

# Your New World Order Movie Night

This Success Guide will provide you with easy to follow step-by-step instructions to help ensure you have an effective Movie Night Event. Whether it's for a Community Outreach, Ministry or Fellowship Opportunity, our goal is to provide our movie ministry partners with a feature film experience that is easy to host, is ministry focused, provides a life transforming outreach opportunity and will provide a powerful tool for dynamic church growth.

## Congratulations!

### New World Order Movie Ministry Quick Start Success Guide

[Strategies & Suggestions To Help Ensure A Successful Movie Event:](#)

#### Designate one person as the Movie Event Coordinator.

The Movie Event Coordinator will oversee all aspects of the event and serve as the liason with DNA Filmworks. This individual may also include others to participate in the preparation and hosting of the event.

#### Movie Ministry Planning & Kickoff Meeting

Coordinate a Movie Ministry Kickoff meeting as soon as possible to outline preparation needs, coordinate schedules, set dates and assign tasks/responsibilities to help ensure a successful event. Key issues and planning considerations you will want to address.

#### Meeting may include the following:

- Identify key people who will be involved and assign responsibilities (marketing/promotion, facility planning, audio/visual, hospitality, event staffing (before/during/after – eg; greeters, hospitality, etc.), DVD sales table, photographer to capture event testimonials / photos to use on your social networks, web sites and future marketing materials. etc.)
- Identify potential dates (make sure it doesn't conflict with other major community events, holidays or events scheduled at your facility) for hosting your event(s) Important Note: When possible, it is important to allow at least 2-3 weeks prior to your movie event date for marketing/promotion. Historically, this has provided sufficient time to promote the event at your facility and in the community. This timeframe seems to generate awareness and influence good attendance levels.
- Develop a timeline (based on your selected event date) and work back to allow sufficient planning time and benchmarks to meet your date. (please refer to timeline recommendation in this guide)  
Suggestion: Depending on how large your church/organization is and how many you are expecting to attend, you may want to consider recruiting other volunteers to assist you on the pre-planning/preparation as well as event day/night.
- Review any new concepts and ideas that will help boost the attendance.
- Confirm any public relations and news submissions and/or local media contacts that can help promote your event in the community.
- Make a commitment to prayer for a successful movie event based on your vision for hosting your movie events (outreach, lives impacted, etc)

Important Note: We highly recommend that you have an alter call after the event and have people available to pray/meet with people after the event. Be available to people who want to give their life to Christ on the night of the event.

## Promotion & Marketing For Your Movie Event

There is a direct correlation between awareness and attendance. A successful turn out is a direct result of well planned and timely executed promotion. Depending on your attendance goals, it is very important to utilize the marketing material provided with your license to drive the awareness of our movie event(s):

- Promote the event to the church with posters, bulletin Inserts, pulpit announcements, running trailers during services, send emails to our database, coordinate with the church webmaster to promote via the internet.
  - Coordinate promotion and advertisements through the local media.
  - Encourage church members to invite relatives, friends and colleagues
- **Audio/Visual Team**
    - The Audio/Visual (AV) Team serves as the eyes and ears of the Movie Night event. The AV Team is responsible for the most crucial aspect of the Movie Event... showing the movie.
    - The AV Team will:
      - Test the DVDs, projector(s) and sound system(s).
      - Play the trailers during the weeks prior to the event.
      - Play the movie the night of the event.
  - **Greeters, Hospitality & Follow-up Teams**
    - The role of the Greeter & Follow-up Team is to minister to both visitors and church members. The team ministers to people the night of the event, and follows up with all new attendees.

### The Greeter & Follow-up Team:

- Inform attendees where all activities will take place.
- Give directions to the restrooms and any food services provided.
- Provide visitors' information packages about the church. .
- Be prepared to answer visitors' questions about God and salvation.
- Minister to viewers after the movie and support new believers the night of the event by praying with them, giving them material and gathering contact information on people who want to know more about God and the church.
- Hospitality team will be serving food and refreshments at the event.

Post Event Opportunities: Lead Bible studies that draw out the deep spiritual truth of the movie, reach out to all attendees and inform them of the next events.