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God's Not Dead 2

HELP YOUR CHURCH AND COMMUNITY DEFEND THEIR FAITH

INTRODUCTION

This blockbuster film with a star-studded cast is perfect for both believers and seekers who want to learn more about God’s existence, faith, and how to stand up for what they believe even in the face of opposition. God’s Not Dead 2 features a high school teacher who faces insurmountable odds when she tries to share her faith openly in the classroom, igniting important conversations and life-changing decisions.

The God’s Not Dead 2 Campaign Kit is designed to be used as a four-week sermon series coinciding with the God’s Not Dead 2 movie release. The Campaign Kit uses a combination of Scripture passages and stunning video clips from the motion picture God’s Not Dead 2 to help people discover what they believe and how to stand up for it.

The campaign features customizable sermons based on the movie, God’s Not Dead 2, sermon illustration video clips, DVD-based studies for adults and youth, and invitation and outreach tools.
ABOUT THE GOD’S NOT DEAD 2 CAMPAIGN KIT

This kit offers materials to help you implement *God’s Not Dead 2* as a church-wide campaign, complete with sermons, sermon illustration video clips, DVD-based studies for adults and youth, evangelism materials, and branded in-reach and outreach products. Church-wide campaigns can have an incredible impact on your congregation by providing alignment around a single theme. The kit can also be used for Sunday school classes, a mid-week series or for small groups.

INSIDE THE CAMPAIGN KIT

**God’s Not Dead 2 DVD-Based Study**
- Four-week themed study with video clips
- *God’s Not Dead 2 Study Guide*

**God’s Not Dead 2 Student DVD-Based Study**
- Four-week themed study with video clips
- *God’s Not Dead 2 Student Guide*

**Resource DVD**
- *God’s Not Dead 2* promotional trailer
- Four customizable sermons
- Four sermon illustration video clips
- PowerPoint template
- Bulletin insert
- Web and social media graphics

[View All God’s Not Dead 2 Resources]

ADDITIONAL RESOURCES AVAILABLE AT OUTREACH.COM/GODSNOTDEAD2

POSTCARDS  BULLETINS  DOORHANGERS  POSTERS
LAUNCHING THE GOD’S NOT DEAD 2 CAMPAIGN

God’s Not Dead 2 is a versatile campaign that can be implemented in a variety of ways in your church. For greatest impact, we suggest a church-wide campaign that includes sermons, small group studies for adults and youth, and community outreach. Here is a brief summary of how you can use this campaign in your church:

- Group Study: Small groups, Youth groups, Sunday school classes or viewing parties
- Promote weekly small group, youth group or Sunday school classes for fellowship and in-depth study of this life-changing material.
- Encourage church members to go see God’s Not Dead 2 in theaters or to the movie night your church will host, and invite their neighbors, friends, and family to join them.
- Use the God’s Not Dead 2 DVD-Based Study along with the Study Guide for each participant. The study kit includes a DVD with four video clips and a Study Guide that features group discussion questions and exercises. The Student DVD-Based Study includes a DVD with four video clips and a Student Study Guide.

Church-Wide Campaigns

A church-wide campaign is any church program that can impact all the members of your church together on multiple levels, and God’s Not Dead 2 will do exactly that. Inspire your members with sermons, help them go deeper into Scripture by connecting in small groups and reach your community for Christ with movie branded outreach materials.

What Should the Campaign Include?

There are four complete sermons and four corresponding DVD-based study sessions. You can choose to do all four sermons/sessions, or select the topics or themes you feel will most impact your congregation.

View The Campaign Kit
MAKING THE GOD’S 
NOT DEAD 2 CAMPAIGN 
SUCCESSFUL

PRAY

Praying for your campaign and outreach is a key first step. Ask God to:

• Give you wisdom and guidance as you plan and implement your campaign
• Raise up leaders for your small groups, events, and home viewing parties
• Soften the hearts and prepare the minds of those you want to reach in your congregation and community
• Bless and multiply your efforts

“Devote yourselves to prayer, being watchful and thankful.”

– Colossians 4:2, NIV
PLAN

Cast a vision of complete participation! Invite everyone in your congregation to see the movie and join a *God’s Not Dead 2* small group study. Extend invitations to everyone to attend all of the *God’s Not Dead 2* services at your church and ask people to pray for those God would have them reach with an invitation to a service at your church or movie event.

PLANNING STEPS

Step 1: Decide How Your Church Will Engage

This unique campaign can impact your church and community through your weekend services, individual and small group studies, or as an outreach campaign designed to draw visitors to your church. Choose the level of engagement you feel will best impact your church and community:

- **Individual Study**—The *God’s Not Dead 2 Study 2 Guide* and Student Guide offers each member the opportunity to go deeper into Scripture after seeing the movie and hearing weekly messages. Some churches will make the Study Guide available to all adults and youth in the church to use during the sermon series.

- **Small Group Study**—Launching *God’s Not Dead 2* small groups is a perfect way to start new groups and help your current ones grow larger. Studies have shown that those involved in small groups are much more likely to become long-term contributors to your church. The *God’s Not Dead 2 DVD-based Study* curriculum includes four sessions of small group study suitable for believers and seekers alike. The *God’s Not Dead 2 DVD-Based Student Kit* contains four sessions to help students learn how to defend their faith in real-life situations. Millions of people will see the movie and have questions about their faith, so a small group study is the perfect next step.

- **Outreach Campaign**—Use branded campaign materials and outreach tools to invite your community to this life-changing experience. A *God’s Not Dead 2* Movie Night at your church is also an easy way for your church members to introduce friends, family, neighbors and co-workers to Jesus simply by
asking them to come. They can then invite them to the sermon series at the church or into a small group.

• Church-Wide Campaign—A church-wide campaign, with its broad spectrum of resources, will have the greatest impact on your church and community. This is a sermon series that will reach people at every stage of their faith journey with themed sermons, small group studies, and a targeted outreach program.

Step 2: Choose the Tools That Are Right for Your Campaign

Select the appropriate *God’s Not Dead 2* tools based on your church’s level of engagement. Review the Promote section of this Campaign Planning Guide and the Resource Flyer included in this kit for more information on the materials that correspond with each engagement option. You can also visit Outreach.com or call 800-991-6011 to talk with an Outreach specialist.

Step 3: Establish a Strategic Timeline for Your Campaign

After reviewing this Campaign Planning Guide, and the four sermons, determine:

• The length of your campaign (will you do all four sessions, or select a sub-set of them?)

• The start dates for your sermon series and small groups

• Dates for outreach events and activities

Step 4: Launch Your Campaign

Once you’ve equipped your team, it’s time to move forward and watch God work in amazing ways!
6 IDEAS TO MAXIMIZE THE IMPACT IN YOUR CHURCH AND COMMUNITY THROUGH YOUR GOD’S NOT DEAD 2 CAMPAIGN

Spread the word online—Feature the God’s Not Dead 2 trailer on your church website and social media pages. If your church members blog, write a sharable blog post about the movie and how it presents the perfect opportunity to open up conversations about God and faith.

Create excitement for the campaign in your church—show one of the movie clips in your services before you announce the upcoming sermon series and small groups, and encourage people to be praying about who they will invite.

Invite your entire community through a customized postcard invitation—direct mail is still the best and most effective way to reach your community with an invitation to attend your sermon series and small groups. Outreach offers a God’s Not Dead 2 postcard design with the movie logo to spark people’s interest. For more information, visit Outreach.com/GodsNotDead2 or call 800.991.6011.

Equip your members to be inviters—provide God’s Not Dead 2 DoorHangers and InviteCards for people to hand out at work, school, events, and in their neighborhoods.

God’s Not Dead 2 Q & A Session—Host a God’s Not Dead 2 Q & A session at your church that addresses critical questions posed by skeptics and seekers. This open dialogue is the perfect opportunity for your congregation to invite their unchurched family and friends to learn more about God’s existence and standing up for faith in today’s culture.

Social media outreach—Encourage church members to send an invitation to their friends to the sermon series and small groups through a Facebook event on your church page.
PROMOTE

Designed as a four-week series based on *God’s Not Dead 2*, this campaign will challenge people to discover what they believe in and to stand up for it.

**Equip Your Members to Be Inviters**

It’s one of the key tenets of successful outreach—equipping your congregation to invite others to your church and into a personal relationship with Christ. But many Christians don’t take the steps necessary to invite unchurched friends, family members, or neighbors to church. The *God’s Not Dead 2* campaign provides the perfect opportunity, as well as easy tools for your congregation to use, in extending an invitation to others.

Help your members extend effective invitations by:

- Asking your members to pray about those God may want them to reach.
- Encouraging members to host small groups and invite friends, family, and neighbors to participate.
- Providing DoorHangers for your members to use as invitations to your services and small groups. Members can each take 10 DoorHangers and distribute to five houses on the left and five houses on the right of their homes. Or you can organize groups to distribute invitations throughout the neighborhoods around your church.
- Encouraging members to use Facebook, Twitter, and other social media networks to invite their friends and family to participate in this exciting new series.

**Outreach Ideas**

The *God’s Not Dead 2* campaign challenges your congregation to discover what they believe, how to share it with others, and stand up for it over the course of four weeks. This is the perfect opportunity to help your church and community develop an unwavering faith in God and acknowledge Him even when it’s difficult. Because so many people will see this movie or at least hear of it, the timing is perfect for
your church to send a personal invitation in the mail to learn more at your church. Outreach has a postcard design available with logo from the film that can be customized for your church. For more information visit Outreach.com or call 800.991.6011.

PASTOR

Your role as shepherd and teacher during this campaign is vital to its success. As always, before the campaign begins, pray for the people that God will bring to your sermons and small groups. Pray that God will soften hearts and prepare ears to hear the truth.

The four God’s Not Dead 2 sermons (found on the Resource DVD) coordinate with the God’s Not Dead 2 movie. They’re offered as a complete sermon or as a guideline for developing your own sermons, and you are welcome to use as much or as little of the material as suits your congregation’s need and your personal style.

WEEK 1:
FINDING FAITH
AT GROUND ZERO
The Search for Answers in the Midst of Life’s Pain

WEEK 2:
REAL FAITH
ISN’T BLIND
Evidence for the Jesus of History

WEEK 3:
STANDING STRONG IN DIFFICULT TIMES
Having Convictions in an Age of Compromise

WEEK 4:
“WHO DO YOU SAY I AM?”
Spreading the Good News
On the Resource DVD

In addition to the sermon outlines, the Resource DVD contains the following tools to help make your campaign successful:

Printable Bulletin Inserts

Add your own text to the *God’s Not Dead 2* bulletin insert:

- To give your congregation an advanced look at the campaign and to build excitement before you begin
- As a sign-up sheet for *God’s Not Dead 2* small groups
- As a sign-up sheet for outreach activities and events
- For sermon notes

PowerPoint Template

Add your own text and additional slides to this PowerPoint template to display announcements, worship information, or sermon notes.

Additional Tips

Gather visitor contact information, and be sure to engage them in next steps (see the Progress section). Sending a personal letter or postcard welcoming visitors to your church and small groups will go a long way in helping new people feel connected.

Expect the unexpected. In our volatile world, things happen quickly. Prepare for your weekly sermons, but pay attention to current events and community news that can be incorporated or addressed during this campaign.

The *God’s Not Dead 2* movie will be shown in theaters across the country. This may cause those in your community to be curious and create an increase in visitors to your church. Have volunteers available to answer questions, greet visitors, and make them feel welcome.
PARTICIPATE

In-Reach Promotion

The God’s Not Dead 2 campaign has been designed to reach everyone in your church, and an effective in-reach program can help inspire and engage your whole congregation. Build excitement and awareness for small groups, a God’s Not Dead 2 sermon series, and your outreach projects before the campaign even starts, and you’ll maximize participation from your members.

Great Communication = Great Participation

Advertising studies show that we need to be exposed to a message anywhere from three to seven times before we fully retain it. Good, consistent communication can help ignite your congregation and will result in more people actively participating in the God’s Not Dead 2 campaign. When your church leadership really communicates their commitment to a program, it demonstrates its importance to your members so they are more likely to engage!

God’s Not Dead 2 In-Reach Ideas

- Include information on the God’s Not Dead 2 sermons, small groups, and outreach activities in your bulletin, your church newsletter, and in the announcements during your weekend services.
- Use indoor banners to build excitement and awareness of the God’s Not Dead 2 series.
- Send an postcard mailing to everyone on your church roster, inviting them to attend all God’s Not Dead 2 services as well as join a small group, attend a theater event, and participate in outreach activities. Ask everyone to join in!
- Send an email to your church list outlining the importance of the God’s Not Dead 2 series and invite them to get engaged.
• Use your church website and social networking channels to invite members to get involved in the *God’s Not Dead 2* campaign and keep them updated on the series and other ministry opportunities.

• Use *God’s Not Dead 2* bulletin shells just before and during your sermon series and events to reinforce the message and importance of the campaign.

**PROGRESS**

After the *God’s Not Dead 2* campaign, you will have established small groups and regular attendance patterns for your congregation; continue these good habits by planning follow-up growth and assimilation programs as well as additional small group studies.

**Group Study**

Small groups (and Sunday school classes) matter! Studies have shown that small groups can have a direct impact on the growth of your church and the involvement of your members. Keep your small groups going with additional curriculum. Visit Outreach.com for a selection of small group resources that can continue the spiritual growth of your members.

**Visitor Follow-Up**

During your campaign, you will reach out to the unchurched in your community, touching their lives and encouraging them to begin attending church. A key step to keeping them involved is to provide them with clear information on how they can get involved or join other studies. Have the pastor or someone from the church reach out to your visitors in weeks following the campaign to thank them for attending and invite them to attend another sermon series. Let them know about other activities in your church, including children’s programs, recreational activities, and outreach programs. Visit Outreach.com for resources that will help make your follow-up easy and effective.