



iMatter - is a DVD for use in a mission context and is designed from this perspective. It starts with looking at hopes and dreams, at issues such as love and what priorities people have in life, about what matters to them.

So how might you use it? Here are 5 bits of advice and 5 ideas...

The Advice

- **Take it seriously.** Watch the DVD as a group and discuss it; what's it about? How could we use it? Make some plans so everyone is clear about what you are doing. **Know what you want to achieve.** Define what would be success in mission. Be realistic – lovely as it may be to think that your church would be filled to overflowing on Sunday, it might be more appropriate to build relationships having multiple conversations and sowing seeds.
- **Let people make it work.** Physically handing the DVD to a friend or colleague is far more personal than doing it randomly. Have a group discussion to find out what others are comfortable with and using it that way.
- **Have a follow up strategy.** Ideally you would give “iMatter” to a friend, they would find it intriguing and you have a chat about it. You could have a follow up conversation or the church could organise something friendly and approachable for a few folks. Introducing ‘church’ at this stage could be too aggressive and off-putting for some people.
- **Be selective.** Think about having a small enthusiastic group to use “iMatter” to start the ball rolling. Keep track of who has been given it and share feedback as to how it went. If this is promising, do it again but with more! If the results are disappointing, try and understand why.

The Ideas.

- **Product Placement.** Have the DVD at home or on your desk or in the car so it's more natural to share.
- **Have a DVD club.** Like a book club but using DVDs. Invite those who have expressed an interest in the themes and use “iMatter” for the first week but then use other films that have themes of hope, love, dreams and use them for discussion.
- **Get viral.** There is Charlie's story from “iMatter” available on You Tube, God Tube, Google Video and AOL Video for you to send to friends, family and colleagues.
- **Go Public.** You have permission to use “iMatter” in public! If you have an open space at church put the cartoon on loop and advertise that the DVD is free and invite passers-byes to come in for a free DVD.
- **Run a short films night.** Great if you're near to a university or college. Use a café or bar and advertise local film makers to show their work. Put one of the short “iMatter” films on before the interval so you can chat over coffee. Have DVDs for people to take if they're interested. It could take off and become a regular feature.

Remember that “iMatter” is a resource for starting conversations and not necessarily for conversions.



in our villages, towns & cities