

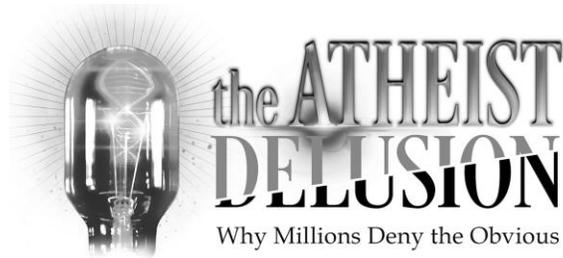
the ATHEIST DELUSION

Why Millions Deny the Obvious



A LIVING WATERS / RAY COMFORT FILM

SCREENING GUIDE



Living Waters, the producers of “The Atheist Delusion,” 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 “The Atheist Delusion”!

While the film’s theme is the obvious existence of God—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.)

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 or free pizza party 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 Atheist Delusion Course.”* This study is perfect for small groups and Sunday schools. After watching “The Atheist Delusion” many will be eager to learn more, this resource will help.
- **Set up an “Atheist Delusion” resource table.** “The Atheist Delusion” DVDs are priced at 10 for \$20 (\$2 each), to enable people to easily share the movie (and gospel) with others. Additional resources on atheism, such as books, tracts, etc. can be found on the [move website](#). 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 an 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 “The Atheist Delusion”: 1 hour
- Pastor’s thoughts: 10–15 min.
- Announcements: 7 min.

Sample Promotional Checklist

(All resources mentioned are available on AtheistMovie.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 "The Atheist Delusion" DVDs and other resources for a resource table
- Consider ordering "The Atheist Delusion Course" to start one or two weeks after 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 "The Atheist Delusion" Trailer 1
- Put screening flyers in the bulletin
- Mail "The Atheist Delusion" screening postcards
- Post about the event on Facebook and Twitter

One week before:

- Have the pastor personally make a church announcement
- Show "The Atheist Delusion" 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

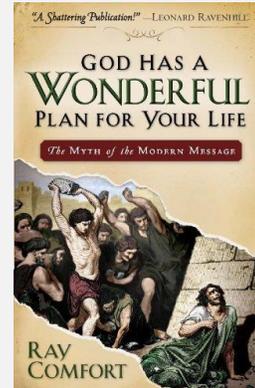
- ❑ Encourage people to get any refreshments before the movie begins, to avoid distractions during the screening

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.

“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. This important teaching will give you a firm foundation for biblical evangelism.



For a complete list of Living Waters resources, visit LivingWaters.com.