Lights Camera Invite!
Community Building Activity

Purpose: Pastor Leadership Teams and congregation will create an invitational video script and storyboard. The script and storyboard will be presented to the entire group. At the end of the presentations all finished products will be collected and the best ideas will be used by the congregation to create a video invitation.

Material needed:
- Paper
- Pens/pencils/markers/big paper
- Storyboard paper (PowerPoint 3 slide copy)

Process Steps:
- Collect materials
- PLT brainstorming time
  1. How would you describe Community of Christ to people who have never heard of us before? (Remember the Great Reversal Video and our target audience – The Spirit but Not Religious. – Think about what it looks like to Experience Community of Christ. How do our enduring principles get lived out for example.)
  2. How would you develop a storyline that helps people experience the essence of Community of Christ? What would you have happening in the story? What kind of people would be present? What would they be doing?
  3. Are there key phrases, quotes, or scriptures you might include?
  4. Where would the video take place? What do you want to convey by the setting of the video?
  5. Is there a song you would like to use at some point in the video? Are their lyrics you want to write to be put to music?
  6. Be sure to be clear about the “value proposition” Why would someone want to consider checking out Community of Christ? What differentiates Community of Christ from other forms of organized religion that most of the population has walked away from?
  7. Specifically, how will you extend the invitation in the video?
- Start writing script
- Start creating storyboard (be very detailed)
- Have fun with it.
- Have the whole team be a part of the presentation (3-5 minutes)
- Be the first to present, it will be fun.