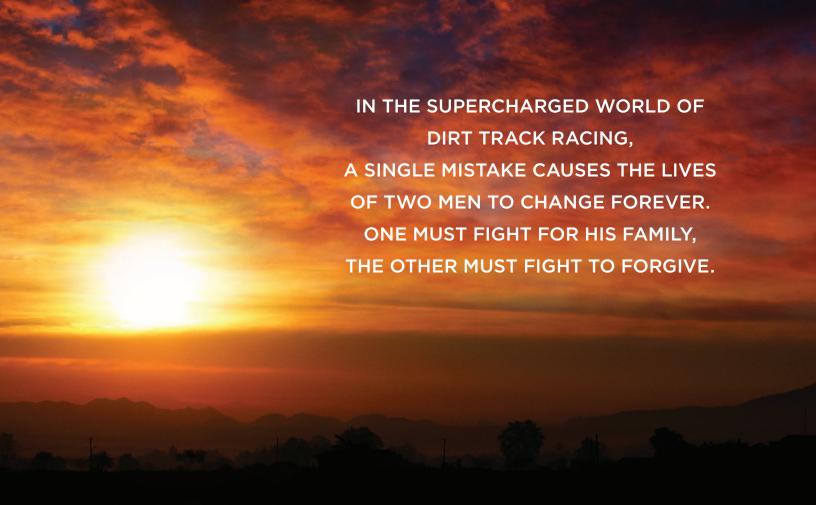
VICTORY BEGINS IN THE HEART



# 

CAMPAIGN GUIDE



Dirt track racer Sean Weathers was at the top of his game...an unstoppable career, scores of fans, and an adoring daughter. When a rivalry with another racer turns personal, the ego that propelled him to success causes a tragedy, sending his life into a tailspin.

Jack Reed was attempting to make up for past mistakes. He had prospered as a businessman but failed as a family man. In a sudden turn of events, his chances for reconciliation are ripped from his grasp.

Sean and Jack's lives collide, and an unexpected bond forms between them. Working through a painful journey of healing together, they each learn about second chances and the true freedom only forgiveness can offer.

## WHY FORGIVENESS?

Be kind and compassionate to one another, forgiving each other, just as in Christ God forgave you. — Ephesians 4:32

Have you experienced the freedom of forgiveness? We all have in some capacity.

As believers, our common thread is the forgiveness only Christ can give, but we also know the freedom of forgiveness from others when we've needed it.

Forgiveness is a powerful tool. Repeated in Scripture is Christ's redeeming love for us in His sacrificial death for the forgiveness of our sins. Forgiveness is the theme of CHAMPION. Forgiveness heals and provides second-chances.

Engaging the film CHAMPION can offer a beautiful parallel of Christ's sacrifice to forgive us of our sins. For Christ-followers, the Cross is our reminder of forgiveness. For the un-churched, there is the hope of Christ's love and forgiveness. There is human forgiveness that can be a doorway to healing and second chances.



## **FORGIVENESS:**

### GOOD FOR THE BODY, NOT JUST THE SOUL

Consider the following from the Mayo Clinic on forgiveness. Letting go of grudges and bitterness can make way for happiness, health and peace.

### Forgiveness can lead to:

- + Healthier relationships
- + Less anxiety, stress and hostility
- + Fewer symptoms of depression
- + Improved heart health

- + Greater spiritual and psychological well-being
- + Lower blood pressure
- + Stronger immune system
- + Higher self-esteem

SOURCE: http://www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/forgiveness/art-20047692

"To be a Christian means to forgive the inexcusable because God has forgiven the inexcusable in you." — C.S. Lewis

As you begin thinking about the film, examine what your congregation needs the most. Is it a reminder of Christ's love and His ultimate sacrifice that enables us to be forgiven?

Is your congregation's greatest need a reminder to be forgiving of one another? Maybe it's a clarion call to your congregation that the world around them is filled with hurting people who need to be forgiven. Whether your faith-based film campaign is set on reaching the un-churched or providing a fresh insight to those within, Forgiveness is a UNIVERSAL NEED. Forgiveness found is cause for celebration. Know that as the resources in this tool-kit were being prepared, you were being prayed over. Our desire is that you would use CHAMPION as a resource for your ministry to be a beacon of forgiveness that Christ offers and that He enables us to offer others.

### WHY MOVIES IN MINISTRY?

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

—God's Not Dead Ministry Campaign Guide

Think about times you have been forgiven or extended mercy and forgiveness to someone else. Isn't it beautiful? Didn't it take your soul on a journey from one place to another?

For Jack Reed and Sean Weather, their journey begins on screen in a dramatic dirt race that leaves their lives altered forever. Sean and Jack's lives intersect when Jack's son Ray is tragically killed in the race. Ray's legacy of love for Christ creates an unexpected bond of healing, second-chances, and forgiveness. It's that story that grabs the audience and gives the filmmakers just the right environment to craft the ultimate takeaway from the film. The story shared is a journey taken by the characters and the viewers together.

That journey is why movies matter in ministry. We've heard life is "a journey, not a destination." Not everyone who views CHAMPION will be able to relate to the strained relationship between Jack and Ray Reed. Viewers don't have to. Not everyone can relate to the pressure and competitiveness of Sean Weather's racing career. Viewers don't have to. Everyone knows a Jack and everyone knows a Sean. We all likely know someone who is reluctant to forgive and someone who lives a life full of faith demonstrated in forgiving when there is no earthly reason to do so.

Seeing those archetypes on screen and being able to identify ways in which those relationships play in reality doesn't just provide entertainment but revelation and then motivation. When that motivation makes a spiritual connection, movies matter for ministry. Films are the parables of our time in history; a church can leverage what is relevant culturally to expose what is relevant spiritually.

There is another reason why each new faith-based film matters for ministry. With more hitting theaters every year, their success is measured by the standards of every other movie. How well a film performs financially in its opening weekend determines how long it remains in theaters. How well it performs in theaters determines how much money will be invested into other films like it in the future. If we want to see more films that depict the reality of faith and the context of cultural movements, each film released needs our support. Those levels of box office support will not only yield faith based film fruit in the future, but unique ministry opportunities in the moment.

This campaign guide is a toolkit for engaging the release of CHAMPION and utilizing the power of a story and the idea of a transformative journey that draws people in and makes an impact.



Your campaign's success will be directly proportionate to how well you plan and follow up. In order to maximize your **CHAMPION 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
- Recruit testimonies from team members or volunteer ministers in your church.
- Continue event planning
- Launch small-group planning
- Go viral [see the Social Media section of this campaign resource]
- Host an information session for your congregation or ministry team. In your initial meeting, take time to cast vision, share goals, and begin congregational prayer movement using the Campaign Prayer Guide
- Develop a marketing plan for church-wide and community outreach, noting specific engage ment dates beginning four weeks from the start of your campaign
- Four Weeks in Advance—Engage church-wide communication using promotional materials and additional resources
- Three Weeks in Advance—Engage in community event and sermon series marketing 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 church wide and community communication about events, sermon swries, and campaign opportunities
- Take notes to evaluate your Faith-Based Film Campaign and use for future church-wide efforts

#### AFTER THE CAMPAIGN

- Meet with your core leadership team to finalize campaign efforts. Use the oportunity to recognize their hard work and to thank everyone for their tremendous service
- Follow up with any decisions made
- Using the data collected in your spiritual gifts inventories and ministry mobilization efforts, train and develop new teams of leaders, volunteers, and lay ministers in your church
- Involve the team in evaluating the campaign
- Send thank-you letters to your pastor, theater managers, and campaign team members
- Meet with your pastor and senior leadership to plan for the future
- Take notes to evaluate your Faith-Based Film Campaign and use for future church-wide efforts

## **CREATIVE EVENT IDEAS**

CHAMPION will have a theatrical run. How long the movie remains in theaters does not limit its overall effectiveness, but it is the main driving factor for how many will know about this movie and its powerful message. For your CHAMPION campaign running congruently with the film's theatrical release use the following event ideas to conduct your campaign. The best events have a clearly defined purpose in order to execute a successful strategy. A clearly stated sample purpose is attached to each event idea. Just because you determine to utilize the event route specifics doesn't mean you must engage the sample suggested purpose. However, having a clearly defined one of your own is essential to creating and implementing a successful faith-based film event strategy.



## **MOVIE EVENT**

Purpose: To provide an exciting community outreach event for our church where the true meaning of forgiveness is shared and people learn that our church, like Christ, desires to give something to them rather than take something away.

For a theatrical release movie event, consider renting a theater for one or more showings and inviting your congregation or ministry participants to attend. Encourage guests to invite friends, neighbors, and coworkers. The weeks prior to your event, coach them on ways to leverage conversations about forgiveness in order to engage people right where they are spiritually and to set the tone for the film's message. On the day of your event, make sure you have a window of time between subsequent showings to pray, share the gospel message of Jesus Christ come to save, and invite patrons to additional services and events with your church.

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 servant hood evangelism opportunity. Show the community that your church is about giving and not taking. Break down the wall people might have with the idea of church by illustrating God's love in a practical, service oriented way. Many theaters might negotiate a discount for reserving an entire showing if you choose a non-peak time or smaller-seated theater. They 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.

Because CHAMPION is a family friendly film with an easily understood plot line even for children, make your movie experience an exciting event with refreshments, give-aways, and additional promotional resources highlighting kids and family ministry opportunities at your church.





## **FAMILY MINISTRY CELEBRATION**

### Purpose: To highlight the freedom that forgiveness offers

Select a special program idea. Perhaps you prefer to tap into the talent of your own congregation and create from scratch an event designed to help parents and kids worship and learn together. If God has provided those talented resources, he has done so for a reason. Work together and leverage those gifts together. Regardless of the script or plan, having the purpose to create an experience where forgiveness is the focus.



## **MEN'S MINISTRY**

Dirt Track racing lends itself to be a movie Men will enjoy with the guys. This makes this movie unique and a real opportunity to engage the Men of your church and community. The message will hit home with men, they will see themselves in this story, and with the FREE Bible study resources the movie impact can live long after the theater. Take advantage of this by kicking off a Summer Men's focus with CHAMPION. Follow up with a weekly or just a few times in June and July with connection points for men. Early morning Bible study at the church, small groups meeting at Starbucks, Panera, Chick-Fila, Cracker Barrel – hang out where Men like to be. Imagine what a church full of men who understand what forgiveness looks like, Men who have been changed and are ready to lead, free of the burdens they carry.

The greatest mark of a father is how he treats his children when no one is looking.

—Dan Pearce



Start by going to and "Liking" the CHAMPION page. You can find it at the following URL: https://www.facebook.com/championthemovie from that page, you can view the movie trailer, link to the official website, stay up-to-date on movie release information, and interact with the cast and writers.

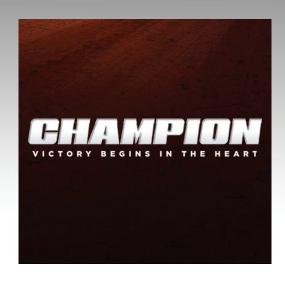
Your Facebook church page or campaign page will allow you to designate roles within the page. Admins have the most power over content creation and also governance over users. For ease of use, designate several admins and editors over your page in order to delegate and use a wide variety of people in campaign leadership roles.

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

Finally, use your own status or the wall of your church/ministry page to share information about film. Drum up as much awareness and support as you can for the movie. The more success each faith-based film attains, the greater the chance we have of seeing more movies like CHAMPION on big screens worldwide. Encourage other social media savvy participants or even those who are brand new to the world of Facebook to make your church wide campaign events their daily statuses and to continue to share about the film during your campaign. \*Facebook Live video streaming usage is paired with Periscope and covered in the joint video section of this guide.



From your own account or the church feed, go online to the official movie Twitter page and "follow" the film. You can find the movie at the following URL. [https://twitter.com/champion-movie] Next, begin using your Twitter page[s] to create buzz around your Facebook events and announcements. Share them via strategically placed tweets. Use Twitter to inspire people and then invite them to join you.



Consider taking the time on the outset of your campaign to create a document full of possible tweets related to your campaign. The power of what can be communicated in the 140-character max to circulate the simple reasons for the campaign is endless. As a follower of Jesus, we have just one mission and that is to make disciples. The world we live in today communicates in byte-sized bits. If you were a missionary in Thailand, you would speak the official language of Thai. To effectively engage culture where you are, you have to speak "tweet." It's not reducing the quality of the content, just the quantity of characters you use to transmit it. It will force you to really evaluate your vision and streamline your message.

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

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

Encourage all those present to find ways to quietly converse during the film via Twitter their thoughts and responses to the film. Use a hash tag like #yourchurchCHAMPION or #youreventname or simply **#CHAMPIONmovie2017** to create Tweet categories an garnish even more Twitter chatter about your church and the campaign.

# SOCIAL MEDIA INTERACTION

facebook



### **VIDEO SHARING SOCIAL MEDIA PLATFORMS**

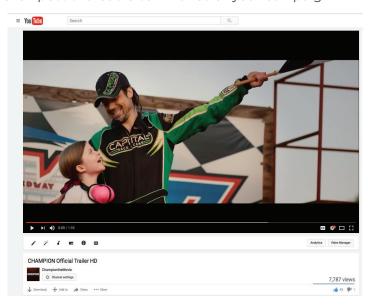
Each of the platforms in this category allows you to post, share, and utilize video content to enhance the social media outreach and influence of your film campaign. Regardless of which option(s) you employ, videos can widen your effectiveness. The goal should not be to go viral but to cast vision, create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

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

In addition to that creative idea, or others that you develop, your video platforms can be used to create and share invitations to events, information about your campaign, devotional content throughout, and even post shareable summaries of your campaign

events once they are complete.

Don't neglect the power of the after effect. Posting, liking, sharing, and reposting event videos once they have occurred creates as much buzz for your church and future community engagements as anything else. If people see a captivating video and regret not participating, that will certainly drum up more attention for your future efforts.



# SOCIAL MEDIA INTERACTION



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

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



# CHAMPION DISCIPLESHIP OPPORTUNITIES

CHAMPION IS BUILT FOR DISCIPLESHIP. AFTER THE MOVIE, OR EVEN BEFORE, THE VIEWERS WILL BE READY TO DIG INTO DISCUSSION AND SMALL GROUPS AROUND TOPICS LIKE FORGIVENESS, GRIEF, MEN DEALING WITH ISSUES LIKE IDENTITY AND FATHERHOOD. THE MOVIE HAS MANY PERSPECTIVES AND WILL LEND ITSELF TO USING SOME OF THESE RESOURCES AND OTHERS.

**Seven Mile Miracle** - Steven Furtick (Forgiveness)

What's So Amazing About Grace - Phillip Yancy (Forgiveness)

A Way Of Letting Go - Wilma Derksen (Grief)

Man Stuff - Josh Turner (Man Stuff!!)

Dad Time - Max Lucado (Fatherhood)

Men's Identity Struggle - Crosswalk.com

Therefore, if anyone is in Christ, the new creation has come: The old hasgone, the new is here! —2 Corinthians 5:17

# CHAMPION CAMPAIGN TEAM PRAYER GUIDE

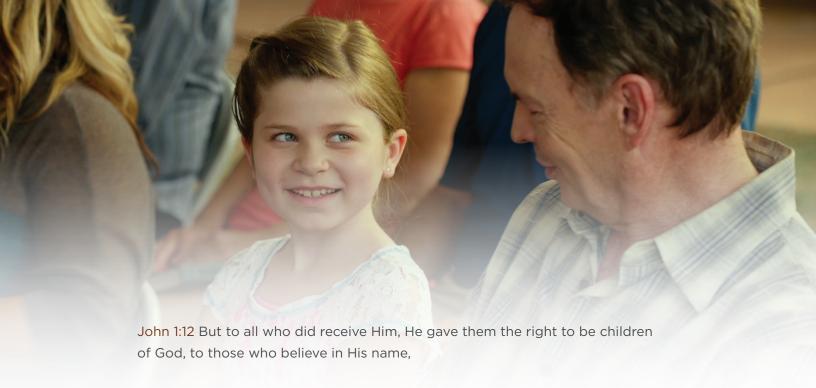
Oswald Chambers offered in his iconic work, My Utmost for His Highest, "Prayer does not equip us for greater works— prayer is the greater work." That is certainly true of your campaign effort. Use the following Prayer Guide as a resource throughout your campaign season for your leadership team. Use the prayer prompts and scripture verses as ways to pray for God's power and the movement of the Holy Spirit in your Community and your Church.

There is no more powerful medium for prayer than the Word of God. This prayer guide challenges you to pray through scripture and faithfully expect the promises of God to be fulfilled. Praying scripture aligns your heart with God's heart because you are filling your mind with the His Word.

These passages have been selected because of their connection to the theme of the film and the opportunity they present to pray for God to move in the hearts of your people. Campaign prayer team leader: Feel free to add your own passages based on specific requests for your congregation and your community. As God directs your campaign vision, so goes the movement of the campaign prayer team.

### PRAY FOR SALVATION

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



Romans 10:9-10 If you confess with your mouth, "Jesus is Lord," and believe in your heart that God raised Him from the dead, you will be saved. 10 One believes with the heart, resulting in righteousness, and one confesses with the mouth, resulting in salvation.

John 14:6 No one comes to the Father except through Me.

Ephesians 2:8-9 For you are saved by grace through faith, and this is not from yourselves; it is God's gift— not from works, so that no one can boast.

Ephesians 1:13 When you heard the message of truth, the gospel of your salvation, and when you believed in Him, you were also sealed with the promised Holy Spirit.

#### PRAY FOR GOD'S FAVOR

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

2 Corinthians 9:8 And God is able to make every grace overflow to you, so that in every way, always having everything you need, you may excel in every good work.

Hebrews 4:16 Therefore let us approach the throne of grace with boldness, so that we may receive mercy and find grace to help us at the proper time.

# CHAMPION CAMPAIGN TEAM PRAYER GUIDE

Matthew 7:11 If you then, who are evil, know how to give good gifts to your children, how much more will your Father in heaven give good things to those who ask Him!

Psalm 90:17 Let the favor of the Lord our God be on us; establish for us the work of our hands—establish the work of our hands!

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

John 1:16-17 Indeed, we have all received grace after grace from His fullness, for the law was given through Moses, grace and truth came through Jesus Christ.

### PRAY FOR RENEWED COMMITMENT TO CHRIST AMONG PARTICIPANTS

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

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

1 King 8:61 "Let your heart be completely devoted to the Lord our God to walk in His statutes and to keep His commands, as it is today."

Hebrews 12:1 Therefore, since we also have such a large cloud of witnesses surrounding us, let us lay aside every weight and the sin that so easily ensnares us. Let us run with endurance the race that lies before us.

2 Chronicles 15:12 Then they entered into a covenant to seek the Lord God of their ancestors with all their mind and all their heart.



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

Romans 12:2 Do not be conformed to this age, but be transformed by the renewing of your mind, so that you may discern what is the good, pleasing, and perfect will of God.

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

### PRAY FOR CHURCH GROWTH

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

Ephesians 4:11-13 And He personally gave some to be apostles, some prophets, some evangelists, some pastors and teachers, for the training of the saints in the work of ministry, to build up the body of Christ, until we all reach unity in the faith and in the knowledge of God's Son, growing into a mature man with a stature measured by Christ's fullness.

# CHAMPION CAMPAIGN TEAM PRAYER GUIDE

1 Corinthians 3:6-7 I planted, Apollos watered, but God gave the growth. So then neither the one who plants nor the one who waters is anything, but only God who gives the growth.

2 Peter 3:18 But grow in the grace and knowledge of our Lord and Savior Jesus Christ. To Him be the glory both now and to the day of eternity. Amen.

2 Peter 1:5-8 For this very reason, make every effort to supplement your faith with goodness, goodness with knowledge, knowledge with self-control, self-control with endurance, endurance with godliness, godliness with brotherly affection, and brotherly affection with love. For if these qualities are yours and are increasing, they will keep you from being useless or unfruitful in the knowledge of our Lord Jesus Christ.

Acts 2:41-47 So those who accepted his message were baptized, and that day about 3,000 people were added to them. And they devoted themselves to the apostles' teaching, to the fellowship, to the breaking of bread, and to the prayers. Then fear came over everyone, and many wonders and signs were being performed through the apostles. Now all the believers were together and held all things in common. They sold their possessions and property and distributed the proceeds to all, as anyone had a need. Every day they devoted themselves to meeting together in the temple complex, and broke bread from house to house. They ate their food with a joyful and humble attitude, praising God and having favor with all the people. And every day the Lord added to them those who were being saved





Philippians 1:6 I am sure of this, that He who started a good work in you will carry it on to completion until the day of Christ Jesus.

Romans 8:29 For those He foreknew He also predestined to be conformed to the image of His Son, so that He would be the firstborn among many brothers.

### PRAY FOR THOSE DEALING WITH FORGIVENESS

We all deal with Forgiveness – giving and accepting. When we accept Christ, we are accepting his ultimate forgiveness, the most amazing gift of His Son dying on the cross to make it possible. As humans, we struggle. When we are wronged, something happens to someone we love, we are hurt. Forgiving does not mean the pain or loss goes away, but it is a step to seeing the big picture and giving someone else a gift of forgiving.

Colossians 3:12-13 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 also you must [forgive].

Matthew 6:14-15 "For if you forgive people their wrongdoing, your heavenly Father will forgive you as well, but if you don't forgive people, your Father will not forgive your wrongdoing."

Ephesians 4:31-32 All bitterness, anger and wrath, insult and slander must be removed from you, along with all wickedness. And be kind and compassionate to one another, forgiving one another, just as God also forgave you in Christ.



BRANNON PICTURES PRESENTS A JUDD BRANNON & STEVE HYLAND PRODUCTION "CHAMPION"
STARRING ANDREW CHENEY GARY GRAHAM ROBERT AMAYA ISAIAH STRATTON CAMERON ARNETT WITH FAITH RENEE KENNEDY
MUSEY CLIFF DUREN DESIGNAY TEILA MEYERS EDTEN STEVE HULLFISH AND JUDD BRANNON PROBEREN MARCELA SHAW PROFESTARY WES LLEWELLYN
PRODUCEN DAVID COOK PRODUCEN JUDD BRANNON SCREENPLAY MISSY REEDY AND SARAH INABNIT PRODUCEN STEVE HYLAND DIRECTEN JUDD BRANNON



IN THEATERS MAY 19
ChampionTheMovie.com



