



Local Marketing Plan for:

Who is Jesus?[™]

A joyful Jesus, A message of hope. Now a powerful outreach film

- 55 minutes. Dolby Digital Surround -

This Film is for now! Every community, Every town and city, Everyone.

Today with God, Who is Jesus? uses cinema quality motion picture footage about Jesus taken directly from The Visual Bible Gospel of Matthew which is introduced by host Randy Weiss PhD. **WHO IS JESUS?** is available for outreach purposes on DVD

WHO IS JESUS? is the most important film many people will ever see. It is vital that they are given the opportunity to see it. This is the Word of God in a powerful visual format, with words taken faithfully from the Holy Bible

WHO IS JESUS? portrays a smiling Jesus, full of joy.

As the film draws to its climax we see the betrayal, the sadness and the passion of a man who has poured himself out for His people. Who can remain unmoved when seeing all this and hearing it accompanied by the **Word of God?**

The film is an invitation; all of us can be the hosts; individuals, churches, organizations, anyone who has heard **the Great Commission: "Go and make disciples of all the nations."** **Matt 28:19**

Local Marketing for the film.

Many Christian communities around the world have used the film Who is Jesus? The main purpose of the film is for Christians to invite their friends to see it or share it with them. Pray and seek the Lord about how to get involved in the project and do whatever He tells you. Here are some things that others have done successfully.

1. **Use Powerful Scripture Proclamations** available for free download from www.armyofants.com. Make sure everyone understands the importance

of these to “prepare the way” for your outreach programme. Everyone on the team should be carrying a MP3 player playing these proclamations at whisper wherever they go. For more information visit the website. Also, read *The Power of Proclamations* by Derek Prince.

2. **Book a good place to show local church leaders the 55 minute WHO IS JESUS film.** Invite them to appoint a co-ordinator, choose a venue, and agree an approximate time scale allowing at least 7 months to co-ordinate local activity.
3. **Form a planning committee** drawn from a variety of churches. Tasks for the committee include:
 - Prayer co-ordinator
 - Publicity co-ordinator
 - Poster sights organiser
 - Visitation organiser
 - Finance organiser
 - Informing local newspapers
 - Informing local radio stations
 - Keeping local clergy informed
 - Keeping churches and schools in surrounding villages informed
 - Liaison with local schools
 - Liaison with local church Sunday Schools
 - Liaison with local scouts, guides, youth groups etc
 - Liaison with other church groups, e.g. women’s groups, retired people etc
 - Articles to the editors of church magazines and weekly church bulletins
 - Liaison with Christian Unions at university, college and work
 - Working with the local Christian bookshops to stock the resources.
 - Follow-up co-ordinator
4. **Organise a free morning preview** to invite schoolteachers, youth leaders and local pastors. Remember, as the film is available on DVD it can be shown in more than one location. You can arrange to show the film in local schools, old peoples homes, prisons etc as well as in your local town hall, conference centre, church or cinema.
5. **Schools.** If it is not possible to show the film in your local schools, why not find a sponsor to give each child a copy of the **“WHO IS JESUS?”** DVD. DVD’s are a much more effective method of communicating with youth than the written word.
6. **Friendship Groups.** Where Christians can share this movie with their friends on a one to one basis, make Who is Jesus? DVD’s Available to them through church organisations.
7. **Seekers groups.** We recommend one in particular as it both compliments and expands on Who is Jesus?.

The Visual Bible films Matthew Acts and John have now been turned into 37 half hour TV episodes called “**Today With God**”. An excellent way to use this is to show a half hour episode and then share a meal with your seekers. Then discuss the topics that are thrown up by that episode over the meal. Sharing Today with God The Gospel of Matthew would take 14 evenings or 11 for The Gospel of John. Each episode is introduced by Randy Weiss who provides cultural and historic backgrounds to the stories. You could also use Who is Jesus? to start the series off with.

8. Resources

8.1 Publicity material

A4 poster. Use for notice boards, windows, public places.

A5 Flyers Printed one side only. Use for door to door, church pews, notice boards. Use also on exit from your venue to provide follow up information. Can be overprinted on reverse.

Invitation postcard to film show.

8.2 Today With God The Gospel of John. 11 half hour episodes plus an Who is Jesus? to use in discussion groups

9. Pre-Launch activity

As soon as possible but no later than 6 month before the event:-

- Mailing to clergy, pastors, youth workers and RE teachers etc.
- Meet your venue manager
- Advertising in Church newspapers
- Press briefing
- Contact schools
- Form prayer groups
- Train Follow-up group leaders

Three to four weeks before launch:-

- Radio advertising
- Posters on bus stops, in Multi-story car parks etc.
- Train station posters
- Radio interviews
- Local TV may show clips from Who is Jesus? with an interview
- Plan lifts for elderly etc.

One week before opening:-

Flyers to every home
Prayer walk your town/city using the Scripture Proclamations playing on MP3 players

10. Press Release

Who is Jesus ?

A smiling Jesus, A message of hope. Now a powerful film

DVD 55 minutes

Filmed on location in Morocco, South Africa and America, with an international cast of thousands and a professional crew of over 50, The Visual Bible was a major event in Christian cinema history. As the "Jesus" film was originally produced as Luke's Gospel 30 years ago and then edited down to a theatrical release, so "Who is Jesus?" has been edited from The Visual Bible's epic four hour production of Matthew. To provide cultural and historic background the film is introduced by veteran Christian Broadcaster Randy Weiss PhD. The result is a stunning visual treat that spares no effort in presenting the Gospel message in an engaging, authentic, entertaining and moving portrayal with a script taken faithfully from the New International Version Bible.

As the introductory episode of the award winning Today With God TV series, Who is Jesus? takes us back to the year 35 AD. With a question, a laugh, a warm embrace, Jesus' ministry unfolds. He uses the commonplace details of daily life to unveil profound spiritual truths. Through parables Jesus teaches a revolutionary concept of inner morality that brings increasing conflict with the religious establishment of His day.

Against the ceremony and pageantry of First Century Jerusalem, Jesus' final hours unfold with painful reality as Bruce Marchiano expresses every vivid emotion – at the Last Supper and in the Garden of Gethsemane ...during Judas' betrayal and Peter's unforgettable denial... as He faces the might of Rome and the rejection of His own people. See the events at Golgotha as the anguish of the cross is transformed by the glory of the resurrection. This vivid portrayal ends with Jesus asking "But what about you. Who do you say I am?"

If people retain 10% of what they read, 20% of what they hear, 30% of what they see, and 70% of what they see and hear together. What better way is there to teach them about the things of God? As the 21st century unfolds, surely "Who is Jesus?" will be a film to remember and a name above all names.

The DVD is a special release and is available town by town at the request of local church groups. This system of release was used very effectively by the "Jesus" film when some cinemas reported box office figures greater than films such as ET.