

From the Award-Winning Producers of “Audacity”

VIEWED BY **MILLIONS!**

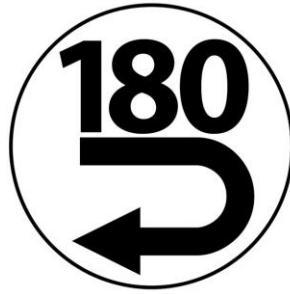
**“MIND-BLOWING AND UNFORGETTABLE!”**

—Randy Alcorn, *New York Times* Bestselling Author



A **LIVING WATERS / RAY COMFORT** FILM

**SCREENING GUIDE**



*Living Waters, the producers of “180,” joyously grant free permission for public screenings of our film in churches, high school and college campuses, prisons, and other event venues.*

We’re excited that you’re interested in hosting an outreach screening of “180”!

While the film’s theme is pro-life—a very timely topic—its primary message is the gospel. To help unbelievers to find forgiveness of sins and everlasting life, the film contains a compelling, clear gospel message.

The following guide was designed with churches in mind, but it can easily be tailored for any event or location. (For those needing written permission for a public screening, please email us at [email@livingwaters.com](mailto:email@livingwaters.com).)

## Practical Tips

- **Aim to start your promotions 2–4 weeks before the screening.** The people of your church are your best marketing campaign. Events thrive or flop based on word of mouth. Pump it up! Make this a “BIG” day. (See our list of suggestions below.) Your most effective resource is enthusiastic church members; if they’re excited, they’ll bring their friends.
- **Present a sermon on evangelism or loving your neighbor a week or two before the screening.** It gets people in the right mindset to share the gospel and bring their friends to the event. This isn’t just a movie screening; it’s a way to address a very sensitive subject tactfully, with truth and love, and to share the gospel with people we care about.
- **Few things draw bigger crowds than free food.** A well-promoted BBQ will be as big a draw as the movie itself; scheduling them together is a recipe for a big turnout, and offers a great opportunity for discussions after the movie.
- **Create a festive atmosphere.** Have inviting music playing in the background before and after the screening. Consider having a popcorn and concession stand, with items free or at your cost. Make this a fun and disarming event that people can enjoy, where they can be

challenged, encouraged, and (God-willing) saved.

- **Give visitors a reason to come back.** The primary purpose of this event is that unbelievers would be saved, and then want to come back the following week to grow in Christ—Jesus *is* their reason to come back. But what you’ll find at church outreach events is that it’s not just unbelievers who will show up; it’s believers who aren’t plugged into a local church (for various reasons). Many are looking for a good church; show them one. Highlight what unchurched *believers* are looking for in a church. Here are a few ideas of things that you could mention during the announcements:
  - *Kids/youth programs.* A key deciding factor for families church-hunting is what the church offers for their young—perhaps show some kids church/youth group photos or a recap video and explain what the ministries offer.
  - *New sermon series.* Consider starting a new series the week after the screening that would have a wide appeal. To someone unconnected, it’s very inviting to come to something that’s just starting up.
  - *“The 180 Course.”* This study is perfect for small groups and Sunday schools. After watching “180” many will be eager to learn more, this resource will help. You’ll learn effective principles to change the hearts of the lost toward abortion and toward God. It includes a 64-page Study Guide which can be used as either a personal or group study. With thought-provoking questions, suggested answers, personal stories, and additional material.
- **Set up a “180” resource table.** “180” DVDs are priced at 10 for \$20 (\$2 each), to enable people to easily share the movie (and gospel) with others. Additional resources include a promo card, an “In the Womb” gospel tract, and various “180” items in Spanish. Resources can be offered free, at cost, or as a fundraiser.

## Sample Event Schedule

You will hopefully have an influx of unsaved and unchurched people, so tailor the event with them in mind. It’s been said, “The mind can only take in what the seat can endure.” With the film being a half-hour long, you’ll want to keep other elements to a minimum. You always want people leaving wanting more than wishing they had less. Those hungry for more will be back next week.

- Greeting and introduction of the movie: 5 min.
- Show “180”: 33 min.
- Pastor’s thoughts: 10–15 min.
- Announcements: 7 min.

# Sample Promotional Checklist

*(All resources mentioned are available on 180movie.com)*

## *Three weeks before:*

- ☐ Hang 11” x17” posters around your church in high-traffic areas (these oversized posters can be inexpensively printed at a local FedEx Office or Office Max)
- ☐ Set out screening flyers that people can use to invite friends
- ☐ Make a church announcement (see our Keynote/PowerPoint slides)
- ☐ Consider ordering low-cost “180” DVDs and other resources for a resource table
- ☐ Consider ordering “The 180 Course” to start one or two weeks after the screening
- ☐ Consider ordering “180” T-shirts for your greeters to wear the week before the screening
- ☐ Set up a church Facebook event page, with the movie art and trailer
- ☐ Post the event on your church website

## *Two weeks before:*

- ☐ Make a church announcement (see our Keynote/PowerPoint slides)
- ☐ Show “180” Trailer 1
- ☐ Put screening flyers in the bulletin
- ☐ Mail “180” screening postcards
- ☐ Post about the event on Facebook and Twitter

## *One week before:*

- ☐ Have the pastor personally make a church announcement
- ☐ Show “180” Trailer 2
- ☐ Have greeters hand out screening flyers (separately from the bulletin) as people walk in
- ☐ If you’re offering any food/popcorn make sure arrangements are organized
- ☐ Post about the event on Facebook and Twitter

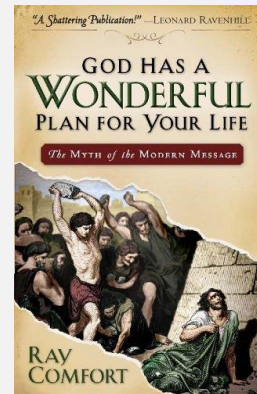
*Day of event:*

- ☐ Post about the event on Facebook and Twitter
- ☐ Encourage people to get any refreshments before the movie begins, to avoid distractions during the screening

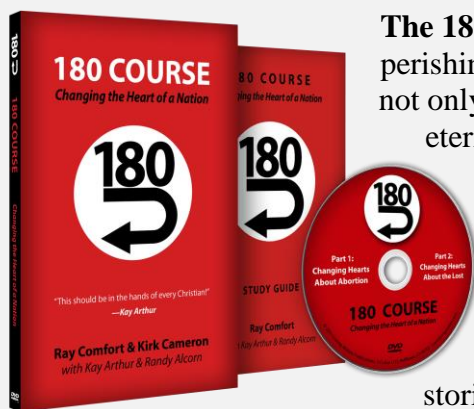
## Resources

It would be greatly beneficial for your group to read our free online book, *God Has a Wonderful Plan for Your Life*. You can freely read it online at [FreeWonderfulBook.com](http://FreeWonderfulBook.com).

*“While reading this book my heart went into atrial fibrillation; it’s that good! After I finished it, I couldn’t sleep. There’s nothing like it. It is truly from God.”*  
—Bill Fay, evangelist and author



We also encourage you to listen to [HellsBestKeptSecret.com](http://HellsBestKeptSecret.com). This important teaching will give you a firm foundation for biblical evangelism.



**The 180 Course.** As Christians we are called to rescue the perishing, and “The 180 Course” will teach you how to help not only save the lives of the unborn, but save lives for eternity. In “The 180 Course,” the powerful two-part DVD will change your heart toward the least and the lost, giving you the compassion and confidence to speak to others about the value of life. It includes a 64-page Study Guide which can be used as either a personal or group study. With thought-provoking questions, suggested answers, personal stories, and additional material, the Study Guide is

designed to help you get the most out of this life-changing course. It’s available on

[180movie.com](http://180movie.com).

*For a complete list of Ray Comfort’s resources, visit [LivingWaters.com](http://LivingWaters.com).*