

How to offer the DVD

Please review this conversation guide before making your first visits to offer the DVD.

We recommend that one person holds the leaflet and the DVD and does the talking whilst the partner holds the clipboard and extra materials and does the necessary writing when a DVD is accepted.

Suggested introduction at the door:

1. **Hello. We're from the church in _____ . You should have received this leaflet** (show offer leaflet) **a few days ago. We're offering this free DVD** (hold out DVD) **and have brought this copy for you, if you would like it.** (Let them take the DVD)

[If no recollection of the leaflet/letter:

The leaflet and letter explained how this DVD on the life of Jesus is being given out at no cost. Would you like to have a copy?]

(Pause for response)

2. **All we ask is that you watch the DVD in the next few days and then help us by giving your opinion to a seven-point questionnaire. We're interested to know what people think of the film. Apart from answering seven questions, there's no obligation - the DVD is yours to keep.**

If they say 'Yes':

3. **Great. Can I confirm your house number?**

(Write house number on next numbered line of your DVD Distribution Record.)

I should mention, there are a couple of scenes near the end of the film that younger children could find upsetting.

4. **Would this be a convenient time to call back next week to do the questionnaire?**

[If this is not convenient:

When would be a good time for us to call back?]

(Note on your record sheet whatever day, date & time is agreed upon.)

Let me leave a reminder card with the DVD. It has my name and telephone number on it. Perhaps you could ring me if you haven't had time to watch the DVD or won't be here at this time next week. (Write the agreed day, date & time on the card and give it to the viewer.)

By the way, I'm _____ (name), and this is _____ (name).

(Pause to see if the viewer responds by offering their name. If they do, write it on the DVD DR *after* leaving the premises.)

5. **Thank you. We look forward to seeing you then.**

If they have no DVD player in the house:

If you want to see it, there are two possibilities. You could take the DVD and watch it at a friend's house. Or, if you would like, we could arrange for you to see it at a nearby home of someone involved in distributing these DVDs.

(If a nearby home arrangement is requested, please note this on your DVD Distribution Record or offer to let the person come to your own home.)

If they say "No":

Thank you for your time.

PTO...

Responding to possible questions / comments

"I am a Muslim / Hindu / Buddhist / atheist"

"That's fine. We are offering this film to everyone – anyone who would like to watch it."

"I am a Christian / go to _____ church"

"That's great! You can still have a DVD if you would like one. Our real desire is to give it away to people who don't know Jesus. If you are already a follower of Jesus perhaps you know someone else who would appreciate the DVD."

"I've already got one / seen it before?"

"That's great. We would still be interested in knowing what you think of it. Could we come back next week and ask you the seven questions? Perhaps you would like to watch the film again in the meantime to refresh your memory."

"I don't live here / Mum's out / I'm on the phone."

"That's OK. We'll call again some other time. (Do you know when the householder / your mum will be back?)"

"We're about to go out."

"We just want to leave a DVD, not stay for a chat. It will literally only take two minutes, but if this is an inconvenient time, we'll call back later. When might be convenient?"

"How long is the film?"

"Less than an hour and a half."

"I'd like to see the film, but I wouldn't want to do the questionnaire."

"That's OK. You can still have the DVD."

"What questions are you going to ask me?"

"I don't have the questions with me, but there are only seven of them. It's very short. It will only take about 5 minutes. The questions are about your opinion of the film."

"What's the real purpose of what you're doing?"

"We're part of a nationwide project interested to give as many people as possible the opportunity to see this fascinating film. There's no obligation - other than giving us your opinion after viewing the DVD. Over 2 billion people around the world have seen this film. What you do about what you learn from the film is entirely up to you."

"Where is the money coming from to pay for all these DVDs you're giving away?"

"Local churches have purchased the DVDs at a significant discount. Different church members have contributed to the cost of giving them to whoever might be interested."

"How will the questionnaires be used?"

"They will be compiled and analysed by our church. The results will help us to decide if a wider DVD distribution would be helpful. We are also considering putting an article into the local newspapers reporting people's opinions in general. Any comments will be totally anonymous."

If the house displays a notice requesting "No hawkers, no circulars, no free newspapers"

"We are not soliciting anything, but offering this free DVD to anyone who might be interested. A leaflet explaining this offer was dropped through your letterbox a few days ago. We just wanted to follow it up."