uses a combination of Scripture passages and poignant video clips from the movie to inspire people to put their faith to action. The kit features customizable sermons based on the movie, sermon illustration video clips, and invitation and outreach tools.

ABOUT THE *RISEN* CHURCH KIT

This kit offers materials to help you implement *Risen* as a church-wide campaign, complete with sermons, sermon illustration video clips, and branded in-reach and outreach products. Church-wide campaigns can have an incredible impact on your congregation by providing alignment around a single theme. The kit can also be used for Sunday school classes or a mid-week series.

INSIDE THE CAMPAIGN KIT

Resource DVD

- *Risen* promotional trailer
- Five customizable sermons
- Sermon illustration video clips
- PowerPoint template
- Bulletin insert
- Web graphics and social media resources



More *Risen* resources are available at Outreach.com!



Postcards



Bulletins



DoorHangers



Posters

LAUNCHING THE *RISEN* CAMPAIGN

Risen is a versatile campaign that can be implemented in a variety of ways in your church. For greatest impact, we suggest a church-wide campaign that includes sermons and community outreach. Here is a brief summary of how you can use this campaign in your church:

- Promote weekly Sunday school classes for fellowship and in-depth study of this life-changing material.
- Encourage church members to go see *Risen* in theaters or to attend the movie night your church will host—and invite their neighbors, friends, and family to join them.
- Use the *Risen* campaign in your youth groups or mid-week services, and encourage people to invite everyone they know.

Church-Wide Campaigns

Inspire your members with sermons and reach your community for Christ with movie-branded outreach materials.

What Should the Campaign Include?

There are five complete sermons that can be customized to fit your congregation's need and style. You can choose to do all five sermons, or select the topics or themes you feel will most impact your congregation.

MAKING THE *RISEN* CAMPAIGN SUCCESSFUL

PRAY

Praying for your campaign and outreach is a key first step. Ask God to:

- Give you wisdom and guidance as you plan and implement your campaign
- Raise up leaders for your series and movie events
- Soften the hearts and prepare the minds of those you want to reach in your congregation and community
- Bless and multiply your efforts

“Devote yourselves to prayer, being watchful and thankful.”

—Colossians 4:2

PLAN

Cast a vision of complete participation! Invite everyone in your congregation to see the movie and attend the sermon series. Extend invitations to everyone to attend all of the *Risen* services at your church and ask people to pray about who God would have them invite to the movie event or a service at your church.

Planning Steps

Step 1: Decide How Your Church Will Engage

This unique campaign can impact your church and community through your weekend services, individual and small group studies, or as an outreach campaign designed to draw visitors to your church. Choose the level of engagement you feel will best impact your church and community:

- **Church-Wide Campaign**—A church-wide campaign, with its broad spectrum of resources, will have the greatest impact on your church and community. This series will reach people at every stage of their faith journey with themed sermons and a targeted outreach program.
- **Outreach Campaign**—Use branded campaign materials and outreach tools to invite your community to this life-changing experience. A *Risen* movie night at your church is an easy way for your church members to introduce friends, family, neighbors, and coworkers to Jesus simply by asking them to come. They can then invite them to the sermon series at the church or into a small group.
- **Movie event**—Whether it is a theater buyout or a movie night that you host at your church, people are many times more open to seeing a movie than attending a regular church service. The potential for outreach is huge, so cast the vision with your members and get them excited about inviting their family, friends, neighbors, and coworkers to see the film.

Step 2: Choose the Tools That Are Right for Your Campaign

Select the appropriate *Risen* tools based on your church's level of engagement. Review the Promote section of this Campaign Planning Guide and the Resource Flyer included in this kit for more information on the materials that correspond with each engagement option. You can also visit Outreach.com or call 800-991-6011 to talk with an Outreach specialist.

Step 3: Establish a Strategic Time Line for Your Campaign

After reviewing this Campaign Planning Guide, and the sermons, determine:

- The length of your campaign (will you do all four sessions, or select a subset of them?)
- Dates for outreach events and activities

Step 4: Launch Your Campaign

Once you've equipped your team, it's time to move forward and watch God work in amazing ways!

Six ideas to maximize the impact in your church and community through the *Risen* Campaign

Spread the word online—Feature the *Risen* trailer on your church website and social media pages. If your church members blog, write a sharable blog post about the movie and how it presents the perfect opportunity to open up conversations about God and faith.

Create excitement for the campaign in your church—Show one of the movie clips in your services before you announce the upcoming sermon series, and encourage people to be praying about who they will invite. Or host a movie night at the theater as a way to generate excitement!

Invite your entire community through a customized postcard invitation—Direct mail is still the most effective way to reach your community with an invitation to attend your sermon series and movie events. Outreach offers a *Risen* postcard design with the movie art to spark people's interest. For more information, visit Outreach.com/Risen or call 800.991.6011.

Equip your members to be inviters—Provide *Risen* DoorHangers and InviteCards for people to hand out at work, school, events, and in their neighborhood.

Host a *Risen* Q & A session—Hosting a *Risen* Q & A session at your church or a local coffee shop gives people ample opportunity to discuss their opinions on faith, stories that have impacted their opinions, and why it matters. This open dialogue is the perfect opportunity for your congregation to invite their unchurched family and friends to learn more about Jesus's life, death, and resurrection.

Encourage social media outreach—Ask church members to send an invitation to their friends to the sermon series and movie events through a Facebook event on your church page. Create sharable posts that your church members can easily propagate on their own social media sites.

Learn more at Outreach.com/Risen.



PROMOTE

Designed as a five-week series based on the movie *Risen*, this campaign will help people discover the life-changing message of the Gospel—some for the first time, or some in a deeper way than before.

Equip Your Members to Be Inviters

It's one of the key tenets of successful outreach—equipping your congregation to invite others to your church and into a personal relationship with Christ. But many Christians don't take the steps necessary to invite unchurched friends, family members, or neighbors to church. The *Risen* campaign provides the perfect opportunity as well as easy tools for your congregation to use in extending an invitation to others.

Help your members extend effective invitations by:

- Asking your members to pray about those God may want them to reach.
- Providing DoorHangers for your members to use as invitations to your services and movie events. Members can each take ten DoorHangers and distribute to five houses on the left and five houses on the right of their homes. Or you can organize groups to distribute invitations throughout the neighborhoods around your church.
- Encouraging members to use Facebook, Twitter, and other social media networks to invite their friends and family to participate in this exciting new series.

Outreach Ideas

The *Risen* campaign challenges your congregation to re-discover the story of Jesus's life, death, and resurrection over the course of five weeks. This is the perfect opportunity to help your church and community develop an unwavering faith in God and discover why they believe what they believe. Because so many people will see this movie or at least hear about it, the timing is perfect for your church to send a personal invitation in the mail,

encouraging people to learn more at your church. Outreach has a postcard design available with the logo from the film that can be customized for your church. For more information, visit Outreach.com or call 800.991.6011.

PASTOR

Your role as shepherd and teacher during this campaign is vital to its success. Before the campaign begins, pray for the people whom God will bring to your sermon series and movie events. Pray that God will soften hearts and prepare ears to hear the truth.

The five *Risen* sermons (found on the Resource DVD) coordinate with the movie. They're offered as complete sermons, or they can serve as a guideline for developing your own sermons. You are welcome to use as much or as little of the material as suits your congregation's need and your personal style.

SERMON 1: *"The Jesus You Never Knew"*

Main Scripture: John 3:16-17

Main idea: It is critical to share the miracle of Jesus's death and resurrection with others.

SERMON 2: *"The Jesus Who Calls You To Stop Playing It Safe"*

Main Scripture: John 14:12 and Matthew 14:28-29

Main idea: There is a new idol in America—the idol of safety.

SERMON 3: *"Resurrection: Myth or Miracle?"*

Main Scripture: Luke 24:5-6; John 20:19; 1 Peter 3:15

Main idea: Exploring the evidence of the resurrection brings hope and the much needed good news for all of our lives.

SERMON 4: *"The Greatest Comeback in the History of the World"*

Main Scripture: John 11:25

Main idea: People love comeback stories, and the resurrection of Christ is the greatest one in history!

SERMON 5: “The Jesus Who Wants You Fully Alive”

Main Scripture: John 10:10; Revelation 3:16; Mark 12:30-31

Main idea: Jesus came to give us abundant life—how do we fully embrace it?

On the Resource DVD

In addition to the sermon outlines, the Resource DVD contains the following tools to help make your campaign successful:

Printable Bulletin Insert

Add your own text to the *Risen* bulletin insert:

- To give your congregation an advanced look at the campaign and to build excitement before you begin
- As a sign-up sheet for outreach activities and events
- For sermon notes

PowerPoint Template

Add your own text and additional slides to this PowerPoint template to display announcements, worship information, or sermon notes.

Additional Tips

Gather visitor contact information, and be sure to engage them in next steps (see the Progress section). Sending a personal letter or postcard welcoming visitors to your church and small groups will go a long way in helping new people feel connected.

Expect the unexpected. In our volatile world, things happen quickly. Prepare for your weekly sermons, but pay attention to current events and community news that can be incorporated or addressed during this campaign.

The *Risen* movie will be shown in theaters across the country. This may cause those in your community to be curious and create an increase in visitors to your church. Have volunteers available to answer questions, greet visitors, and make them feel welcome.

PARTICIPATE

In-Reach Promotion

The *Risen* campaign has been designed to reach everyone in your church, and an effective in-reach program can help inspire and engage your whole congregation. Build excitement and awareness for the *Risen* sermon series, movie events, and outreach projects before the campaign even starts, and you'll maximize participation from your members.

Great Communication = Great Participation

Advertising studies show that we need to be exposed to a message anywhere from three to seven times before we fully retain it. Good, consistent communication can help ignite your congregation and will result in more people actively participating in the *Risen* campaign. When your church leadership really communicates their commitment to a program, it demonstrates its importance to your members so they are more likely to engage!

***Risen* In-Reach Ideas**

- Include information on the *Risen* sermons, and outreach activities in your bulletin, your church newsletter, and the announcements during your weekend services.
- Use indoor banners to build excitement and awareness of the *Risen* series.
- Send a postcard mailing to everyone on your church roster, inviting them to attend all of the *Risen* services, attend a theater event, and participate in outreach activities. Ask everyone to join in!
- Send an e-mail to your church list outlining the importance of the *Risen* series and invite them to get involved.
- Use your church website and social networking channels to invite members to engage in the *Risen* campaign. Keep them updated on the series and other ministry opportunities.

- Use *Risen* bulletin shells in the weeks leading up to and during your sermon series and events to reinforce the message and importance of the campaign.

PROGRESS

After the *Risen* campaign, you will have established regular attendance patterns for your congregation; continue these good habits by planning follow-up growth and assimilation programs as well as future small group studies.

Group Study

Small groups (and Sunday school classes) matter! Studies have shown that small groups can have a direct impact on the growth of your church and the involvement of your members. Invite those who attend your *Risen* series to join a group to get further plugged into your church and go deeper in their faith. Visit Outreach.com for a selection of small group resources that can continue the spiritual growth of your members.

Visitor Follow-Up

During your campaign, you will reach out to the unchurched in your community, touching their lives and encouraging them to begin attending church. A key step to keeping them involved is to provide them with clear information on how they can get involved or join other studies. Have the pastor or someone from the church reach out to your visitors in weeks following the campaign to thank them for attending and invite them to attend another sermon series. Let them know about other activities in your church, including children's programs, recreational activities, and outreach programs. Visit Outreach.com for resources that will help make your follow-up easy and effective.



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