



CATHOLIC MOVIE MADNESS!

**SERVES:
COMMUNITY**

**TIME:
ANYTIME**

PRESENTING THE NEED TO MY TEAM

- How much do you like to go to the movies? How often do you feel afterward like you just threw \$12 down the drain? Couldn't we provide something better?
- Don't so many of your family members and friends run into the same problem.
- They enjoy watching movies on the big screen but they keep getting bombarded with things that are not healthy for them in the movies.
- The simple fact is that there are a good number of movies with virtues and good Catholic values. However they often are not playing at the local theater.
- You, as a member of Conquest, can share these movies with others. In this project you pick out a good movie and show it in a rented theater, in a gym, parish hall, or school auditorium. It is a way to promote positive virtues among your family and friends.



LET'S PICK A GREAT VIRTUOUS MOVIE AND SHOW IT TO EVERYONE!

OUR CALL TO SERVE

Let's pick a great virtuous movie as a team and show it to all of our friends, family and others!

PROJECT OVERVIEW

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WEEK	STEPS	WEEKLY THEME
1	<p>Movie: Decide on a movie you want to show. The team leader needs to think of at least 5 options beforehand (See appendix for ideas). Make it so every boy buys into the value of the movie you will show.</p> <p>Location: Decide on a location that is realistic. You will need to obtain permission or work out a cost for rent. Have a second option also so you can arrange one or the other by next week.</p>	
2	<p>Finalize: Make sure you are firm on your movie and location by the end of this week.</p> <p>Provisions: If you will show the movie yourself, you will need to secure a large screen (can hang a white sheet), an LCD projector, DVD player and sound system.</p> <p>Rights: Get permission to show the movie you want to. See appendix for how.</p> <p>Promotion: Design posters and movie tickets or invitations for your movie night. Start inviting people.</p>	
3	<p>Food: Decide what kind of food, snacks, and drinks you want to sell. You can use the money to cover expenses and for fundraising for your Conquest group.</p> <p>Posters: Start putting up posters at local parishes, schools and public venues. Hand out invitations or tickets to family and friends.</p>	

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4	<p>Invitations: You need to hand out movie tickets this week at local schools and parishes. If you can set up a table in the exit area , that is often effective. Of course get permission first.</p>	
5	<p>Announcement: Prepare an announcement for before and after the movie. Who will deliver the message?</p> <p>Assign: All the boys should have a responsibility.</p> <p>Promote: Do not let up on the promotion as many people need a last minute invitation.</p>	
6	<p>Food-Snacks: This would be the week to stock up and purchase the snacks/drinks that you are going to sell. Plan for who will bring coolers and ice for the soda/water, and if you are going to rent a popcorn machine, who will take care of that.</p>	
7	<p>Final Prep: Go over all the final details, who is doing what, when and how.</p> <p>Promote: Final week to promote. Invite your parish priest to lead the group in prayer before and after the event.</p>	

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8	<p>Movie Night: This is the week you have the movie night. Make sure that all the team members arrive 30-60 minutes early for setup.</p> <p>People: Try to get everyone to sign in so you have names to follow-up with. Send them an email after the event to thank them for coming. This is a good list to keep for future Conquest events that you host to invite people via email.</p>	

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TACTICS BY AREAS

LOCATION

1. Ideally you can rent out a movie theatre for this. This will require the assistance of a dad. You will most likely need to charge an admission for the movie to cover the cost of the rental.
2. If this is not possible, other options are to use a gym, large classroom, or even a parish hall. If you plan a very small event, you can even use someone's home and setup in their driveway by hanging a sheet on their garage door.
3. Ideally you want a place that has folding chairs available or bleachers for the audience to sit in.

PROVISIONS

1. Movie: you need to pick a good movie that you can show to whole families easily. It needs to be a movie that clearly promotes good values although it need not be explicitly Catholic. (See the appendix for ideas).
2. License - If you rent a movie theatre they can take care of this most of the time, if using a DVD you will need to contact the rights holder.
3. Food: If the location does not provide it themselves, do things like renting a popcorn machine to give it the feel of going to the movies. Get some soda and candy items, but make sure they are brand name not a generic store brand.
4. Invitations / movie tickets: make it sound exciting and fun, promote it widely and don't worry about non-Catholics showing up.
5. Chairs: Don't forget to make sure you have lots of chairs!
6. Equipment: One of the dads should be able to get an LCD projector from work or know someone that has one. They can also be rented if necessary. A large screen (a large white sheet ironed and hung on a wall works well), and a sound system (an amplifier and speakers from any home theater should work well).

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RESPONSIBILITIES

1. Announcer: you need one boy to invite everyone at the beginning and thank them for coming at the end.
2. Promotions: All boys should be involved in promotions but some need to design, some need to put up posters, and some need to do personal invitations.
4. Ticket sales: Some need to be at the door and collect money for the movie (if you charge a nominal fee) a movie theatre may do this themselves.
5. Snack sellers: unless you are at a theatre some boys need to be at the back and sell snacks.
6. Greeters: Whoever is not selling snacks or tickets, or announcing the movie needs to stand at the entrance to greet people and lead them to a seat.
7. Production: Several boys will need to be in charge of lights, the movie projector, sound system, etc.

CONTACTS

- 1) Places to rent and movie companies: Try to get them to give you a firm yes or no right away rather than hesitating for weeks. Try to use the fact you are a group of boys in a Catholic club to get them to offer you a good discount or free rent (as a not-for-profit)
- 2) Pastors and school principals: show them the value of the movie you are going to show to teach virtue to the parishioners or students. Try to get as much publicity and promotion as they will give you or let you do.
- 3) Families: point out that this is a family friendly movie and do what you can to make it a family event.
- 4) General promotion: emphasize how exciting the movie is and how good the quality is. Mention that it is Catholic and teaches virtue but don't emphasize this. Those looking for a Catholic virtue movie will look to the small print but you want to get the general public too.

PROJECT OVERVIEW

DEBRIEFING

SPECIAL OPS

- Pick the movie right! It has to have several properties: family friendly, attractive name, good plot, good morals, well-paced action, and the boys need to be excited about it. If you pick the right one, the project is 2/3 done.
- Admission Fee: It is best to simply accept donations (because of legality of license rights) – make sure to post a “Suggested Donation Amount”
- People value things more if they have to pay for them, so do not be afraid to suggest a reasonable amount that helps with your groups fundraising.
- Be professional and don’t just hack this project together. Do all you can to get a good facility so this is something special and memorable.
- If you get snacks, get good ones with brand names everyone knows. Adults and kids have no problem paying \$1.00 for a Coke, but will if it is Big K Cola.
- Involve everyone in promotion and greeting so they are all part of the project.

CONTINGENCY PLAN



- You could organize a Catholic Film Festival with some other Conquest groups in the area. You could even try to do this on your own if the boys are up for it.
- You can also see a modern movie that is not 100% positive but have a well-trained adult (such as a priest) direct a discussion of virtues afterwards.
- You could get a local choir or band to do a performance of Holy Week and Easter songs. (if timing for the year works out)
- Organize a play of Christ’s passion and resurrection to invite people to.

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APPENDICES



What you want to do in this apostolic project is called a public viewing. You should not just buy the movie or rent it from Red-Box then show it to 100 people. When you buy a movie in the usual way, you only buy permission for a private viewing such as in a house. There are several ways to solve this issue.

1. Ignatius press will let you have a public viewing of your choice of three of their films for free. They even want you to make money.
2. They send you what you need to set up a video table of their videos at the back; you even get 33% of any of their movies you sell that night, and can send the unsold ones back. The movies you can show are definitely Catholic but of a high quality.
3. You can do what is called a non-commercial public viewing, to this you simply make admission free. You can still ask for voluntary donations and sell snacks. There are several other legal requirements for this but the fact it is organized by your Conquest group takes care of these (under a not-for-profit fundraiser under the parish).
4. Icon Pictures makes positive movies and seek venues like this to show them as a means of promotion. Check out their website to find out more.
5. The rights for public viewing of most films can be bought from the distributors for a nominal fee.

Some good options are (in no particular order):

- The Scarlet and the Black—an older movie about a priest hiding Jews from the Nazis.
- Karol, The Man Who Became Pope—JP2, enough said.
- The Passion of the Christ (PG)—meditate on Christ's suffering, (not acceptable for small children)
- The Secret of Bernadette—The story of Lourdes
- Marcelino Pan y Vino—A boy adopted by monks serves Christ, literally priest saves a struggling parish.



RESOURCES



APPENDICES (CONTINUED)

- Announcer: Padre Pio; Mother Theresa—the story of their lives
- Spiderman 2—a superhero movie with a real hero sacrificing himself for others. A great analogy of a vocation to the priesthood.
- Good Will Hunting—A genius kid learns to care about others
- Amazing Grace—The end of slavery in England
- E.T.—a fun family film that shows true friendship
- Jurassic Park—An analogy to current science
- The Ultimate Gift—A man gives his wealth to a relative if he fulfills some requirements.
- Facing the Giants—a small town football team comes together to win.
- Star Wars Episodes 1, 4, 5, & 6—good but skip episodes 2 and 3 as they involve more complicated morality with Anakin's affair.
- Bambi; Sleeping Beauty; Ben Hur, It's a Wonderful Life—classics
- The Mighty Ducks—a man overcomes himself to teach kids hockey (maybe just for kids)
- Dollar for the Dead—an over-the-top wild west comedy; the lesson is divine providence.
- Toy Story; The Incredibles—family superhero comedies; the lesson is teamwork
- Jumanji—a magical board game starts an adventure, teaches honesty and courage
- Chicken Run—Silly Claymation chickens escape with a lot of teamwork.
- Babe—A pig succeeds where it is unexpected.
- Life is Beautiful—A man builds a nice family then sacrifices his life for his son.
- The Lion King—your responsibility and your mission to fight evil in life
- The Bells of St Marys—A priest saves a struggling parish.
- For Greater Glory – about the Cristero's war in Mexico and Bl. Jose Del Rio.

PROJECT OVERVIEW

PROJECT NOTES:

