

CCIW
“Good News”
Story

*** FREE CHILDREN’S MOVIE ***

The Evangelism Committee of the First Christian Church in Paris was looking for ways to reach into the community to not only help people and families, but also to make the church more visible and connected. And we found another way to do so!

There is a local movie theatre that now shows free children’s movies in the summer during weekday mornings; the movies are provided at no cost because local businesses sponsor them. We knew those time frames were taken – but we had the idea of spring-break week? – and when we asked, the response was positive, so we agreed to sponsor “The Lego Movie” over 3 days for the entire community – free of charge.

Publicity was in the local newspapers; flyers were distributed and posted; the biggest effort was printing enough invitation flyers to send home from the school with each elementary child in town. After the FCC Board had approved the committee proposal, an individual family quietly provided the money for the theatre rental, thus freeing up the original money to purchase “Lego” items to use as prizes for children attending.

Each of the 3 showings – with over 250 in total attendance – had church members greeting kids and families, inviting them to build a “Lego” structure, handing out prize tickets, then welcoming and thanking them, plus identifying FCC before the movie. After, each was thanked at the door and given some fun-facts about “Legos” and faith-facts about FCC.

This outreach ties into the church’s mission of helping people “believe in Christ” by giving the church name-recognition in the community and people a positive experience of Christ’s church, and an awareness of FCC’s caring and involvement in real life. It may not increase attendance or offerings, but it provides a foundation for further contact.

This is only the newest in a long list of community outreach/evangelism efforts.

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“Together Making Disciples of Christ”