

# *Final Solution* How to make your Church showing a success

A successful performance of FINAL SOLUTION in your church is one that will lift hearts and change lives, including the lives of people who rarely (if ever) visit your church. The following pointers may help you plan ahead for maximum impact.

## Check Your Package

The basic FINAL SOLUTION church package includes:

- 1 Public Performance copy of *FINAL SOLUTION*
- 1 Public Performance copy of *FROM ONE BLOOD*
- 10 Home Use Only copies of *FINAL SOLUTION*
- 2 Movie posters (11" x 17" & 17" x 22")
- 100 Bulletin inserts (B&W) (must be cut before use)
- 2 Trailers on one video for church showings
  - one introduced by AC Green
  - one without AC introduction
  - plus, of course, this *How-To* tip sheet

*If you are missing anything from this list, call us at 1-800-661-9467*

You can also order additional videos / DVDs for sale at your event - be sure to have enough on hand!

## Promoting Your Event

Don't make the mistake of thinking people will attend without a little bit of effort. Like any other event in your community, you need to promote the showing of this film. Here are a few ways to do that.

Press Release - Advertise your event with local newspapers or radio stations – many times they will run a public notice of this sort for no charge. It's easy to submit your information using our news release template: we ask that you NOT create your own release. We feel that it is important to present the film in a consistent manner, especially given the sensitive nature of the subject of racism. The wording of the news release has been carefully chosen to accurately reflect the film and the film-makers – simply add your local information and it's ready to go.

Visit our website for a copy of the release, noting the areas to be edited locally:  
[www.finalsolution-themovie.com/church/news\\_release](http://www.finalsolution-themovie.com/church/news_release)

Posters - Grocery stores and other high-traffic areas of your community are great places to display movie posters.

Before you put them up, be sure to:

- add date / time / location information in the space provided at the bottom of each poster,
- ask permission before posting, and
- remove the posters after the event has taken place.

Don't forget to put some up in your church!

Bulletin Inserts - The supplied bulletin inserts can be customized with the time and date information. There is room on the bottom for the crucial information. We suggest inserting them into your church bulletins one week prior to the scheduled film showing; you can also print extras for people to pass along to friends.

Trailers - If possible, show the movie trailer 2-3 times prior to the event, preferably during your regular worship service. There are two trailers on the enclosed video – select the version you prefer (one version includes an introduction by A.C. Green before the trailer). Remember to "cue up the tape" before the service!

**Crown Video – an excellent source of values**

15397 - 117 Avenue, Edmonton, AB T5M 3X4 1-800-661-9467

# Getting Set-up for the Event

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Your church is not a movie theater (thankfully!), but you should remember that people are accustomed to a quality movie experience and may be annoyed with technical glitches or disorganization. Here are some pointers that could help the evening go smoothly.

Sound Check - Give yourself plenty of time to connect and test all of the equipment you will use and to set the sound levels appropriately.

*-make sure the sound can be heard clearly in the entire auditorium*

*-cue up the video so that it's ready to go; if using DVD, familiarize yourself with your player and the DVD features that you may want (e.g., closed captioning).*

*-make sure that the screen can be clearly seen from all seating areas (dark enough? high enough?).*

Table for Product Sales - Decide ahead of time whether you will offer the enclosed "Home Use Only" copies of the film for sale. (It's a great way to help cover the cost of the event.) You can also give them away as door prizes or to guests. If you want to sell them, decide where the sales table should be and find a volunteer to take care of sales. You will also need a cash box and change or some other method of accepting payment. The retail value of FINAL SOLUTION is:

VHS \$22.99 (\$24.99 in Canada)

DVD \$24.99 (\$29.99 in Canada)

Soundtrack \$14.99 (\$19.99 in Canada)

Remember: as many as 10% of your audience may want a copy of the film after viewing it. If you need additional copies, please call us at 1-800-661-9467.

## Suggested Order of Events

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You may have many guests attend your showing, and it's important to honor their expectations for a night at the movies. Decide ahead of time how casual you want to be and what activities will be included. Opening prayer? Sure! Singing? Maybe. A sermon? Maybe not. The church business meeting? Uh-uh. We know you get it, but some people don't.

We suggest an approach that is welcoming and friendly without the sort of "Christian-ese" that guests sometimes find unfamiliar and uncomfortable.

The Welcome - Brief opening comments are a great way to make people feel welcome. Visitors may appreciate knowing the schedule for the evening, and will also need to know about child care options and the location of the restrooms.

The Disclaimer - Be sure to warn the audience that the film does include some scenes of violence, and isn't appropriate for young children (under age 10). You can assure the audience that this is an inspiring movie – created by Christians – and is also based on a true story.

Offering - You may choose not to take an offering, but if you do, let people know that it is in lieu of charging admission and helps cover the cost of the event. Remind visitors that the offering is for the sake of members who want to take part, and they should feel any obligation to contribute.

Prayer - If you feel it's appropriate, you could open with prayer.

Play the Movie - Sit back and enjoy the movie; it runs 106 minutes in length. Be careful not to turn it off too soon... there are some additional scenes just before the credits.

Comments / Discussion - We have seen people moved to tears in virtually every screening of the film to date. It may be appropriate to include a time of prayer or a moderated group discussion after the film.

Product Sales/Giveaways - Video sales / giveaways can be the final event of the evening. Remind the audience that videos are available as a special offer at such screenings: the film will release to the general public on June 24, 2003.

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