

THE SECOND ACT

CHURCH CAMPAIGN KIT

Movie event + six-week discipleship pathway

Pastor and Ministry Leader Planning Guide for using The Second Act as an outreach, discussion and discipleship catalyst.

FAITH • FAMILY • FORGIVENESS • SECOND CHANCES

Prototype curriculum for church and small-group use. Scripture references and theological notes should receive pastoral/theological review before publication.

The campaign model

The church campaign is designed as a pathway rather than a one-night screening: INVITE → WATCH → DISCUSS → STUDY → PRACTICE → CONTINUE.

Stage	Church Action	Resource
Invite	Promote a licensed movie event to congregation and community	Poster, social graphics, bulletin copy, trailer
Watch	Host the film with a clear welcome and pastoral framing	Movie Event Planning Guide
Discuss	Offer immediate post-film conversation	Free Biblical Discussion Guide
Study	Launch six weeks of small groups	Participant + Leader Guides
Practice	Use weekly spiritual exercises	Count What Remains practices
Continue	Connect people to church ministries and pastoral care	Ministry referral / next-step sheet

Recommended eight-week calendar

- Week -2: leadership briefing, license confirmation, group-leader recruitment.
- Week -1: invitation campaign, trailer/social posts, sermon mention, participant registration.
- Week 0: licensed church movie event + optional 20-minute discussion.
- Weeks 1-6: Count What Remains small-group study.
- Week 7: testimony / reflection Sunday and ministry next steps.

Movie event run-of-show

Doors / hospitality 20 min • Welcome 5 min • Pastoral framing 5 min • Film • Break 10 min • Guided discussion 20-30 min • Invitation to six-week study 5 min • Prayer / ministry response as appropriate.

Sample promotional copy

What do you do when prayer does not change the thing you begged God to change? The Second Act is a story about grief, family, forgiveness and the possibility that God can still be at work when life does not make sense. Join us for a community movie event followed by an optional six-week biblical study, Count What Remains.

Pastor sermon-series bridge

- Tell God the Truth — Psalm 13
- Hand Over the Hard Parts — 1 Peter 5:7

- What Are You Chasing? — Matthew 6:33
- Show Up — Philippians 2:3-5
- Forgiven Is Not the Same as Fine — Ephesians 4:31-32
- Count What Remains — Romans 8:28

Resource package

- Free Biblical Discussion Guide PDF
- Leader/Facilitator Guide
- Participant Study Guide
- 30-Day Count What Remains Devotional
- Pastor Planning Guide
- Sermon-outline starters
- Bulletin insert copy
- Social-media copy and suggested graphics
- Email invitation templates
- Small-group sign-up sheet
- Pastoral-care referral sheet
- Licensed clip list, only after rights are cleared

Rights and licensing

A consumer copy or personal streaming subscription does not automatically grant public-performance rights. The final campaign must use the film's authorized church/public-performance licensing mechanism. Any study clips, stills, music, logos and downloadable film assets must also be cleared for the intended church use.

Measurement

Track registrations, screening attendance, small-group conversion, participant completion, email opt-ins (with consent), pastoral-care referrals, resource sales/downloads and church feedback. The goal is both ministry usefulness and a measurable direct-audience channel.