

What they're saying about  
"The Passion of The Christ"

*"I feel as if I have actually been there. I was moved to tears. Everytime I preach or speak about the cross the things I saw on the screen will be on my heart and mind."*

Rev. Billy Graham

*"It is as it was."*

Pope John Paul II

*"...inconceivable that anyone could see "The Passion of the Christ" and leave unchanged. This realistic portrayal of the brutal death of Christ gives a needed fresh glimpse of the amazing love God has for us."*

David Arrol Macfarlane  
National Initiatives  
Evangelical Fellowship of  
Canada

*"The Passion of the Christ will stun audiences with the lengths to which Jesus willingly went to purchase our salvation. Invite your seeking friends to see it."*

Sally Start,  
Alpha Canada

*"If we need a faith reawakening, a spiritual jolt, this film has the potential to give it."*

Dr. Murray Moerman  
Ntnl. Church Planting Strategy  
Outreach Canada

*"It draws out from the historical objectivity of the Gospel narratives sentiments of forgiveness, mercy and reconciliation."*

The Vatican Cardinal  
Castrillon Hoyos  
Worldwide Prefect of the Clergy.

# Reach Out Through The Passion of The Christ

*"The theatrical release of The Passion of the Christ is an opportunity for advancing the Kingdom of God that we, the church of Christ, dare not miss. We must do everything we can to encourage people to see the movie and pray God will touch their hearts. Then we must do everything possible to connect them to the gospel, so Christ can change their lives."*~ **Bob Kraemer, Director, Special Projects, Campus Crusade for Christ**

**WARNING: The movie you are about to see could change your life.**

You are probably pretty familiar with the story of Christ's crucifixion, but you have never seen it like this. Many who have seen the film are still talking about it weeks later often saying that they now have a new appreciation and sense of indebtedness for what Christ went through for you, for me. Billy Graham has been quoted as saying, "Every time I preach or speak about the Cross, the things I saw on the screen will be on my heart and mind." This is not an easy film, but it is an accurate one and it is changing hearts.

The Passion of the Christ represents an evangelistic opportunity that is unlikely to be repeated in our lifetime. Across the country churches and parachurch organizations are working together to maximize the impact this film will have on our country. You can be a part of history. Are you ready to share the passion and the gospel of Jesus Christ with your church, friends and neighbours?

**A strategy for *The Passion of the Christ*: Pray -- Push -- Pull -- Persist**

**Pray** Wherever there is evangelism there is resistance. This film has the potential to reach thousands of people with a powerful and convicting presentation of the gospel. Without prayer this effort will be fruitless. Will you join with us to bathe this film in prayer? You can sign up to receive updated prayer requests for *The Passion* or get information about joining a 24 hour prayer chain, or starting a chain in your church at [www.sharethelife.com](http://www.sharethelife.com)

**Push** We strongly believe that everyone who sees this movie will be powerfully affected by the portrayal of Christ and His sacrifice. It is our desire to get as many people as possible into the theatre to see *The Passion of the Christ*. There has already been a lot of buzz surrounding this movie. People who might never step into your church will come to see what everyone is talking about. You can help them get there and then take the next step in their faith journey.

- Promotional DVDs are being mailed to churches across the country. Show the G-rated trailer in Sunday services and encourage people to go and see the movie.
- Share your experience. Many who haven't seen the film have concerns about it. Help dispel the rumours that the movie is anti-Semitic or biblically inaccurate. Talk about the evangelistic potential of this movie with your congregation and encourage them to get involved.

Additional promotional material is available at [www.sharethelife.com](http://www.sharethelife.com)

THE LIFE.com

"Explore the Passion"

Campus Crusade for Christ is giving national leadership to this project with involvement from:

Evangelical Fellowship of Canada

Outreach Canada

Alpha Canada

Focus on the Family,

Christian Direction

Catholic Evangelization Training Ministries

## New Life

### Resources

TOLL FREE

1 800 667 0558

TOLL FREE FAX

1-800-665-8480

LOCAL

(604) 514 2016

LOCAL FAX

(604) 514 2011

20385 64 Ave,

Langley, BC V2Y 1N5

email: [orders@crusade.org](mailto:orders@crusade.org)

**Pull** In early screenings of the film there has been an eerie hush when the final credits roll. This movie moves people. Men and women who have known Christ for most of their lives have been brought to tears by a new understanding of what Christ did for them. What impact will it have on your church? On your non-christian friends? The third part of the strategy - pull - is all about giving people the opportunity to talk about the movie and take the next step towards a relationship with Jesus. We want this movie to be a truly life changing event, one that would challenge people to consider the claims of Christ more closely and make a decision for Him for eternity.

- [www.thelife.com](http://www.thelife.com) is being developed as a site where people can go to talk about the movie and get more information about Christ. Articles, interactive chat, and opportunities to ask questions take people from the experience of seeing the movie to a deeper consideration of the claims of Christ.
- Resources and ideas have been developed to help mobilize your church to use this movie as an outreach. Go to [www.sharethelife.com](http://www.sharethelife.com) and [www.thepassionoutreach.com](http://www.thepassionoutreach.com) for more details.

**Persist** Once people have begun to think more about Christ and His sacrifice it's time

to get them involved in on going ministry connections. We can come along side these new believers or those who have not yet made that decision, and answer their questions, encourage them and pray for them. The Passion of the Christ is a spark, now is the time to fan the flame.

- **Talk about** The Passion of the Christ from the pulpit now and in the weeks leading up to Easter.
- **Become an email mentor.** On [www.thelife.com](http://www.thelife.com) people will have the opportunity to email us their questions and we'll need people to answer them. You don't have to be a biblical scholar to be able to help. Often what people are really looking for is a listening ear. We can train you in how to respond to these emails and how to use them as an opportunity to share the gospel.
- **Come to the discussion board** on [www.thelife.com](http://www.thelife.com) and post your thoughts. Share your reaction to the movie and interact with others that are processing what they have seen.
- **Invite people** to an upcoming Alpha course.
- **Use Passion-themed evangelistic booklets** in your Easter services and outreach events.
- **Host a discussion group.**
- **Invite people** to a special Easter service at your church

## Resources for Churches and Church Leaders:

Promotional materials, Outreach ideas,  
Involvement opportunities and prayer updates

SHARE THE LIFE.com

Seeker site:

THE LIFE.com

Passion-themed evangelistic booklets available from  
[www.newliferesources.ca](http://www.newliferesources.ca)