

## HOW TO CONDUCT VIDEO SHOWINGS

**Purpose Statement:** The goal of this session is to equip you to have an impact in your target area through showing the "JESUS" video.

**Learning Objectives:** This session will help you to:

1. Invite a select group of people to view the video.
2. Conduct a video outreach, using the "JESUS" video (or another video).
3. Help those who viewed the video in their spiritual development.

**Key Verses:** Luke 24:46,47; Acts 1:8; 26:18; 1 John 1:3

*Note to instructor: Please do not go through these notes point by point. Simply highlight key points. Following are three different options that can be used in teaching this session. If these are not possible, then you can simply follow the notes that are provided.*

*Option One: Go over the notes using parts I and II. For part II, you could ask them to list the advantages of using the "JESUS" video. Write these on the board. Then show the "JESUS Home Video Strategy" hosted by Pat Boone (about 17 minutes). The rest of the notes are covered by the video. After the video, the instructor could compare the advantage written on the board to those mentioned in the video. Then, very quickly touch on the most important points (in bold). Students could then be directed to the application and appendices. It would be helpful to have such materials as "Who is This Jesus?" and other materials that go with the packet. It may be helpful to indicate how such materials may be secured (in the U.S.A. call Integrated Resources at 1-800-729-4351 or New Life Resources at 1-800-827-2788).*

*Option Two: If the "JESUS Home Video Strategy" packet and video are not available to show the class, the instructor may want to demonstrate the following in simulated situations: how to personally invite a neighbor to a home showing (handing them a personally written invitation and verbally inviting him), how to do the opening remarks before showing the video in a home (see box marked "Sample Introduction - Home"), as well as how to do the closing remarks after the video is finished (see boxes marked "Summary of the Gospel Message.") The distribution of comment cards and the suggested prayer could also be done in a simulation.*

*Option Three: You may consider supplementing this by showing the "Lighthouse Strategy" video. This is the strategy in which churches may team together in a city to give "JESUS" Videos to every home, or one church could target an area and train members to give out "JESUS" Videos in the area. To get the video and information, log onto [www.jesusvideo.org](http://www.jesusvideo.org) or call 1-888-JESUS-36.*

*It would be good for the instructor to share about a time he/she conducted an evangelistic video showing. Share about what went well and what didn't go so well or what could have been done*

*better.*

## I. Introduction

Doing random contacts in your ministry Target Area is relatively easy, but what about reaching those in your Target Area who do not hang around? How do you reach those who are difficult to evangelize in your Target Area? What are some obstacles to your witnessing to them? What are some easy but effective ways to reach those in your immediate area - your "Jerusalem?" Write down your ideas.

Let's look at one way that you can share the Gospel in a credible, non-threatening way which also gives the people an opportunity to receive Christ.

We are going to talk specifically about the Jesus film, but the principles from this talk could be used for any kind of film showing.

*Note to instructor: Ask, "How many of you have ever done an evangelistic or pre-evangelistic video showing? How did it go?"*

## II. The Advantages of the Jesus film

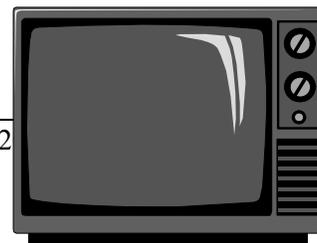
- A. It can be used in many places: classrooms, auditoriums, outdoors, and even over the Internet.
- B. It can open doors to those unresponsive to personal evangelism.
  - 1. It is a first-class movie and people like movies.
  - 2. It utilizes natural groups and provides a safe environment.
  - 3. It is a credible and complete explanation of the message of Christ.
  - 4. It provides an opportunity to bring up the subject in a non-threatening way.
  - 5. It contains an opportunity for a person to receive Christ in a natural setting.
  - 6. It is especially helpful in starting evangelistic discussions and as follow-up for new believers.
  - 7. It is helpful in an urban strategy to reach certain segments of society in the city.

There are five key activities for the JESUS video to be used effectively. We need to know how to prepare, gather, show, conclude, and follow-up the film.

### III. Preparation-Before the Video Showing

- A. Pray - Ask the Lord to work out the plans and details of the video showing - who to invite, where to have it, what to say.
- B. Decide who will sponsor the video. (This may best be determined by who will be invited.)
  - 1. In a home situation it may be sponsored by an individual, church, organization, or group.
  - 2. In a classroom situation it may be sponsored by a teacher, a group or club within the school, or the school itself.
  - 3. In other situations such as a factory or office, it may be sponsored by a manager or employee.
- C. Decide who will lead (and host) the follow-up Bible Study. Ensure that they are prepared (trained) to lead the group.
- D. Decide who to invite.
  - 1. It is most effective when gathering people for a video showing to invite those who have similar interests or backgrounds. This grouping may be by age, family relationship, language, occupation, neighborhood, class, or grade level. Those from similar backgrounds will hopefully have more in common, and feel more comfortable in the group. It will also be easier to gather them together for follow-up afterwards if they already have common interests.
  - 2. It is important to invite those who do not know the Lord. This does not mean that those who believe cannot come, but we must remember that our purpose is to introduce people to Christ, not merely entertain Christians. If in doubt about their salvation, invite them.
  - 3. Since you want to include those who receive Christ in a follow-up Bible study, it is important to invite those who live relatively near one another.
  - 4. Invite more people than you want to attend, knowing that not all will be able to come on the scheduled date. Be sure that there is a large enough group, but not so many that it will overcrowd your room or house.
  - 5. Publicity flyers should only be used if the general public is being invited.
- E. Decide where the showing will be.

It is best to show the video in a neutral setting or one that will



be comfortable for those attending. Be sure that there is room for all to view the video.

1. A home.
  2. A classroom.
  3. Clubhouse or meeting place.
  4. Video bar - especially if it can be controlled from disruptions.
  5. An office or factory.
  6. Churches should be used only if there is no other alternative or the society would accept the site favorably. Remember, we are not trying to create a religious event.
- F. Decide when to show the Video.
1. Choose a time that would not interfere with other activities such as holidays or sporting events.
  2. Choose a time that would not interfere with meals but also not keep them too late.
  - ▶ 3. **Christmas** and **Easter** are particularly good seasons to show the video. These holidays offer an opportunity to explain what the real meaning of the holiday is all about.
- G. Decide who will be the host and who will speak to the audience, i.e. who will be the emcee (many times that will be the same person).
1. The host would naturally be the teacher in whose classroom the video is being shown or the one in whose house the video is being shown. They should ensure that:
    - a. All are comfortably seated and can see the T.V. screen.
    - b. The equipment is working properly and ready to go without interruptions or delay.
    - c. Any refreshments to be served are ready.
  2. The person who will speak:
    - a. Should know what he/she will say at the beginning and the end.
    - b. Will start and stop the video at the right time or have someone responsible to do so.
- H. Be prepared for follow-up.

1. Schedule the first of your four follow-up meetings, ideally, to begin within 48 hours of the showing.
  2. Have all materials ready for the follow-up meetings.
  3. Invite those who received Christ and those who want to know more. It may be best to have the meeting in the same place as the video showing.
- I. Pray by name for those you invite. Ask God to prepare their hearts to be receptive to the message. John 6:44; 15:5.

#### IV. Invitations To the Video Showing

- A. In a Home.
1. Personal invitations should be sent early enough for people to make plans to come. In some cultures invitations may need to be sent 3 weeks in advance, in others, only 1 or 2 weeks advance planning is necessary.
  2. Invitations should be special as the event is special. A casual, "oh, by the way..." will not communicate the importance that the message of the video deserves. A handwritten invitation may be more personal than a printed one.
  3. Invitations should clearly include: (See Appendix 2).
    - a. Date and time.
    - b. Where it will be - directions if necessary include name, address, and phone (if available).
    - c. If for adults only, indicate so.
    - d. A response if the person is coming. This will allow you to invite more people if some cannot come.
    - e. Why you are having the event.
      - 1) In case of an Easter or Christmas showing, it can be a "Reason for the Season" party showing.
      - 2) In order to develop a greater spiritual awareness.
      - 3) Be creative. Come up with you own reason. (There may be so much interest in seeing a video you may not need a special reason.)
    - f. Confirm through the telephone or by personal visit three days ahead of showing

with all who said that they are coming. Sometimes people forget. Make sure they know the time (show will start promptly) and how to get there.

B. In a classroom.

1. If permission is needed to show the video in a classroom, it is important to obtain that before announcing the show so that students won't be disappointed.
2. You may choose to invite other classes if there is room for them and the TV screen is large enough for all to view the video. Separate showings may be scheduled for larger groups or different age groups.
3. Announce far enough ahead of time so that those who want to attend will be able to make plans to be there.
4. For video showings during class time, make provisions for the care of those who do not wish to see the video. Seeing the video should not be forced upon anyone.

C. In a workplace or a public showing.

1. Obtain permission to show the video before issuing invitations.
2. Use the home and classroom guidelines which fit the workplace situation.

## V. The Program

- A. Be prepared ahead of time for all aspects of the showing.
  - 1. The speaker should know when he will talk and what he will say.
  - 2. The host should know the schedule.
  - 3. Equipment ready, video wound to the beginning and the sound adjusted.
  - 4. Supplies, such as comment cards and pencils, should be at hand.
  - 5. Refreshments should already be prepared so that host can spend time welcoming people.
  
- B. Home
  - 1. Host should welcome people as they come and offer refreshments. Five minutes before time for show to begin, start getting guests' attention. Introduce guests to one another.
  - 2. Introduction by the emcee should be no more than 2 minutes and include a thank you to host/sponsor, reason for the video showing, and a brief word about the comment cards. The speaker could say some thing like this:

I want to thank John and Mary for inviting us to their home tonight (and for serving this wonderful food and drink). As we have talked recently, we have realized that many do not know or have forgotten the real meaning of (Easter/Christmas/the Christian life). That is why they have opened their home to you for this video showing tonight. Because the video is taken entirely from the book of Luke from the Bible, we will be able to get an accurate picture of the life of Jesus. At the completion of the video I would like to get your comments on what was meaningful to you. I hope you enjoy the video.

- 3. Start video. Be sure everyone can see and hear. You may, but not necessarily, find a need for a 5 minute break about 1 hour into the video.
- 4. At the end of the video the speaker should:
  - a. Get comments on the film, but do not belabor this. Affirm, and do not argue.
  - b. Give a review of the message using the main points of the Four Spiritual Laws. The speaker could say something like this:

### Summary of the Gospel Message

"Thank you for watching the video with us. Before I ask you to give me your comments, I would like to make some concluding remarks. As you have observed, the narrator shared at the end of the film how to apply the message of "JESUS", and therefore, have a personal relationship with God. *(At this point there are two options as to how to proceed. Option A: verbally review the four points of the "Four Spiritual Laws." If you use this option, give the booklet to the people as they leave. Option B: pass out the "Four Spiritual Laws" booklets and slowly read through the main points of the booklet. If preferred, you could use the booklet, "Would You Like to Know God Personally?")*

1. God loves you and offers a wonderful plan for your life. (Supporting verses: John 3:16; and John 10:10).
2. Man is SINFUL and SEPARATED from God, therefore he cannot know and experience God's love and plan for his life. (Supporting verses: Romans 3:23 and Romans 6:23).
3. Jesus Christ is God's only provision for man's sin. Through Him you can know and experience God's love and plan for your life. (Supporting verses: Romans 5:8, I Corinthians 15:3-6, John 14:6)
4. We must individually receive Jesus Christ as Savior and Lord; then we can know and experience God's love and plan for our lives. (Supporting verses: John 1:12, Ephesians 2:8,9, Revelation 3:20)

- c. Give those attending an opportunity to pray (no more than 2 minutes).

Suggested Prayer: "Lord Jesus I need you. Thank you for dying on the cross for my sins. I open the door of my life and receive you as my Savior and Lord. Thank you for forgiving my sins and giving me eternal life. Take control of my life. Make me the kind of person you want me to be. Amen"

- d. Have those attending fill out a comment card (5 minutes). Have help giving out and collecting.

Please take one of the comment cards and fill out the information. Be sure to check one or more of the appropriate boxes and write any comments you might have on the back. (*give time to complete*). Please pass the cards this way when you have completed them.

There will be an opportunity for any of you who invited Christ into your life or have an interest in knowing more about Jesus to come to a Bible study that will meet (*day of the week*) at this same location at this same time (*or whatever time and place is convenient*). If you have a Bible, please bring it with you. If you do not, we will provide one for you. Also, bring paper and pen as you will want to take notes.

### C. Classroom or Workplace

1. Host/teacher should welcome all who are not normally a part of their group and then turn it over to the master of ceremonies if there is one.
2. Introduction should be no more than 2 minutes and include a thank you to host/sponsor, reason for the video, and a brief word about the comment cards. The speaker could say something like this:

#### Sample Introduction - Classroom

I want to thank Mrs. Thatcher for inviting us to your class today. As we have talked recently, we have realized that many do not know or have forgotten the real meaning of (Easter/Christmas/the Christian life). That is why we have come together today to view the video "JESUS". Because the film is taken entirely from the book of Luke from the Bible, we will be able to get an accurate picture of the life of Jesus. At the completion of the video I would like to get your comments on what was meaningful to you. I hope you enjoy the video.

3. Start video. Be sure everyone can see and hear. You may find a need for a 5 minute break about 1 hour into the video.

4. At the end of the video the speaker should:
  - a. Give the participants the opportunity to say what they liked.
  - b. Give a review of the message using the Four Spiritual Laws (no more than 3 minutes). The speaker can use the same review as in the home showing.
  - c. Give those attending an opportunity to pray (no more than 2 minutes). Again, use the same closing prayer as used in the home showing.
  - d. Have those attending fill out a comment card (5 minutes). Have help giving out and collecting. The speaker could use the same closing as in the home showing.
  - e. Explain when and where the follow-up meeting will take place (2 minutes). Should be held **within 48 hours** of the show.
  - f. Thank students for coming and close (1 minute).
  - g. Thank the host once again. A card of appreciation should also be sent to the host.

## VI. FOLLOW-UP

- A. Begin praying for those who have indicated receiving Christ even before the follow-up meeting.

Pray that they will attend follow-up and be protected from the attacks of the devil. Realize that there are four types of soil (Mark 4:1-20).

- B. The first follow-up meeting should be no more than **48 hours** after the show.
- C. Follow-up should include at least four meetings:
  1. Who is Christ?
  2. Experiencing God's Love.
  3. The Power Source.
  4. Growing In Christ.

*Note to instructor: Try to bring examples of follow-up to use. Follow-up materials are available which correspond to the "JESUS" Video.*

## VII. OTHER IDEAS

- A. Loan it out - ask for response later.

- B. Give it away as a gift. Ask if you can come in two weeks to find out what they thought of it.
- C. Jails, Nursing Homes, etc. Get necessary permission. (*Captive audience.*)

## VIII. ACTION POINT

Jesus has commanded us to go into all the world to make disciples. Some may not be responsive to a gospel tract, but they may be open to watching the “JESUS” video. Let this be another tool in your repertoire in order to work more effectively in God’s harvest.

Look at Appendix 1. In this next week, take time to meet with the Lord and see if He may have you use this tool, especially around Christmas or Easter. Fill in some names of people that He may want you to invite to a video showing. Go over this with your mentor. Appendix 2 shows sample programs, invitations, and response card.

## Appendix 1

Use this planning sheet to list 15 adults who are neighbors, friends, relatives, or acquaintances that you would like to invite to view the "JESUS" video.

### PLANNING SHEET

	NAME AND PHONE NUMBER	DATE THEY RSVP
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____
9.	_____	_____
10.	_____	_____
11.	_____	_____
12.	_____	_____
13.	_____	_____
14.	_____	_____
15.	_____	_____

Where will you have your video showing?

When will you have your video showing?

## Appendix 2

### Sample Program - Home

- 7:00      Guests Arrive                      (food and drink optional)
- 7:15      Welcome and Introduction of Video (2 minutes)
- 7:20      Begin Video
- 8:20      Possible Break (5 minutes)
- 9:20      Video Ends  
            Gospel Reviewed (3 minutes)  
            Invitation to receive Christ (2 minutes)  
            Comment Cards (4 minutes)  
            Explain time and place of follow up Bible study  
            (1 minute)
- 9:30      Close

### Sample Program - Classroom

- 1:00      Guest Classes Arrive
- 1:08      Welcome and Introduction of Video (2 minutes)
- 1:10      Begin Video
- 2:10      Possible Break                      (5 minute)
- 3:10      Video Ends  
            Gospel Review (3 minutes)  
            Invitation to receive Christ (2 minutes)  
            Comment Cards (4 minutes)  
            Explain time and place of follow up Bible study (1 minute)
- 3:20      Close

Sample Invitation - Home

YOU ARE INVITED TO A VIDEO IN THE HOME OF  
JOHN AND MARY THATCHER  
195 ASHINGURST AVENUE FLAT 3  
MANCHESTER  
IN RECOGNITION OF THE EASTER SEASON

THE INSPIRATIONAL FILMS VIDEO "JESUS" WILL BE SHOWN  
\*\* FRIDAY APRIL 23, 7:00 PM \*\*  
PLEASE CALL 265-48-97 BY APRIL 18 IF YOU ARE ABLE TO ATTEND

Sample Invitation - Classroom

YOU ARE INVITED TO A VIDEO SHOW IN THE CLASS OF  
MRS. THATCHER - ROOM 6  
THE INSPIRATIONAL FILMS VIDEO "JESUS" WILL BE SHOWN  
\*\* FRIDAY APRIL 23, 1:00 PM \*\*

Sample Comment Card

COMMENT CARD

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_

PLEASE CHECK ONE OR MORE:

- I PRAYED AND INVITED CHRIST INTO MY LIFE.
- I WOULD LIKE TO TALK WITH SOMEONE  
FURTHER ABOUT MY RELATIONSHIP WITH  
CHRIST.
- I AM INTERESTED IN A BIBLE STUDY

(Please write comments on the back.)