Agenda

- Introductions
- The Impact of FIREPROOF
  - Interviews with Kirk Cameron, Jim McBride and Stephen Kendrick
- Using FIREPROOF for ministry
- Questions and Answers
Host: Jennifer Dion

- Senior Product Manager, Outreach Inc.
- BS and MBA in marketing
- 20+ years of marketing experience
- Graduate studies in apologetics at Biola University
Speaker: Kirk Cameron

- Star of FIREPROOF
- *Growing Pains* TV show and *Left Behind* movie series
- Co-author of *The Way of the Master*
- New autobiography available: *Still Growing*
Speaker: Jim McBride

- Executive Pastor of Sherwood Baptist Church
- Executive Producer of *FIREPROOF*, *FACING THE GIANTS* and *FLYWHEEL*
- Board member, Southern Baptist Assoc. of Christian Schools
- Former General Manager of Coca Cola
• Producer and Co-writer of *FIREPROOF, FACING THE GIANTS* and *FLYWHEEL*
• Co-author of *The Love Dare*
• Associate Teaching Pastor at Sherwood Baptist Church
• Co-founder of Sherwood Pictures
• Movie Release: 9.26.09
• Starring Kirk Cameron and Erin Bethea
• Rated PG
• From the creators of *FACING THE GIANTS*
• Produced by Sherwood Pictures and Provident Films
Lt. Caleb Holt lives by the old firefighter's adage: Never leave your partner behind. Inside burning buildings, it's his natural instinct. In the cooling embers of his marriage, it's another story.
After 7 years of marriage, Caleb and Catherine Holt have drifted so far apart that they are ready to move on without each other. Yet as they prepare to enter divorce proceedings, Caleb's dad asks his son to try an experiment: *The Love Dare*. 

*Fireproof*
While hoping *The Love Dare* has nothing to do with his parents' newfound faith, Caleb commits to the challenge. But can he attempt to love his wife while avoiding God's love for him? Will he be able to demonstrate love over and over again to a person that's no longer receptive to his love? Or is this just another marriage destined to go up in smoke?
Themes in FIREPROOF

• Our need for Christ
• The covenant nature of marriage
• Unconditional love
• Loving others through God’s love for us
• Forgiveness
• Dealing with addictions and temptations
Why Use Film for Outreach?

• Film’s powerful influence on culture
• Film evokes an emotional response
• Teaching truth through multi-media
  – “A picture is worth a thousand words…”
• An invitation to a movie is easy and natural
Using FIREPROOF for Ministry

- Movie events
- Fireproof sermon series
- Small groups and Sunday school classes
- Use Fireproof books and materials as outreach gifts
- Marriage seminars
- Honor firefighters as an outreach event
Getting Started

Fireproof Campaign Kit

- Campaign Planning Guide
- Resource CD
- Sample small group materials
- DVD with movie clips
- *The Love Dare*
- Six Sermons
- PowerPoint template
- Bulletin insert

$49.95
FIND A THEATER NEAR YOU

Most theaters that will be showing FIREPROOF beginning September 26 have been secured. Use the drop-down menu bar to see where it's playing near you. You can purchase tickets in advance from many of the theaters listed. And if you are looking to buy Action Squad tickets, be sure to click here for purchasing tips.

While most theaters have been booked, some will still be added, so be sure to check back regularly.

Check Your State
Movie Events

• Watch the movie together
  – Buy a block of tickets
  – Rent a theater for a special showing
  – Create an event around seeing the movie

• Start the dialogue
  – Offer free or discounted tickets to friends and family
  – Encourage members to see the movie with unchurched friends
  – Offer free follow-up resources such as books and Outreach Booklets
  – Invite movie-goers to a Fireproof sermon series
Fireproof Sermon Series

• Week one: He Said/She Said
• Week two: He First Loved Us
• Week three: Love for a Lifetime
• Week four: Breaking Free
• Week five: Forgiveness
• Week six: A Better Way of Loving
Reach Your Community

- Direct mail invitations
- Doorhangers
  - Organize a team to distribute in neighborhoods
  - Encourage members to take ten (five to the left and five to the right)
- Outdoor banners

Special Sermon Series
Sundays, May 4-25
www.NewSongChurch.com
Direct Mail

Fireproof

Fireproof Rings
Direct Mail

- Personalized for your church
- Target neighborhoods most likely to respond
Engage Your Congregation

• Build awareness, excitement and participation!
• Tell your members in advance
  – Use a FIREPROOF video clip
  – Email or newsletter promos
  – Bulletins and in-service announcements
  – Interior banners and posters
• Invite members to join small groups
Engage Your Congregation

Indoor banners

Bulletins in 3 sizes
Group Study

- Small groups and Sunday school classes matter!
  - For growth and maturity
  - In bringing people to Christ
  - For providing support
  - In bonding with the church
  - In prayer and sharing

- Likelihood a visitor will become a member:
  - 10% chance
  - 50% chance if the visitor is invited to a small group
    - Source: SmallGroups.com
Group Study

• Fireproof Your Marriage curriculum
  – Six week study
  – Using clips from FIREPROOF
  – Key Scriptures
  – Group discussion
  – Individual and couple’s devotions
Leader’s Kit

- For small group leaders
- Includes:
  - Six-session DVD
  - Leader’s Guide
  - Participant’s Guide
- Church pricing ($24.95 retail)
  - Single: $19.95
  - 10 pack: $169.95
- Additional Participant’s Guides
  - Single: $7.95
  - 10 pack: $69.95
Couple’s Kit

• For in-home couple’s study
• Using with pre-marital or marriage counseling
• Great for a weekend marriage seminar
• Includes:
  – Six-session DVD
  – Two Participant’s Guide
• Church pricing ($29.95 retail)
  – Single: $23.95
  – 10 pack: $199.95
Fireproof Books

- For individual and couple’s study
- Increase outreach response using a gift book
- Provides a tracking method for response
  - When the visitor turns claims the gift
- Connect with the new visitor and start a conversation
- The visitor connects with the church
  - Someone greeted them and spoke with them
  - A gift shows that they’re valued
The Love Dare

- As seen in the movie
- 40-day devotional
- Audiences leave the movie asking, “Where can I get a copy of *The Love Dare*?”
- Single: $11.95 ($14.99 retail)
- 10 pack: $99.95
Fireproof Novel

- Paperback
- Storyline of the movie
- Single: $12.95 ($14.99 retail)
- 10 pack: $109.95
Fireproof Outreach Booklet

- Evangelism message, based on FIREPROOF
- Pack of 50 for $17.50
- Or personalized with church information
Bookstore-in-a-Box

• Includes:
  – Five Couple’s Kits
  – Ten copies of *The Love Dare*
  – Five *Fireproof* novels
  – 50 Outreach booklets
• Pre-packed with books
• Simple assembly
• $275 ($426.95 value)
Free Resources

- Video clip
- Church leader resource kit
- Sermons

Outreach.com

Or call 800-991-6011

FREE resources to strengthen marriages in your church and community

FIREPROOF is a feature-length movie in theaters this September. The action-packed love story about a firefighter, his wife... and a marriage worth rescuing will have audiences on the edge of their seats as the main character explores God's design for relationships and marriage. More »
Fireproofmymarriage.com

Fireproof In Theaters 9.26.08

Couples

Relationships are wonderful gifts given to us by God. As we read in the Bible, the most intimate relationship is marriage between a husband and a wife. Unfortunately, relationships today are...[More Info Here]

Churches

Use this movie to help strengthen marriages and couples in your church and community. FIREPROOF is an unprecedented opportunity to communicate God’s design for relationships. Start making your own...[More Info Here]

Communities

Healthy marriages are at the heart of a healthy society. Unfortunately, statistics—and a quick look around our communities—indicate that marriages are crumbling at an alarming rate. Divorce is tearing away...[More Info Here]