



Dear Francis,

CHURCH SCREENING GUIDE

Thank you for your interest in hosting a screening of *Dear Francis* at your church!

Over a year ago, Chronicle Project envisioned a documentary that would bring the heart of the African AIDS pandemic to a mass audience. Most people know that the AIDS crisis is a problem, but statistics can only do so much to engender true compassion and an effective response. There existed a need for a film that would tell the story of the crisis in a very personal narrative, explaining to the American public why the pandemic is so bad and what can be done about it. *Dear Francis* was the result of intensive production in South Africa and Swaziland, the world's most HIV-infected nation, in the summer of 2004.

Dear Francis is currently being screened across the country at film festivals (Westwood International Film Festival, Heartland Film Festival), churches (Including Saddleback in Orange County, CA; Bethany Bible in Phoenix, AR; New Song in San Dimas, CA) colleges (Including Azusa Pacific, Palm Beach Atlantic, Wheaton), and many other groups and organizations. For a complete list of screenings please visit our website. These screenings have revealed that many audience members leave with a strong desire to do something for the orphans, widows, sick, and disenfranchised of the world. They want to get involved and they want to make a difference.

Enclosed you will find

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The filmmakers are available to attend the screenings for a discussion and Q&A time afterwards if schedule permits. And, if you have any questions, comments, or responses please don't hesitate to contact us at info@dearfrancis.org.

We hope you find the included information helpful.

Blessings,

The *Dear Francis* Team

Dear Francis,

WHY DO A SCREENING?

Goals

- 1) To educate as many people as possible about the devastation brought on by HIV/AIDS.
- 2) To provide opportunities for the audience to respond to the film and the pandemic.
- 3) To give the local church an opportunity to encourage their members to get involved in their ongoing ministries and outreaches.

Who is the target audience?

- 1) Those who are interested in world events/issues.
- 2) Those who are not interested in world events/issues... yet. This is the audience we really want to hit because the film will open their eyes and perhaps their heart to the issues of the world and the part they can play in offering hope and compassion to those suffering. This is a great opportunity to ignite new passions in people.

The benefits of hosting a church screening

- 1) To demonstrate the church's concern for humanitarian issues to its members and their surrounding community.
 - a. It's an outreach opportunity for non-members
 - b. It shows how Christians genuinely care about AIDS and the issues surrounding it. This is a misconception in the secular world.
 - c. It will create opportunity for dialogue after the screening.
- 2) To expand the audience's worldview.
- 3) To ignite passion among people.
- 4) The local Church can use the film to promote and encourage members to get involved with the church's own missions trips or outreaches.

HOW DO I SET UP A SCREENING?

- 1) It's easy. Just ask for a copy of the film and then do it whenever and however you want.
- 2) Let us know when you will be doing the screening so we can put it on the website while supporting and assisting you in the process.
- 3) If you have questions or would like further guidance please contact Faye Donalson at faye@dearfrancis.org.

Dear Francis,

Suggestions for Advertising Your Screening

Bulletin Announcement

Begin putting announcements in the bulletins for upcoming screenings 3-4 weeks before the actual screening. Example:

We are hosting a free screening of the award winning documentary, *Dear Francis*. The nation of Swaziland is currently the most HIV/AIDS infected nation in the world. The film follows two students leading an abstinence campaign and highlights their struggle against seemingly insurmountable odds...one life at a time. This is a great opportunity to bring guests. Join us on DATE & TIME...

Posters

Put posters up around the church grounds. Simply print the 8.5x11 or 11x14 poster from the Dear Francis promotional files (free on the website), and then use a thick pen to write the date and time of your screening in the empty white box. If possible, place some posters around town as well. Local coffee shops, libraries, and grocery stores often have community bulletin boards where upcoming events can be displayed.

Flyers in bulletins

Place the quarter sheet flyers in the bulletin the weeks before the screening. This is something people can take home and put on their refrigerator or pass out to friends. (The files are free on the website.)

Trailer

On the Dear Francis DVD there is a trailer for the film. Showing this in one or more services to promote the screening has proven to be extremely effective in getting people to the screenings

Additional Option: Give out tickets

Use the provided ticket files to make your own free tickets for your screening. Handing out free tickets at a table following each service allows the church to anticipate the number of attendees while tending to increase overall attendance. If people have a ticket they feel more obligated and are more likely to attend the screening. We would also recommend giving out a few more tickets than the number of seats available because some people will not show up. The ticket files are in the Adobe Illustrator format. You may either use that format or change the information and put it in a different format. (Available on website.)

Additional Option: Local newspaper press release

Contact the local newspaper and alert them to the screening of the film. Ask the editor if they would be interested in reading a press release, and then download one from our website, put your church's name in it, and send it over to the editor. This can also be tied in with World AIDS Day (Dec 1) since many newspapers will already be covering AIDS related topics.

Dear Francis,

AFTER THE SCREENING

Help the audience process

After the screening there is often a need to discuss what was just seen and its implications. Sometimes a leader may want to help lead/guide this discussion. Or you could allow everyone time to be silent and pray. Perhaps someone could share a verse or short lesson that relates to the themes of the film. Or maybe you just want to let everyone leave. It's up to you, but we would encourage you to think about this before. *Dear Francis* can be an interesting film to process.

The "What Can I Do" handout

The Dear Francis team wants to make sure that all audience members are given the opportunity to respond as the Lord leads them. For this reason we have prepared a "What Can I Do" handout.

This is available and to be given to every audience member *after the screening* so that they have something to take away from the screening. For some it will take several days to process the information and story they were just exposed to, and this handout will hopefully better prepare these people to respond on their own timetable. The printable file is available for download at www.dearfrancis.org.

Make copies of the film available afterwards

Because many audience members will want to take the film with them to show their friends, co-workers, and relatives, Chronicle Project will be selling bulk copies of the film at reduced rates. These come in packets of 10, 25, and 50 units and can be sold to recoup costs or given away for free. On October 18, 2005 these will be publicly available for order on our website. Before that time copies can be obtained by emailing info@dearfrancis.org.

LIST OF AVAILABLE RESOURCES FOR PUBLICITY

Materials available for free download at www.dearfrancis.org

- Quarter sheet flyers and word document for custom back
- Ticket files
- 11x17 and 8.5x11 posters, with space to write screening info
- Half sheet flyers for bulletins
- Dear Francis graphics files (for print and web use)
- "What Do I Do Now?" handout

Included on *Dear Francis* DVD

- Trailer (TRT 02:00)
- Feature Film (TRT 63:00)

Dear Francis,

THE DEAR FRANCIS FUND

To provide care for AIDS infected and affected orphans in Swaziland, the **Dear Francis Fund** has been set up to assist in the building, staffing and support of the Hawane Farm project.

The Hawane Farm is being built and managed by Lighthouse Ministries under the leadership of Kevin Ward (highlighted in the documentary) and will ultimately provide care for over 100 children.

Swaziland AIDS facts:

- Of those between the ages of 15-23, over 53% of are HIV positive.
- In rural Swaziland, 20% of the children are orphans due to HIV/AIDS
- 88% of 15 year-old boys will be dead by 2015 because of AIDS.

The Hawane Farm currently has 6 foster homes and is in need of at least 6 more. We want to provide all the funds for food, housing, medical expenses (many will have AIDS), education, and the foster parents to care for the children. Each home costs only \$32,000 to build a new building and then to support for children for the first year.

A TWO PHASE PROJECT

Phase one: US \$192,000

For 6 new foster homes and provide the funds to support 72 children and 12 foster parents for 1 full year. At least one of these homes will also be an AIDS hospice.

Phase two: US \$432,000

This phase will work to develop sustainability and self-sufficiency for the Hawane Farm project. In the meantime it will provide support to cover the children's food, housing, medical expenses, foster parents living expenses, and education.

The Hawane Farm Project is currently underway so there is no waiting period for the project to begin. And, 100% of all donations go directly to the work. Chronicle Project takes no processing fee.

HOW TO DONATE

Churches are encouraged to provide their audience members with an opportunity to donate to the Dear Francis Fund. To donate, please send checks made out to "**Global Teen Challenge**," with the **memo line reading "Dear Francis Fund,"** to:

Global Teen Challenge
ATTN: Dear Francis Fund
PO Box 890
Locust Grove, VA 22508

Or, visit www.dearfrancis.org to donate online.