



ROADSIDE ATTRACTIONS PRESENTS

# PRICELESS

CAMPAIGN GUIDE

# WHY PRICELESS?

*“James wasn’t as eloquent. For him, it was like this: the only cure for the epidemic was a great transplant. For people to see in women the worth that couldn’t be measured, that God has given to everyone. . . .”*

—PRICELESS: She’s Worth Fighting For, A Novel by Joel & Luke Smallbone, page 274-5, Kindle edition

In 2008, the *Taken* movie franchise starring Liam Neeson hit the box office introducing movie goers to CIA operative Brian Mills. This first of three installments also introduced many patrons to a terrible criminal concept, human trafficking, when Mills’ daughter played by Maggie Grace was kidnapped and held captive as a sex slave. In 2010, Anuradha Koirala of India was named a CNN Hero of the year for her work helping over 12,000 victims of human trafficking. In our day, the fight against this global tragedy is gaining traction, attention, and momentum.

Millions of victims world wide may have lost their names, identities, hopes, and dreams to this soul sickening industry, but countless unsung heroes have dedicated their lives to the rescue and rehabilitation for these sons and daughters. Organizations have purposed to be part of the solution by developing programs, creating awareness, and raising funds to stop this violence against humanity. Dozens of outspoken Christian authors, leaders, speakers, and musicians have chosen to take on the mantle and join the fight against human trafficking.



# ENTER PRICELESS

for KING & COUNTRY brothers Joel and Luke Smallbone, as well other Smallbone family members involved in the PRICELESS project, the choice was one made long ago because of a foundational principle the two live by. “Part of the DNA of for KING & COUNTRY is this idea of respect and honor in relationships and women being priceless,” Joel says. “What we’ve both found in our beliefs as men is that people are made equal. No one is a commodity and everyone deserves to be loved and loved well.” ([Click here to reference](#))

What the Smallbone’s initiative [which now includes a novel, film, song, and even jewelry] does is provide motivation for efforts made to create awareness and solve the problem of human trafficking. What’s that motivation? Imago Dei. The “priceless” image of God imparted to every human being, regardless of race, creed, gender, nationality, ethnicity, ability, economics, and even religious beliefs or affiliations. Every life is valuable. Every life is important. No one should be bought or traded as a commodity. No one should be treated as an object to be abused for income or pleasure. Why? Every life was created bearing the image of Almighty God.

Telling the story of those who haven’t been treated as imago dei matters. Exposing more and more people to the horrors of human trafficking matters. Inviting others to redefine life, all life, according to the priceless image of God matters. Your’e involvement with this movement matters. As your congregation launches its own PRICELESS campaign, you’re not taking part in a faith-based film initiative. You’re joining a movement to help declare that each and every human life is indeed priceless.

*“They were safe. But that wasn’t for James. It wouldn’t be enough, until the world knew that every life was what Antonia told every hurting girl they met in a motel room... Yeah. That every life was priceless.”*

—PRICELESS: She’s Worth Fighting For, A Novel by Joel & Luke Smallbone, page 274-5, Kindle edition



# WHY MOVIES IN MINISTRY?

*“Leveraging what is relevant culturally (movies) to expose what is relevant spiritually (faith in Christ) is an opportunity too good to be missed.”*

—God’s Not Dead Ministry Campaign Guide

Faith-based films continue to be an ever present genre in the movie making business. More so, there seem to be even more faith-based films being produced and released year after year with even longer theater runs, overall shelf life, and validity in ministry effectiveness. When you stop to think it over, it’s no wonder why faith-based films have such significant impact. Movies tell stories...compelling stories. Stories are central to the human experience. Every civilization has formatted for itself a medium in which stories can be shared, told, passed, and remembered. Stories communicate history, truth, values, and beliefs.

Movies can cause a viewer to laugh or cry or even be angered. The right line or scene in a film can motivate someone to change an aspect of their life or how they view the world. Movies matter in ministry because movies tell stories of humanity and human conditions; stories that inspire people to strive for something better and something more real, ones that help people long for what could be. That’s why a film like PRICELESS matters even more, because of the inherent value and belief that it communicates about life.

You desire to make a difference. You desire to communicate the value and worth in humanity instilled in each of us by our loving creator. You desire to leverage your congregation to make a difference in the world that extends to those caught in various forms of slavery because of the fall.

In PRICELESS, viewers take a peak into the life of someone who is broken but becomes a hero. Viewers encounter an enslaved young girl who becomes a champion crusader for the rights of others. PRICELESS shows us a journey of hope and redemption. It’s not without twists, turns, and tragedies but like life, it’s a journey worth taking because the journey is the story. The story of God.

*“We’re all on a journey, a road full of delays, dead ends, cross streets with bright and beautiful views, storm clouds and darkness, too. It seems somewhere I took a wrong turn that lead me somewhere I didn’t want to go.”*

—James, PRICELESS

For those of us outside the story, the invitation is to join the journey and be a voice of hope for others who are hurting. Those who are lost. Those who are trapped. Those who need to be reminded that they not only bear the image of God but can take part in the story of God.

# SHE'S WORTH FIGHTING FOR

According to studies, anywhere from 600,000-800,000 individuals are trafficked across borders every year. 80% are female and half are children. According to estimates, 80% of those trafficked involve sexual exploitation. There are currently 20-30 million slaves in the world today. ([Click here to reference](#))

Are you mortified? Is there any other reason to act? Perhaps one isn't needed. If one is warranted beyond the startling statistic, let it be the outspoken word of God on the matter.

*"Before I formed you in the womb I knew you, and before you were born I consecrated you..."* Jeremiah 1:4-5

Life is precious, each one of us being scripted by God and set apart by Him for His divine purpose. No one is a commodity to be bought or traded. Every one of us is priceless.

Thank you for engaging this campaign and carrying the flag of the countless names and faces of slaves all over the world who have no voice today but desperately need to be rescued and reminded that they are loved and valued by God. While currency may change hands daily for their use, each one of them is in fact... *priceless*.

## **Inside the Campaign Kit, you will find:**

- **Campaign Team Roles and Responsibilities**
- **Campaign Timeline**
- **Campaign Prayer Guide**
- **Social Media Idea Page**
- **Campaign Event/Ministry Ideas**
- **Missional Connection Opportunities**

Seasoned with numerous stats, movie and novel connection quotes, and passages of scripture, the complete campaign kit purposes to engage your church in opportunities to serve and grow. Here are a few ideas to get you started:

1. Begin, surround, and conclude your campaign with Prayer.
2. Design a Movie Event – Examine the movie event options found in the event planning of your *Campaign Guide* and customize a movie event that is right for your church.
3. Create a Missional Connection - Explore the opportunities provided in the Missional Connection piece to provide outlets for service, support, and awareness of the global human trafficking problem.

# PRICELESS CAMPAIGN TEAM ROLES AND RESPONSIBILITIES

*“So does this deep knowledge, that every life, man woman boy girl, is incredible undoubtedly completely priceless.”*

The Smallbone brothers are a deeply connected family with roots in the Christian music industry dating back to older sister Rebecca St. James' recording career. Their belief in the value of life and desire to create an atmosphere of love and respect in relationships has fueled their interest in helping vulnerable people flee slavery. Shining light on this difficult topic in a creative way has its basis in their music and in their family value system and bears sharing with others. Examining their careers, you'll likely note something else of utmost importance when launching your campaign, their connection to family. Most things in life or ministry worth doing are better done in the context of relationships. Jesus could have single handedly healed the sick, rallied the poor, and taught the masses. He chose to do it in the company of others, companions who learned from Him while aiding in ministry. Before you engage your faith-based film campaign, it's essential to assemble just the right team and cast a unified vision. Consider each of the following roles and begin praying for God to reveal just the right person to tackle the task ahead.

## LEAD PASTOR

The pastor's role is to cast a vision for the campaign to the team and to the church body. His work on the campaign is to support the Campaign Team Leader as he or she manages the schedule, communication, and workflow of the remaining team members. The sermon or series he preaches regarding the campaign are paramount to casting that unified church vision to the entire body. Enlist the senior pastor's support for the success of your faith-based film campaign.

## CAMPAIGN TEAM LEADER

The team leader's role is to set the schedule and guide each member of the team to successfully fulfill his or her role. This leader is responsible for the campaign budget and helping each team member secure volunteer groups and manage church wide communications. Other team members are to direct questions and funnel communication through the Campaign Team Leader.

## SPECIAL EVENTS COORDINATOR

A Special Events Coordinator will recruit a team of volunteers to pull off events related to the campaign. The events coordinator will work with all age/stage ministry leaders to design events and strategies to enhance ministries within the church.

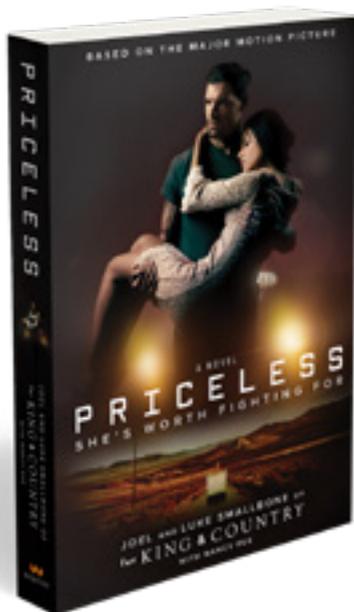
## PRAYER TEAM LEADER

The Prayer Team Leader will develop a volunteer prayer team to support the work of the campaign team. The prayer team will be responsible for sending out weekly prayer devotional resources and for managing prayer request channels for the group. They will provide ongoing support for the pastor and the Campaign Team Leader as they cast a vision and manage the team's operations. They will be available for general encouragement and specific prayer support for each team member.

## SMALL GROUPS COACH

Offering additional opportunities for in depth Bible study as a part of your campaign will greatly enhance your efforts and maximize growth. Studying passages related to God's care for the poor, the orphan, and the slave will greatly influence the success of your campaign and spark great opportunities for growth. The level of growth experienced by your congregation and campaign audience is directly related to time spent in God's word with a healthy community of believers. Depending on your Bible study format, a Small Groups Coach will engage the congregation in one or both of the following two ways.

1. **Sunday School Ministry.** The Small Groups Coach learns the Bible study material and trains leaders to use the curriculum in their classroom setting, whether with single adults, couples, gender specific groups, youth, young adult, college, or children.
2. **Small Group Ministry.** If your church is already equipped with small groups, the coach will train leaders to use the Bible study curriculum in their specific setting. If the church does not have a small-group Bible study format, the coach will enlist small-group leaders to launch groups in conjunction with the campaign. The coach will train and equip leaders and be responsible for church-wide communication and small-group sign-ups.



Work with the Special Events Coordinator to plan and implement a banquet to conclude the Bible study. Prepare options for groups to do further study if they choose to stay in community with one another. Be familiar with other curriculum and Bible Study products that would suit each age level Bible Study or Small Group within your church. Visit [pricelessyouth.com](http://pricelessyouth.com) and sign up to receive the free leaders guide and videos. Also, [click here](#) to purchase the novel, PRICELESS.

## MISSIONS MOBILIZER

The nature of a film that exposes the darkness of human trafficking will likely be a catalyst for countless people in your faith-based film campaign's wake asking the question, "What can I do?" The emphasis can be on the "what" or the "I" or the "do" but the underlying root is the same. It's an innate desire to act when there is a problem or injustice. Having ready made opportunities to capitalize on the momentum is crucial. The Missions Mobilizer should be involved in the part of the process selecting the organization[s] to feature and partner with through your campaign and beyond. If your campaign includes a benefit type event where funds will be raised and donated, the Missions Mobilizer is key to that planning team and will work directly with the special events coordinator and communication team leader to implement. Beyond that, your congregation or campaign team may elect to secure items to donate to a local charity which aids in rehabilitation from slavery. You may also elect to plan a mission trip to serve in a country where trafficking is high. Moldova is the smallest and poorest country in the former Soviet Union and is also the country where the most girls are trafficked in Eastern Europe. Connect with Justice and Mercy International to discover ways you might explore mission trips, child sponsorships, or educational scholarships to support and protect orphans from becoming vulnerable to human trafficking and the sex trade. [www.justiceandmercy.org](http://www.justiceandmercy.org)

## COMMUNICATIONS DIRECTOR

The Communications Director will oversee all aspects of church-wide and community communication. He or she will be responsible for all viral communication, including church Web site and all social media as well as all print communication (invite cards, mailers, printed programs, movie tickets) and campaign and event promotion. This leader and their team will be a resource for all other team members to effectively communicate dates, details, and campaign information to both the congregation and the surrounding community. The communications director will also maximize the use of social media wherever helpful for your group. It's largely free and incredibly impactful. View the social media section of this guide for ideas and support.



# PRICELESS CAMPAIGN STRATEGY TIME LINE

If you have conducted a faith-based film church growth or outreach campaign before, you likely learned a great deal about what works best in your church context. Be sure to incorporate those evaluations and gleanings into your campaign process. Whatever process you choose, know that the power of God is often found in the preparation as much as the implementation.

This generic campaign timeline has been provided to churches for dozens of other faith-based film initiatives. While several specifics have been edited and added to help you specifically engage PRICELESS, there is a great deal provided in this timeline that you may use for other ministry events and initiatives as well.

Your campaign's success will be directly proportionate to how well you plan and follow up. In order to maximize your PRICELESS ministry campaign in your church and community, use the following timeline to structure your planning, your events, and your follow-up.

## BEFORE THE CAMPAIGN

- Assemble your team.
- Cast vision.
- Begin praying daily.
- Choose your strategy.
- Plan your events and message series if your Sunday morning worship gatherings are going to coincide with your campaign.
- Set your budget. Include team meeting expenses, promotions, communications, events, and any curriculum.
- Research ministry and social justice organizations to help end human trafficking. Determine which one's visions and initiatives most align with your campaign purpose. Establish contact and develop a plan for promotion and involvement.
- Purchase promotional materials.
- Customize additional mass-media options.
- Continue event planning.
- Launch small-group planning if your small group strategy for the duration of the campaign is going to coincide with your emphasis.
- Go viral [*see the Social Media section of this campaign resource*]
- Host an information session for your congregation or ministry team. In your initial meeting, take time to cast vision, share goals, and begin congregational prayer movement using the Campaign Prayer Guide.
- Develop a marketing plan for church-wide and community outreach, noting specific engagement dates beginning four weeks from the start of your campaign.
- Four Weeks in Advance—Engage church-wide communication using promotional materials and additional resources.
- Three Weeks in Advance—Engage in community event and sermon series marketing using your campaign kit.
- Finalize all event, small group and sermon series planning.

## DURING THE CAMPAIGN

- Continue praying for the campaign, its leaders, and those individuals who are attending different activities.
- Keep morale high by recasting the vision and offering regular progress reports.
- Continue to finalize details and promote upcoming events.
- Update social media outlets regularly.
- Implement your campaign sermon series, small group options, and ministry mobilization ideas.
- Undergird and encourage any team members who may struggle with their responsibilities.
- Keep following the marketing plan and meet all dates and deadlines for church wide and community communication about events, sermon series, and campaign opportunities.
- Take notes to evaluate your Faith-Based Film Campaign and to use for future church-wide efforts.

## AFTER THE CAMPAIGN

- Meet with your core leadership team to finalize campaign efforts. Use the opportunity to recognize their hard work and to thank everyone for their tremendous service.
- Follow up with any decisions made.
- Use the data collected at your movie event to continue the outreach conversation in your community.
- Involve the team in evaluating the campaign.
- Send thank-you letters to your pastor, theater managers, and campaign team members.
- Meet with your pastor and senior leadership to plan for the future.
- Develop an ongoing timeline to stay connected to stats, stories, and hope based ministry initiatives for people involved in human trafficking related industries. Take note of the United Nations World Day Against Trafficking In Persons annually on July 30th when continuing to plan.



# CREATIVE EVENT IDEAS

The best most effective ministry events have a clearly defined purpose and strategy. While events can accomplish multiple second and third tier goals, it is always best to decide on a single purpose for an event based on the overall ministry vision. When designing an event, start with the goal in mind and build out your strategy based on the singular purpose for your event. Use the following event ideas and descriptions to implement as is or simply use them as catalysts to spark your own creativity event solutions. Be sure to consider your budget, resources, ministry goals, and audience as outlined in the event strategy page.

**Important Note:** The stats speak loudly. Older children and young teens are the most vulnerable when it comes to human trafficking. Your campaign can take on a dual purpose involving the teens in your student ministry. First, your campaign can create education and awareness to prevent trafficking tragedies in your community of faith. Next, teens are an often untapped powerhouse when it comes to social action and change. Students can and should be part of your effort to resource, rescue, and redeem. Additional information is provided throughout this creative event listing to ensure you make the most of the opportunities provided by PRICELESS to engage students as well as your congregation and community at large.



# MOVIE EVENT

The hope is that PRICELESS will hit theaters in the fall of 2016 with a powerful grass roots following. With just over 30k likes on Facebook and several thousand followers on Twitter, a stronger fan base is needed to garnish the attention of other faith-based film initiatives. The content is so important. Your initiative can truly help put people in seats and help achieve the momentum this movie desperately needs.

For your movie event, consider renting a theater for one or more showings and inviting your congregation or ministry participants to attend. Encourage them to invite friends, neighbors, and coworkers. The weeks prior to your event, coach them on the opportunity they'll have in a creative setting to take a strong public stand against sex slavery and other forms of human trafficking.

Following the film's theatrical release, PRICELESS will be available on DVD for use in small groups and even in community gatherings for members in your church to share with others. The more attention the film gets, the more light is exposed on the darkest corners of human trafficking.

An important subset of your movie event is the relationship this particular faith-based film shares with student ministry. Before exploring a student ministry movie event, take note that the subject matter is sensitive. When purposing to host a PRICELESS movie event for students or any younger age group, be sure to include parents in the decision. While there isn't any overly explicit or graphic material in the film, the subject matter depicted is of the most violent and offensive nature. Making it palatable is the way moviemakers worked to make such real life trauma presentable. Because students can and should be aware of potential dangers and global horrors, PRICELESS can be a powerful ministry experience for your students as long as you have complete parent understanding and approval. Leverage your parent leadership group wisely and channel the necessary communication outlets you have with all ministry parents when promoting your movie event.

Know that there is significant value in seeing the film during opening weekend at the box office. Those particular sales records determine how long a film will remain in theaters and available for others to see. Long term sales records indicate the amount of money producers and industry leaders will contribute to future faith based film initiatives. How you support and respond to PRICELESS not only effects its long term ministry success but also that of the entire faith-based film industry. Because it is our collective desire to see more movies like this and others that point people both directly and indirectly to the gospel message, it's incredibly important that we continue to support each and every faith-based film maker and film release. See the film and spread the word. It matters.

At your movie event, consider any of the following to enhance your outreach and effectiveness with all guests and teens in particular:

- Door prizes and giveaways.
- Capturing guest information for future follow up.
- Real-time tweeting during the movie (see the Social Media campaign section for more ideas and a description of real-time tweeting).
- Free snacks. The theater may allow you to bring refreshments of your own but since local theaters make a bulk of their profit from concessions, consider pre-purchasing your drinks, popcorn, and candy items from the theater. They may allow you to purchase in bulk at a reduced rate. Depending on your budget, you can choose to pass this cost on to student ticket sales or absorb it as part of your outreach ministry.
- Strategic leaders. Have strategic leaders spread out throughout the room to be welcoming and encouraging to any new guests. Also place key volunteer leaders around the room to answer questions, encourage guests, and pray during the entire film. Pre-print for them the movie viewing prayer guide or make it available for them as a download on their smart phone. Instruct them to review it during the showing and use it as a guide to pray for the people as they view the film.
- Point to your church. Hosting an event at an away location is great. It's a chance to meet people where they really are. However, don't neglect the opportunity to draw them back to your regularly scheduled bible study and worship activities. Assimilating them into your ongoing gospel ministry should be a primary goal for any activity.



# PARENT EDUCATION AND TEEN TRAINING EVENT

One service that your PRICELESS campaign could provide to the community is the opportunity for education. Parents desperately need to know the warning signs. Teens and older children definitely need to know the tricks and tactics used by predators to lure them into this life. Consider partnering with the local police department or child protective services department in your community to host an educational forum for parents and children to be educated. Explore a partnership with Shared Hope International, a Christian abolitionist organization dedicated to freeing people caught in slavery worldwide. Shared Hope provides a 20 minute educational video titled “*Chosen – Youth Sex Trafficking Prevention*” and an accompanying kit to train and educate parents and ministry staff who work closely with children, teens, and families.

During your event, work to provide printed resources to both parents and students. Here are links to organizations with statistics and training tools you can use.

- **[Do Something: 11 Facts About Human Trafficking](#)**
- **[A Heart for Justice: Resource Page for Teens, Students, Teachers, & Leaders](#)**
- **[Anti Slavery International: Education and Resource Page](#)**
- **[Teach UNICEF End Trafficking: A Middle School Educator’s Guide](#)**

Also use your event as a way to launch strategic ministry outreach including Bible studies for students. Receive a free copy of Interlinc’s Respect and Honor - Priceless Youth Worker Bible Study Guide by [\*clicking here.\*](#)



# GIRLS MINISTRY CONNECTION

Because the majority of people living in trafficked slavery are female [Gender and age profile of victims detected globally: 59% Women - 14% Men - 17% Girls and 10% were Boys] it's important for your campaign to recognize the specific vulnerability of girls in your ministry. (*Click here to reference*) Here are some girls' specific ideas to incorporate into your campaign initiative.

- Mother/Daughter and/or Father/Daughter Events. Anything you can do as part of your campaign to strengthen the bond between a daughter and her parent is a deterrent for traffickers. Children without a strong social and family support structure are most vulnerable.
- Women's Ministry Events. As many as 66-90% of women and girls who are trafficked were sexually abused as children. (*Click here to reference*). Part of your girls ministry connection is to develop a network of strong, capable women to mentor this next generation. A key component to that is offering opportunities for women to deal with their own pain, share their own story, and receive the community and support they need to move forward. Begin this portion of your campaign by researching reputable Christian counseling and recovery outlets in your community. Partner with one and refer women in your church who need to deal with significant pain in their past before moving forward to help others in their present and future. Develop an event called "Priceless" women, inviting worship leaders, local speakers, and even women from your church to tell their story and declare their worth. Develop your event around the central idea of the film, "Every woman is priceless." Use the event as a catalyst to launch new women's ministry Bible studies and community groups. Check out [fgathering.com](http://fgathering.com) for resources and ideas about launching sustainable women's conversation groups in your community. The more women connect and share their story, the more they will begin to see and believe in God's story.
- Mentoring and Accountability Programs. Reggie Joiner writes that while a parent may be the most important influence in a child's life, a parent is not the only influence in a child's life. (*Click here to reference*) Starting initiatives to help facilitate positive role models and small group interactions with qualified girls ministry leaders will also help further facilitate the healthy friendships a girl needs to navigate the teen years. These initiatives add layers and layers of strength and support, the kind that make it more difficult for a young girl to be victimized.
- Provide Resources. What did you tell your own daughter about stranger danger? What methods did you equip her with to help her in an emergency situation. Consider providing ongoing resources for parents and girls to ward off potential threats. Tips like these from All Pro Dad could be life saving. (*Click here to reference*)
- While any and all events, campaign components, and human trafficking initiatives related to PRICELESS can be gender neutral, work to design the campaign that works best for you and your target audience. Broaden the scope of your leadership lens and determine which events warrant church and community wide participation and support and which events could be more effective focusing on the unique needs and struggles related to girls, particularly those between the ages of 12 and 14 who are most vulnerable to traffickers.

# MEN'S MINISTRY CONNECTION

One of the common myths regarding sex trafficking is that it happens somewhere else, in some other far-away country. Many may be surprised to know that those who pay for the services of trafficked victims are men from more developed countries including America. Here are some startling truths regarding this industry:

- Men who purchase sex are both rich and poor, Eastern and Western.
- Many are married with children of their own.
- Some choose to have sex with trafficked girls instead of abusing their own children.
- Some come from societies that devalue women so greatly that sex for money is seen as a “victimless crime.”
- In some countries, prostitution or paying for sexual favors with money is not considered immoral or illegal.
- Sex tourism [vacationing for sex] is a billion dollar industry with tours that are specifically marketed to pedophiles. ([Click here to reference](#))

The bottom line truth behind sex trafficking is this. The industry exists because there are customers. Consider this: if no one purchases a particular product, the manager pulls it from the shelf. There is a degree that demand drives every industry. One way to attack human trafficking is to go after the criminals. Another is to work diligently to protect our children and rescue victims. Another is to raise and develop men who would never take pleasure in what the industry provides. That is where an active men's ministry comes in to play.

Consider creating an event titled, “Watch,” focusing on three key components necessary to impact men. Gather men for a worship, movie viewing, and prayer experience with carefully selected testimonies, and Bible teaching geared to help with men deal with three common issues.

First: Pornography. This common addiction has a direct link to human trafficking. In fact, pornography, sex addiction, prostitution, and trafficking are all inter connected parts of the commercial sex industry. ([Click here to reference](#)). Expose men in your church to the dangers of pornography and the resources available to help them with addiction via [www.xxxchurch.com](http://www.xxxchurch.com). The tagline for this first component is, “I Will Not Watch.”

Next: Accountability. Men need a network of support. We need the accountability of other brothers in Christ spurring us toward good deeds as outlined in Hebrews 10 while also speaking necessary truths in loving protection. Steer a significant part of your event toward men getting in groups to build community and do life together. In groups, provide men the resource 7 Questions that Rattle the Minds of Men ([Click here to order](#)). Question 6 relates to women and thereby sex and question 7 is about trust. Not only do men need information and resources regarding the pervasiveness of pornography, they also need resources and ideas regarding accountability. Use your event to create these smaller accountability sub groups, using the tagline, “Watch His Back” for this component.

Finally: Protection. The last component of your “Watch” event is the idea of inviting every man to look at every woman as if she were three people. First, someone else’s daughter, wife, or mother. Next, invite the men in your event to look at every woman as if she were his own wife, daughter, sister, or mother. If every woman viewed as a victim were suddenly perceived as a daughter, wife, or mother, the perception of her value would suddenly change. Finally, invite the men in your event to look at every woman as if she were the child of the most high God. How would a man’s attitude toward women change if they were all viewed as image bearers and direct decedents of almighty God. The tagline for this component is, “Not on My Watch.”

Following your Men’s “Watch” event, invite men to continue meeting in their groups for community, prayer, accountability, and support. See what long term men’s ministry movement God launches through your PRICELESS movie campaign.



# BENEFIT EVENTS

One of the key characteristics of the millennial generation is social awareness and generosity. One of the ways you can amplify the effect of your PRICELESS campaign is to host a benefit event with the purpose of raising funds for an organization [choose one from the Missional Connections page of your campaign kit or another organization with whom you are familiar] deeply committed to ending slavery in your community and around the world. The following three ideas are those that can be leveraged as fundraisers to raise awareness and garnish funds to further the cause. In each case, plan to multiple layers of fundraising techniques as part of your benefit and share the proceeds with the organization you selected as a beneficiary.

- **Image Benefit:** Consider hosting an “image” forum, concert or conversational gathering following the film’s release. Link arms with a non-profit organization whose work helps rescue and redeem those caught in the vicious world of human trafficking. Allow your guests time to present and be interviewed regarding their work to free slaves. If possible, secure someone who was rescued from being enslaved and victimized to share a personal story of faith following their terrible experience.
- **Unchained Fashion Show:** Unchained is an organization started by two young women to expose the horrors of human trafficking and raise money for rehabilitation and even scholarships for young people rescued from slavery. Consider linking arms with another church, school, or ministry in your area to host an “unchained fashion show” event. [Click here](#) for more information and make initial contact to schedule an event.
- **Concert of Prayer:** Leverage your worship team or a local Christian artist to perform a benefit concert that doubles as a city-wide prayer event. Using your campaign resource guide, take considerable time during the concert to pray aloud for victims and also vulnerable people everywhere. Pray both locally and globally. Utilize the second half of your prayer guide to pray for the hearts of believers everywhere to unite in the fight for justice, seeing people the way God sees them and seeking change using the power of the Holy Spirit within us. Tickets from the concert and donations/offerings collected can go to your chosen charity or advocacy group.

As you move forward from your initial campaign, be cognizant of the ongoing problem. Human trafficking will not likely be stopped in our lifetime. As long as there are vile sinners paying for these horrific services, there will be equally vile slave traders selling people to provide them. When your campaign ends and you move to the next gospel initiative that furthers the mission of your church, there will still be slaves in the world; entrapped sons and daughters whose human dignity is being stripped and yet they are still image bearers of Almighty God. Consider creating an annual emphasis similar to that you place on World Orphan Day or Sanctity of Human Life Sunday. The United Nations has declared July 30 as “[\*World Day Against Trafficking In Persons\*](#)” making it the ideal day to continue your emphasis.



## SOCIAL MEDIA IDEAS

It's debatable whether or not the James we encounter at the start of PRICELESS would have much of a social media footprint complete with Facebook, Twitter, Snapchat, Instagram, etc. He just might be one of those broody types unlikely to spend much time socially period, much less online. The impetus for the James we encounter at the start of the film was his wife's death and his inability to cope in life without her.

The James toward the end of the film was changed in so many ways. Perhaps this is one of them and he began his own journey of social media mayhem. Perhaps it doesn't matter. While social media does not serve as a feature of the film, its prominence in today's culture is perhaps the most pervasive of any other communication medium. Don't miss the chance to leverage social media outlets for overall campaign communication. Use the following ideas to strengthen your campaign with all age groups through various social media.



## FACEBOOK

If you don't currently have a Facebook page dedicated to the ministry of your church, consider creating one. It's difficult to find anyone in any sphere of culture these days without a Facebook page or at least basic knowledge of its usage. As of the second quarter of 2016, Facebook boasts over 1.7 billion users.

*[\(Click here to reference\)](#)*

With a population of over 320 million, your part of the United States is likely full of Facebook users waiting to connect with churches which utilize the media well. Your Facebook page can be used to post content and information helpful for an unchurched person to know about your church culture before attending. Your Facebook page will also allow you flexibility in keeping content current. While websites can be much more difficult and specialized to update content, your Facebook feed can easily represent the most current announcements, sermon series, and event details you have.

Once you have a page, go to and "Like" the PRICELESS page. You can find it by clicking [here](#). Also take time to visit the for KING & COUNTRY page and like it as well. You may find it by clicking [here](#). From those pages, you can view the movie trailer, link to the official website, stay up-to-date on movie release information and interact with the cast and writers.

Your Facebook church page or campaign page will allow you to designate roles within the page. Admins have the most power over content creation and also governance over users. For ease of use, designate several admins and editors over your page in order to delegate and use a wide variety of people in campaign leadership roles.

Next, create specific events for any of your calendared campaign items. It allows everyone you invite to R.S.V.P. and easily share the event and invite others. The more buzz you can create, the more people have the opportunity to attend.

Finally, use your own status or the wall of your church/ministry page to share information about film. Drum up as much awareness and support as you can for the movie. The more success each faith-based film attains, the greater the chance we have of seeing more movies like PRICELESS on big screens worldwide. Encourage other social media savvy participants or even those who are brand new to the world of Facebook to make your church wide campaign events their daily statuses and to continue to share about the film during your campaign. \*Facebook Live video streaming usage is paired with Periscope and covered in the joint video section of this guide.

In the specific case of PRICELESS and its unique stamp on justice issues related to human trafficking, you can also take an active stand to help victims and to end this atrocity. Each of the organizations provided in the Missional Component section of your campaign kit is also active on social media sites including Facebook. Take time to locate any of their Facebook profiles and like/follow each one. Then, allow your interest to be shared on your own Timeline, alerting others to your interest in these specific organizations. As you create status updates, invites, and events for your campaign, consider tagging those organizations in your posts. The more tags, likes, or references that these organizations have, the greater their chance for ongoing impact. Our social media imprints really can have a significant impact.



## TWITTER

If you don't currently have a Twitter account for your church, consider creating one. In just 140 characters, you have the same options to post pictures, share content, and make announcements as you do on Facebook. You can even link the two accounts to a smart device for easy posting using any number of simple applications designed to connect your social media outlets.

From 2010 to 2016, Twitter jumped from 30 million active monthly users to 313 active monthly users. (*Click [here to reference](#)*) The platform has always been steadily on the rise and can be leveraged by churches and ministry leaders as both a basic communication outlet and even as an educational tool.

From your own account or the church feed, go online to the official movie Twitter page and "follow" the film. You can find the movie by clicking [here](#). Next, be sure to follow artist for KING & COUNTRY as well. You may find the band by clicking [here](#). Finally, begin using your Twitter page[s] to create buzz around your Facebook events and announcements. Share them via strategically placed tweets. Use Twitter to inspire people and then invite them to join you.

Consider taking the time on the outset of your campaign to create a document full of possible tweets related to your campaign. The power of what can be communicated in the 140-character max to circulate the simple reasons for the campaign is endless. As a follower of Jesus, we have just one mission and that is to make disciples. The world we live in today communicates in byte-sized bits. If you were a missionary in Mexico where Antonia and Maria came from, you would speak Spanish. To effectively engage culture where you are, you have to speak "tweet." It's not reducing the quality of the content, just the quantity of characters you use to transmit it. It will force you to really evaluate your vision and streamline your message.

Consider the implications of live-tweeting your campaign movie event. This social media enhancement will only work under a few conditions. First, the movie viewing has to be a church exclusive. That doesn't mean you can't have as many first time guests as you can garnish. It just means that normal box office ticket holders have the right to see the film in a room sans smart phones. If it is your event and you set up the fun with everyone present, tweet away and encourage them to do the same.

Plan and promote your “Live Tweet” movie event. To do your “Live Tweet” movie event, strategically place a few tweeters in the room that saw a previous showing. Seat your live tweeting team in a far corner of the theater to avoid interrupting other patrons. Tweet quotes, info on scenes, and ideas you have while watching the film. Tweet questions and even strategic passages of scripture that are uniquely connected to the film. Be sure to create too many detailed spoilers and ruin the movie going experience for others who have yet to see the film. The purpose isn’t to communicate the plot but to emphasize the way the movie is impacting people’s lives. If anything, your tweets should serve as marketing teasers to entice others to see the film.

Encourage all those present to find ways to quietly converse during the film via Twitter their thoughts and responses to the film. Use a hashtag like *#yourchurchnamegoespriceless* or *#youreventname* or simply *#pricelessmovie* to create Tweet categories and garnish even more Twitter chatter about your church and the campaign.

A final connection point for this campaign and Twitter is to locate and follow each of the missional organizations you’ve chosen to highlight, connect with, and support. Once you have located their pages, consider liking and reTweeting some of their best tweets as related to the film. Here’s an example from the *End It Movement*:

*“Today we celebrate our Nation’s freedom, and we remember those who haven’t tasted FREEDOM yet.  
#enditmovement”*

That particular tweet went live on July 4, 2016. In only 110 characters, the organization connected to Independence Day but highlighted their mission to free those who are not currently free due to slavery. It garnished 288 likes and 194 reTweets. The average number of followers per user on Twitter is 208. (*Click here to reference*) Consider the impact if each of those reTweets each had even 1/2 of the views of the average number of followers per user. That would be over 20k views [104 views x 194 reTweets] from a simple statement. Your tweets can have the same powerful impact as you build your base and interact with people on your campaign team and in your congregation already making use of the medium.



## HOOTSUITE

Hootsuite is a platform that can be used to manage all of your social media outlets from one spot. Download the app and link Facebook, Twitter, and Instagram to the platform for maximum campaign promotion benefit. Unique benefits include:

- Viewing multiple streams in one place.
- Scheduling posts in advance.
- View basic analytic reports to monitor the effectiveness of your media [paid versions of Hootsuite provide more detailed reports but are largely unnecessary for local church ministry purposes].
- Connectivity to your blog allowing you to update statuses each time your scheduled blogs go live.

With any tool, it can manage you or manage your work. There is a difference. If it helps manage your work, it's useful. If it begins to manage you, then the demands probably outweigh the benefits. A free trial can't hurt. You likely have someone in your congregation already using the platform to manage personal media or even business promotion. Reach out to that someone and invite them to speak into your social media management process. You might even consider asking them to be your Social Media captain for the campaign. Because technology allows for multiple devices to be logged in and utilizing these social media components at once, you may have multiple users on each account.



## VINE, YOUTUBE, FACEBOOK LIVE & PERISCOPE

YouTube had the foresight to become more than just a video sharing platform but a social media entity with people connecting over videos via “likes” and comment feeds. YouTube videos that garnish millions of views are said to have gone viral. The social and cultural influences at that point are staggering. Your goal shouldn't be to go viral but to be effective. Schedule a video shoot where participants in your campaign step in front of a confessional camera to share their desire to end slavery. Use your video to highlight and promote the film as well as the organizations you have chosen to partner with to end slavery. Consider the popularity and the impact of the End It Movement. Invite participants to draw the “red X” on their hands and stand in front of the camera declaring any of the following statements and/or others you create to connect with your campaign. Consider the value of having various people state and repeat each phrase so that you hear these statements over and over from different people, both men and women, young and old, as well as various races and ethnicities.

- You are priceless.
- You were created in the image of God.
- Regardless of who you are and what you've done, God loves you.
- I want to end slavery.
- I declare war on those who enslave others with tricks, bribes, and coercion.
- No person is a commodity to be bought or sold.

Vine is a social media app that allows you to create and post looping videos. Using Vine to create your creedal confession videos will offer a modern, pop-cultural touch. The benefit to such a format is that it requires only a smart device with the app and realistically no editing or filming ability at all. Once participants make “PRICELESS or End It” Vines, you can easily catalog and share those videos through any of your social media platforms as a way to promote your campaign.

Facebook Live & Periscope are both live action social media video platforms. They allow you to broadcast or live stream video content directly from your mobile device. The Periscope app allows you to stream “on-the-go” content and incorporate your videos into other social media platforms including Twitter. As you engage your live broadcast feed, people can contribute to posted discussions and feedback making it a completely interactive event for your social media communication. In addition to live content, people can watch Periscope replays and even contribute to the discussion for up to 24 hours after the event. Facebook Live functions much in the same way and uploads directly to your Facebook page. The major difference is that Facebook Live video content lives there indefinitely and is able to be retrieved at any time in conjunction with other features of Facebook. To access Periscope, download the application in your mobile App store, connect to your other search or campaign social media outlets, and begin. For Facebook Live, check your connection speed first. Then simply start a new post with your Facebook app on your mobile device. With your PRICELESS movie campaign you can utilize the same video strategy as outlined in the YouTube section of this guide or develop your own content. Here are some strategic ideas that work well with Facebook Live and Periscope.

- Invitations and event promotions
- Daily countdowns
- Prize giveaways
- Interviews
- Tours
- Devotional thoughts
- Motivational talks
- Missional connection pieces



## INSTAGRAM

Instagram is a photo-sharing application that integrates easily into Facebook and Twitter. It's also available as an add-on for Hootsuite.

On your own Instagram page, plan to take photos of people who attend your campaign events. Using the #pricelessmovie, you can easily highlight the event. Encourage church members to share the photos with one another and tag each other's Facebook profiles in their pictures. Ask them to make it their profile picture for the duration of the campaign. Ask them to be willing and prepared to share with anyone who asks or comments the purpose of the pictures and the purpose of the church events. The greater the energy surrounding participation, the greater the event's success.

Another "instagrammable" idea for the campaign is the video feature. Have participants post a "You Are PRICELESS!" video similar to the plan listed in this content regarding Vine, Periscope, and YouTube. Using the same church-wide #hashtag allows you to assemble each video or picture post in the same page and even stream them from your church website.

Finally, consider using any one of the following apps to enhance your Instagram posts by creating memes [combinations of images and texts to create fun or meaningful promotions and communication pieces]. Each of these apps allow you to edit your photos, add logos and texts [some including animation], create collages, and store on your phone and upload to Instagram and other social media modules including Facebook and Twitter. Most come with free versions although the paid for apps trend toward having more bells and whistles. Depending on your campaign budget, you may consider the value of having access to more tools via the paid for versions. Plus, they come with fewer ads to distract along the way as you create content.

- Picmeme
- Memetic
- BeFunky
- Ripl
- Meme Maker
- Phonto
- Typic

# WHERE TO GO: WHAT TO DO: MISSIONAL CONNECTIONS

*“If we were perfect, we’d already be in heaven. We were put here to learn on this journey. The pages of our story are still being written, but here’s the good news. We’re not the author. He has bigger plans.”—Dale, PRICELESS*

There are dozens of options to help churches and believers keep aware of the trafficking industry and stay involved in global efforts to end slavery. “The END IT MOVEMENT” defines itself as a coalition of the world’s leading organizations in the fight for freedom. Provided for you in your PRICELESS campaign kit is a list of links to several organizations whose work to expose the damage of human trafficking while fighting to free and champion the slave. While all of the organizations and movements provided do not promote Christianity or connect directly to the evangelical mission of the church, their vision and values are in alignment with the biblical truth that all life matters to God and should matter to all of us. Research and choose an organization or two to pray for, follow, support, and partner.

## LOVE 146 <https://love146.org>

Works to abolish child trafficking and exploitation through prevention and aftercare while contributing to a growing abolition movement.

## FREE THE SLAVES <http://www.freetheslaves.net/>

Breaks the cycle of slavery by freeing slaves and helping them stay free in global trafficking hotspots, while changing the systems that allow slavery to exist.

## NOT FOR SALE <https://www.notforsalecampaign.org/>

Works on the ground and in mainstream supply chains to target the root causes of slavery, while equipping at-risk communities for freedom.

## INTERNATIONAL JUSTICE MISSION <https://www.ijm.org/>

Protects the poor from violence by rescuing victims, bringing criminals to justice, restoring survivors to safety and strength, and helping local law enforcement build a safe future that lasts.

## AS OUR OWN <http://asourown.org/>

Rescues vulnerable children from exploitation and provides lifelong aftercare in a family environment.

## WORLD VISION <http://childhoodlost.org/>

Works to prevent the trafficking of children, protects those most vulnerable and brings healing to children who have been exploited.

## THE EXODUS ROAD <https://theexodusroad.com/>

Rescues sex slaves throughout SE Asia, India, and the US using a network of covert surveillance teams and individuals.

# MISSIONAL SMALL GROUP RESOURCES

The following list of both books and small group studies, are available where you purchase your Bible study resources. Many are available as part of Right Now Media licensing as well. They primarily speak to the heart of God for the oppressed and hurting people of the world. They don't all necessarily deal with the specifics of human trafficking, nor do they need to. They can simply point people to scripture and allow the wonderworking of the Holy Spirit to move in their heart and connect them with the mission of God to love and aid victimized people in the world.

***Radical*** by Dr. David Platt

***Counter Culture*** by Dr. David Platt

***Ordinary: How to Turn the World Upside Down*** by Tony Merida

***Jesus, Continued...*** by J.D. Greear

***The Gospel Project for Adults: Bearing God's Image*** by Geoff Ashley

***Made for More*** [Women's Study] by Hannah Anderson

***A Beautiful Design*** by Matt Chandler

***The Gospel Project for Adults: A God Centered Worldview*** by Matt Chandler

***Follow Me*** by Dr. David Platt

***ReFrame*** by Brian Hardin

# PRICELESS CAMPAIGN TEAM PRAYER GUIDE

*“It makes me sad that you think you are alone, we are never alone. Your daughter, she is not alone because she has you, even when she cannot see you.”—Antonia, PRICELESS*

*“True prayer is neither a mere mental exercise nor a vocal performance. It is far deeper than that - it is spiritual transaction with the Creator of Heaven and Earth.”—Charles Spurgeon*

That is exactly what we are after when we pray. A spiritual transaction. Communion with the Creator. For generations, God fearing Jews wouldn't speak the name Yahweh, nor would they even write it. Anxious about breaking a cardinal command and speaking the holy name of God sinfully, they wouldn't speak it at all. Then Jesus' followers asked Him to teach them to pray. How did Jesus begin? Our Father. The Holy Son of God invited us to view ourselves as sons and daughters. He instructed us to not only speak directly to God but to call Him Father. Jesus invites us to be intimate with God.

Your Campaign Team Prayer Guide is composed of two parts. In the first section, you will pray through scriptures and prompts that direct your heart to the plight of the poor, the orphan, the slave, and other vulnerable people throughout the world. In the second section, you will pray for your own congregation and the awareness and effort that can be birthed out of your initiative.

Because there is no more powerful prayer than the ones prompted by the Word of God, this guide challenges you to pray through scripture and to faithfully expect the promises of God to be fulfilled. Campaign team leader: Feel free to add your own passages based on specific requests for your congregation and your community. As God directs your campaign vision, so goes the movement of the campaign prayer team.

Campaign Memory Verse: Rooted deep within the heart of the film and present throughout the entire narrative is the idea of rescue. Rescue from slavery. Rescue from pain. Rescue from abuse. Rescue from evil. None of those devastating concepts have ever been very far removed from the life of Israel, God's chosen people. The prophet Isaiah spoke words of hope over God's people in this prophecy [Isaiah 61:1-2a]. Jesus offered that same voice of hope quoting Isaiah's words [Luke 4:18-19] and announcing Himself as the source of said hope. Make this verse the sum of your focus throughout your PRICELESS campaign, especially as you embark on the significant work of prayer.

*The Spirit of the Lord God is upon me, because the Lord has anointed me to bring good news to the poor; he has sent me to bind up the brokenhearted, to proclaim liberty to the captives, and the opening of the prison to those who are bound to proclaim the year of the Lord's favor.*

— Isaiah 61:1-2a

## PART ONE: PRAY FOR THE OPPRESSED

According to the Department of Homeland Security, “Human trafficking is modern-day slavery and involves the use of force, fraud, or coercion to obtain some type of labor or commercial sex act.” ([Click here to reference](#)) While the film focused on the aspect of the latter, millions of people worldwide are trafficked each year for a variety of exploitations. While our access to statistics and data may be ever increasing, oppression and slavery are not new. The Old and New Testament writers were not addressing subjects of which they were unfamiliar. Use the following ten verses as opportunities to direct your prayers. Reading and reciting them will direct your heart toward the heartbeat of God for oppressed people in their world.

- *He has told you, O man, what is good; and what does the Lord require of you but to do justice, and to love kindness, and to walk humbly with your God?* Micah 6:8
- *For there will never cease to be poor in the land. Therefore I command you, ‘You shall open wide your hand to your brother, to the needy and to the poor, in your land.’* Deuteronomy 15:11
- *For freedom Christ has set us free; stand firm therefore, and do not submit again to a yoke of slavery.* Galatians 5:1
- *The Lord is a stronghold for the oppressed, a stronghold in times of trouble.* Psalm 9:9
- *There is neither Jew nor Greek, there is neither slave nor free, there is no male and female, for you are all one in Christ Jesus.* Galatians 3:28
- *Whoever oppresses a poor man insults his Maker, but he who is generous to the needy honors him.* Proverbs 14:31
- *For we are slaves. Yet our God has not forsaken us in our slavery, but has extended to us his steadfast love before the kings of Persia, to grant us some reviving to set up the house of our God, to repair its ruins, and to give us protection in Judea and Jerusalem.* Ezra 9:9
- *Even as the Son of Man came not to be served but to serve, and to give his life as a ransom for many.* Matthew 20:28
- *The Lord works righteousness and justice for all who are oppressed.* Psalm 103:6
- *Because the poor are plundered, because the needy groan, I will now arise, says the Lord: I will place him in the safety for which he longs.* Psalm 12:5

## PART TWO: PRAY FOR YOUR PEOPLE

In My Utmost for His Highest, Oswald Chambers wrote, “To say that ‘prayer changes things’ is not as close to the truth as saying, ‘Prayer changes me and then I change things.’” ([Click here to reference](#)) That must be part of your plan for prayer. As you pray for and with your community of faith during your PRICELESS campaign, the hope is that the powerful Holy Spirit of God would transform hearts and lives and move people into action. Use the following ten verses from the Old and New Testaments to pray for God-sized transformation in the hearts of your people. Be ready. Reading and reciting them may also accomplish in you what you hope to see purposed in them.

- *Let no one seek his own good, but the good of his neighbor.* 1 Corinthians 10:24
- *Teach me to do your will, for you are my God! Let your good Spirit lead me on level ground!* Psalm 143:10
- *But the Scripture imprisoned everything under sin, so that the promise by faith in Jesus Christ might be given to those who believe.* Galatians 3:22
- *And God is able to make all grace abound to you, so that having all sufficiency in all things at all times, you may abound in every good work.* 2 Corinthians 9:8
- *Likewise, you who are younger, be subject to the elders. Clothe yourselves, all of you, with humility toward one another, for “God opposes the proud but gives grace to the humble.”* 1 Peter 5:5
- *Let the favor of the Lord our God be upon us, and establish the work of our hands upon us; yes, establish the work of our hands!* Psalm 90:17
- *Do not be conformed to this world, but be transformed by the renewal of your mind, that by testing you may discern what is the will of God, what is good and acceptable and perfect.* Romans 12:2
- *Religion that is pure and undefiled before God, the Father, is this: to visit orphans and widows in their affliction, and to keep oneself unstained from the world.* James 1:27
- *For this very reason, make every effort to supplement your faith with virtue, and virtue with knowledge, and knowledge with self-control, and self-control with steadfastness, and steadfastness with godliness, and godliness with brotherly affection, and brotherly affection with love. For if these qualities are yours and are increasing, they keep you from being ineffective or unfruitful in the knowledge of our Lord Jesus Christ.* 2 Peter 1:5-8
- *Thus says the Lord of hosts, Render true judgments, show kindness and mercy to one another, do not oppress the widow, the fatherless, the sojourner, or the poor, and let none of you devise evil against another in your heart.* Zechariah 7:9-10