

BIG DAY RALLY CRY TESTIMONY VIDEO GUIDANCE

Objective:

The goal of this video is to capture a heartfelt, authentic story that showcases the power of a simple invitation to a Christmas service and the life change that followed. The testimony should inspire others to see the impact their own invitations can have.

Example Story Flow

- **Start with a brief introduction** where the person mentions how long they've been part of the church and when they first attended a Christmas service.
- **Explain the invitation:** Share the details of who invited them and how that moment felt. Was it expected? Did they hesitate? What made them accept?
- **Describe the first experience:** What was the first Christmas service like? What stood out? How did it make them feel?
- **Talk about the lasting impact:** Reflect on how that one invitation led to deeper involvement and how their life or family has changed since.
- **End with a word of encouragement:** Encourage others to invite their friends this Christmas, knowing that one small invite can make a huge difference.

Key Questions to Ask:

Before the Invitation:

- "What was your life like before attending [Church Name]? Were you connected to a church or faith community?"
- "How did you feel about church or faith before you received the invitation?"

The Invitation Moment:

- "Can you walk me through the moment when someone invited you to a Christmas service? How did it happen?"
- "What made you decide to say 'yes' to that invitation?"
- "Were you expecting anything special, or were you just curious?"

First Experience:

- "What was it like walking into the church for the first time? What were your first impressions?"
- "Did anything stand out to you during the service—something that moved you or grabbed your attention?"
- "How did you feel leaving that first service? Did you feel something had changed?"

After the First Experience:

- "What was the impact of that Christmas service on your life? Did you come back the following Sunday?"
- "How has your life changed since you started attending church regularly?"
- "Looking back, do you feel that invitation was a significant turning point for you? How so?"

Encouraging Others:

- "What would you say to someone who might be nervous about inviting a friend or family member to church?"
 - "Why do you think a simple invitation can make such a big difference?"
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Tips for Helping the Person Be at Ease:

1. **Create a Relaxed Environment:**
 - Start with casual conversation before recording to help the person feel comfortable. Ask them how their day has been or something lighthearted to break the ice.
 - Let them know it's okay to pause, take their time, or rephrase their answers. The goal is to make them feel unpressured.
 2. **Repeat the Question in Their Answer**
 - Ask them to frame their answer using the question that you've asked so when editing their statements stand on their own.
 3. **Ask Open-Ended Questions:**
 - Frame your questions in a way that encourages storytelling rather than one-word answers. For example, instead of asking "Did you enjoy the service?" ask "What did you enjoy most about that first Christmas service?"
 4. **Encourage Authenticity:**
 - Remind the person that their story doesn't need to be perfect—it needs to be real. If they stumble or get emotional, that's okay. It often adds to the authenticity of the testimony.
 5. **Prompt with Follow-Up Questions:**
 - If they mention something powerful or interesting, follow up with questions like "Can you tell me more about that?" or "What was going through your mind at that moment?"
 6. **Be Patient and Give Them Time:**
 - Allow the person time to think and respond. Avoid rushing through the questions. If they need to collect their thoughts, that's perfectly fine.
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Visual and Tone Considerations:

- **Casual, Yet Warm Setting:**
 - The setting should feel personal but not too formal. Consider filming in a comfortable area of the church or in their home, depending on their comfort level.
- **Tone of the Testimony:**
 - The tone should reflect gratitude, joy, and the significance of the invitation. Encourage them to speak from the heart rather than feeling scripted.
- **Natural Lighting & Audio:**
 - Use soft, natural lighting and clear audio to make sure the focus stays on the person and their story. Avoid overly dramatic effects that could distract from the testimony.